



# “Assessment of the Impact of Social Media on Academic Performance among Students of selected Higher Secondary School of Hajo Block, Kamrup(R), Assam”

<sup>1</sup> Ms. Tensubam Maipaksana, <sup>2</sup> Ms. Himashree Bharadwaj, <sup>3</sup> Afruja Khatun, <sup>4</sup> Aliah Begum, <sup>5</sup> Arjuma Begum, <sup>6</sup> Asma Begum, <sup>7</sup> Bilkis Begum, <sup>8</sup> Fojila Ahmeda, <sup>9</sup> Jerifa Nasrin Sheikh, <sup>10</sup> Leena Tabassum, <sup>11</sup> Manashi Bhatta, <sup>12</sup> Mehnaj Akhtar

<sup>1</sup> Assistant Professor, NEPNI College of Nursing, <sup>2</sup> Clinical Instructor, NEPNI College of Nursing, <sup>3-12</sup> students of NEPNI College of Nursing  
<sup>1</sup> Mental Health Nursing Department,  
<sup>1</sup> NEPNI College of Nursing, Hajo, Assam

**Abstract:** Social media is a popular trend today, especially among students. The purpose of the study is to assess the impact of social media on academic performance among the Higher Secondary students and find out the association between the impact of social media on academic performance and selected socio demographic variables. In this study, non experimental descriptive design method was adopted for collecting and analyzing the data. A 100 numbers of sample were collected by using systematic random sampling method. A self-structured tool was developed to collect information and analysis was done by using Inferential and descriptive analysis. The results show that majority (70%) had moderate impact, 21% had mild impact and 9% had severe impact on academic performance and there is no association between the impact of social media and selected socio-demographic variables. There is an impact of social media on academic performance of the students.

**Keywords:** assess, impact, social media, higher secondary students, academic performance

## INTRODUCTION

Social media is a popular trend today, especially among college students. The purpose of the study is to analyze the impact of social media, particularly Facebook, What's App, YouTube and Instagram on student's academic performance. The most commonly used method for communication is social media networking. The capacity of social media networking to spread valuable data quickly has made it the quickest developing method of association. A direct relationship exists between Social media usage and the academic performance of students. However the darker side within technological evolution has resulted in dilemmas such as the setback of real values of life especially among students who form the majority of users interacting through the use of social networking sites. Online social networking sites focus on building and reflecting social associations among people who share interests and or activities. With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for chatting online with friends. Many students are now addicted to the online rave of the moment, with Facebook, Twitter etc.<sup>3</sup>

## Need for the study

Studying the impacts of social media on student's academic performance is important to understand how digital platforms influence learning habits, time management, and focus. It can provide insights into potential distractions and benefits, helping educators and students to find effective strategies to balance online engagement with academic success. This study is significant to the teachers, parents and students. This study will help the teachers of the school to know the influence that social media has on their students, so as to assist them to enlighten and create awareness to the students on the possible influence it has on them. The study is of significant to parents in the sense that they will know the possible effects these social media usage has on their children, so as to serve as watch-dog to their children on the usage of the social networking site.<sup>3</sup>

The study will enable the students of the senior level so that they will be aware that, apart from the social benefits of this social networking site, using the sites more than necessary will pose possible dangers to their health. It will be relevant in assisting students in understanding the diversity of social media. It will provide relevance material for students and other researchers undertaking similar research. The study will help with more information on the influence of social media on student's academic performance.<sup>3</sup>

## Objectives of the study

- To assess the impact of social media on academic performance among the higher secondary students.
- To find out the association between the impact of social media on academic performances and selected socio demographic variables. e.g. - age, gender, occupation of parents, choice of social media.

## Assumptions

1. Students use social media to communicate and study.
2. Social media has impact on academic performance of the students.

## Hypotheses

**H<sub>1</sub>:** There is an impact of social media on academic performance among the students.

**H<sub>2</sub>:** There is an association between the impact of social media on academic performance and selected socio demographic variables.

