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Article:	**A Perception of University Students Regarding the Influence of Social Media on the Academic Performance**
Author(s):	Tanveer Nasir PhD Scholar, Bahria University Islamabad
	Dr. Syed Abdul Siraj HOD, Media Studies, Bahria University, Islamabad
	Dr. Fiza Zia Ul Hannan Media Officer, Pakistan Institute of Development Economics
	Waheed Hussain Assistant Professor, Media Studies, Bahria University, Islamabad
	Sobia Javed Lecturer Mass Communication, NUML Islamabad
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Author(s) Note:	Tanveer Nasir is a PhD Scholar at Department of Media Studies, Bahria University Email: tanveernasirkhattak@gmail.com
	Dr. Syed Abdul Siraj is serving as a HOD at Media Studies, Bahria University Email: asiraj.buic@bahria.edu.pk
	Dr. Fiza Zia Ul Hannan is serving as a Media Officer at Pakistan Institute of Development Economics. Email: fizaziaulhannan@gmail.com
	Waheed Hussain is serving as an Assistant Professor at Bahria University, Islamabad. Email: waheed.h35@gmail.com
	Sobia Javed is serving as a Lecturer at Mass Communication Department, NUML. Email: sojaved@numl.edu.pk

ABSTRACT

The purpose of this research was to survey the stimulus of social networks on educational performance of scholars in National University of Science and Technology. Two research questions and three research hypotheses led the study. Uses and gratification theory was used in this deductive research. To accomplish this, Quantitative and the descriptive survey research design was employed. The study focused on National University of Science and Technology. The simple random sampling technique was utilized to select a sample of 350 students. Likert Type Rating