## REVIEW OF LITERATURE RELATED TO USE OF SOCIAL MEDIA

**Faverio M, Sidoti O. (2024)**, conducted a survey about technology's impact on youth among the US teens aged 13 to 17 years. From the study it was found that YouTube, Tiktok, Instagram and Snapchat remain widely used platform. YouTube tops the list of the online platforms covered in the survey. 90% teens use YouTube, 63% use Tiktok, 61% use Instagram, 55% use Snapchat.<sup>5</sup>

**Purusothaman U. and Padmalosani (2019)**, conducted a study on the impact of social media on youth. Survey method was used to collect data from respondents belonging to the age group of 20-25 years. Questionnaires constructed and distributed to 150 respondents. Convenience sampling method was used; Chi square and regression tools were used to analyze the collected data. It was found that among 150 youth, 21(14%) spend average 1 hour, 45(30%) spend 3 hours and 84(56%) spend more than 3 hours in social media. The study showed that youth were addicted to social media by sharing pictures and chatting unnecessarily <sup>6</sup>

**Raj M., Bhattacharjee S., and Mukherjee A. (2018)**, conducted a study on 388 randomly selected students of metropolitan city of Siliguri in West Bengal. The data were analyzed using appropriate statistics. A pretested and predesigned questionnaire was administered on students. The findings showed that 87.1% students used social networking site and spent an increase amount of time on these networks; addiction was seen in 70.7% and was more common in the age group of 17 years and above.<sup>7</sup>

## REVIEW OF LITERATURE RELATED TO MPACT OF SOCIAL MEIDA ON ACADEMIC PERFORMANCE OF STUDENTS

**Sivakumar R. (2020)**, conducted a research study to find out the effects of social media on academic performance of students in Cuddalore District, Tamilnadu. Survey method was adopted to collect the relevant data for the study. 1000 sample were selected by using random sampling technique. Results of ANOVA showed that there was a significant difference between academic achievement and impact of social media among students. Out of the total 1000 students 78.8% was representing positive impact and 21.8% was representing negative impact.<sup>1</sup>

**Kouser S. (2020)**, conducted a research study to examine the influence of social media on academic achievement of the students of the Central University of Punjab. The descriptive survey research design was adopted and stratified random sampling technique was used to select a sample of 100 students. Research findings showed that a great number of students in Central University of Punjab were addicted to social media. The findings revealed that social media has a positive effect on academic achievement of students and it was observed that the usage of social media in boys was higher than the girls.<sup>10</sup>

**Lahiry S., Choudhury S., Chatterjee S., and Hazra A. (2019)**, conducted a cross sectional study to assess the impact of social media on academic performance and interpersonal relationship among students. The study was based on online survey, taken by 650 medical students at a tertiary medical center in Kolkata. The survey was created using an online tool, *Google forms*. He found that nearly two-thirds (60.87%) regarded social networking having a positive (improved) impact on academic performance.<sup>11</sup>

### RESEARCH METHODOLOGY

#### Research approach:

A quantitative research approach was adopted.

#### Research design:

Non experimental descriptive design

#### Setting:

Selected Higher Secondary School of Hajo Block, Kamrup(R), Assam

#### Population :

Students of selected Higher Secondary School of Hajo Block, Kamrup(R), Assam

#### Sample Size:

The sample consists of 100 higher secondary students of S.B.S.K.R. Higher Secondary school, Hajo, Kamrup, Assam.

#### Sampling Technique:

Non probability convenience sampling technique

### Data and Sources of Data

A prior permission was obtained from the Principal of S.B.S.K.R. Higher Secondary school, Hajo, Kamrup, Assam and informed consent was obtained from the 100 participants on the same day. The study was conducted on 07-11-2024 and 08-11-2024

#### Theoretical framework

##### Variables under study

Two types of variables are identified in this study.

**Research variable:** impact of social media.

**Demographic variables:** age, gender, educational qualification of parents, occupation of parents, choice of social media.

**Description of the tool**

Based on the objectives of the study, the tool was divided into the following sections.

**Section I-** It contained socio-demographic data for collecting information on participant's background. The elements are age, gender, educational qualification of parents, occupation of parents, choice of social media.

**Section II-** A self- structured tool containing a set of 15 statements was developed to assess the impact of social media on academic performance among the Higher Secondary students.

**RESULTS AND DISCUSSION**

The results for the study have been discussed in terms of objectives framed for the study. They are as under-

- The majority (70%) had moderate impact of social media, 21% had mild impact and 9% had severe impact on academic performance.
- There is no association established between the impact of social media on academic performance and selected socio demographic variables.

**Analysis of the findings were categorized and presented under the following headings.**

1. Description of socio-demographic characteristics of the subject.
2. Distribution of impact of social media on academic performance among the Higher Secondary students
3. Association between impact of social media on academic performance among the Higher Secondary students and selected socio-demographic variables, example – age, gender, educational qualification of father and mother, occupation of father and mother, favorite site of social media.

**1. Description of socio-demographic characteristics of the subject**

**Table 1: Frequency and Percentage Distribution of Demographic Variables.**

**N=100**

Sl. No.	Demographic Variables	frequency	percentage
1	Age in years		
	a. 15-16 years	21	21
	b. 17-18 years	72	72
	c. Above 18 years	7	7
2	Gender		
	a. Male	37	37
	b. Female	63	63
3	Educational qualification of father		
	a. Illiterate	19	19
	b. Primary school passed	12	12
	c. 10 <sup>th</sup> passed	22	22
	d. 12 <sup>th</sup> passed	26	26
	e. Graduate or above	21	21

4	Educational qualification of mother		
	a. Illiterate	20	20
	b. Primary school passed	31	31
	c. 10 <sup>th</sup> passed	23	23
	d. 12 <sup>th</sup> passed	22	22
	e. Graduate or above	4	4
5	Occupation of father		
	a. Cultivation	30	30
	b. Business sector	47	47
	c. Private sector	11	11
	d. Government sector	12	12
6	Occupation of mother		
	a. Homemaker	86	86
	b. Business sector	3	3
	c. Private sector	5	5
	d. Government sector	6	6
7	Favorite site of social media		
	a. Facebook	12	12
	b. WhatsApp	8	8
	c. YouTube	25	25
	d. Instagram	51	51
	e. Others	4	4

Table 1 depicts the frequency and percentage distribution of demographic variables of Higher Secondary students. According to their age majority 72% were in 17-18 years of age, 21% were in 15-16 years of age and 7% were in above 18 years of age.

Regarding gender of Higher Secondary students, maximum 63% were female students and 37% were male students.

As per educational qualification of father of Higher Secondary students, majority 26% had 12<sup>th</sup> passed, 22% had 10<sup>th</sup> passed, 21% had graduate or above, 19% were illiterate and 12% were primary school passed.

With regard to educational qualification of mother of Higher Secondary students, 31% were primary school passed, 23% had 10<sup>th</sup> passed, 22% had 12<sup>th</sup> passed, 20% were illiterate and 4% had graduate or above.

According to occupation of father of Higher Secondary students, maximum 47% were in business sector, 30% were doing cultivation, 12% were in government sector and 11% were in private sector.

As per occupation of mother of Higher Secondary students, majority 86% were homemaker, 6% were in government sector, 5% were in private sector and 3% were in business sector.

With regard to favorite site of social media of Higher Secondary students, half 51% use Instagram, 25% use YouTube, 12% use Facebook, 8% use What's App and 4% use other site for social media.

**2. Distribution of impact of social media on academic performance among the Higher Secondary students**

In this study, the distribution of impact of social media on academic performance of students can be mild, moderate and severe.

Impact	Score range
Mild impact	15-30
Moderate impact	31-45
Severe impact	46-60

**Table 2: Distribution of impact of social media on academic performances among the Higher Secondary students****N=100**

Impact on social media	F	%	Score range	Median	Mean	SD
Mild impact	21	21	(17-45) 28	33	31.33	7.757
Moderate impact	70	70				
Severe impact	9	9				

Table 2 describes the distribution of impact of social media on academic performances among the Higher Secondary students revealed that majority 70% had moderate impact, 21% had mild impact and 9% had severe impact on social media with obtained score range of 28(17-45) with Median score was 33, and Mean score of 31.33 and Standard Deviation was 7.757.

**3. Association between impact of social media on academic performance among the Higher Secondary students and selected socio-demographic variables** – age, gender, educational qualification of father and mother, occupation of father and mother, favorite site of social media.

**Table 3: Association between impact of social media on academic performances among the Higher Secondary students and selected demographic variables****N=100**

Sl. No.	Demographic Variables	Impact of social media			$\chi^2$ Value	df	p value
		Mild	Moderate	Severe			
1	Age in years						
	a. 15-16 years	4	16	1	1.192	4	0.879 <sup>NS</sup>
	b. 17-18 years	15	50	7			
	c. Above 18 years	2	4	1			
2	Gender						
	a. Male	6	28	3	0.962	2	0.618 <sup>NS</sup>
	b. Female	15	42	6			
3	Educational qualification of father						
	a. Illiterate	4	12	3	8.187	8	0.415 <sup>NS</sup>

	b. Primary school passed	4	6	2			
	c. 10 <sup>th</sup> passed	4	18	0			
	d. 12 <sup>th</sup> passed	7	17	2			
	e. Graduate or above	2	17	2			
4	Educational qualification of mother						
	a. Illiterate	5	13	2	5.070	8	0.750 <sup>NS</sup>
	b. Primary school passed	8	21	2			
	c. 10 <sup>th</sup> passed	2	18	3			
	d. 12 <sup>th</sup> passed	5	16	1			
	e. Graduate or above	1	2	1			
5	Occupation of father						
	a. Cultivation	7	20	3	5.389	6	0.495 <sup>NS</sup>
	b. Business sector	9	32	6			
	c. Private sector	1	10	0			
	d. Government sector	4	8	0			
6	Occupation of mother						
	a. Homemaker	18	59	9	3.023	6	0.806 <sup>NS</sup>
	b. Business sector	0	3	0			
	c. Private sector	1	4	0			
	d. Government sector	2	4	0			
7	Favorite site of social media						
	a. Facebook	2	9	1	6.845	8	0.553 <sup>NS</sup>
	b. WhatsApp	1	7	0			
	c. YouTube	4	20	1			
	d. Instagram	12	32	7			
	e. Others	2	2	0			

\*p value &lt; 0.05 level of significance

NS-Non Significant

Table 3 depicts the association between impact of social media on academic performance among the Higher Secondary students and selected demographic variables were tested by using chi-square test. Result revealed that age, gender, educational qualification of father, educational qualification of mother, occupation of father, occupation of mother and favorite site of social media were not found any significant association with impact of social media on academic performances among the Higher Secondary student.

## DISCUSSION

A descriptive study conducted by Osharive Peter (2015), on social media and academic performance of students in University of Lagos. The descriptive survey research design was adopted and simple random sampling technique was used to select a sample of 378 students. A self-developed Likert scale was used for data collection. The results showed that use of social media has a significant influence on academic performance of the students; there was no significant difference between male and female students usage of social media, and there is a significant influence on student's usage of social media by age. The findings showed that though social media have negative effect on student's academic work but they also have benefits and can be used appropriately. .



The present study is also a descriptive quantitative study, aimed to assess the impact of social media on academic performance among the Higher Secondary students and find out the association between the impact of social media on academic performance and selected socio demographic variables. In this study, non experimental descriptive design method was adopted for collecting and analyzing the data. A 100 numbers of samples were collected by using systematic random sampling method. A self-structured tool was developed to collect information. The results showed that there is an impact of social media on academic performance of the students. The majority (70%) had moderate impact, 21% had mild impact and 9% had severe impact on academic performance and there is no association between the impact of social media and selected socio-demographic variables.

## CONCLUSION

The study revealed that majority had a moderate impact of social media on academic performance. The students should be educated about advantages of social media and encouraged to use social media as a tool for their academic improvement. By using social media effectively students can enhance their academic performance and develop critical thinking skill.

## RECOMMENDATIONS

In the view of the findings and limitations of the present study, following recommendations have been suggested-

- A similar study can be conducted with a large sample of students.
- A study can be conducted to examine positive and negative impact of social media on student's academic performance.
- A study can be done regarding addictiveness of social media among students.
- A study can be conducted to assess the influence of social media on the social behavior of students.

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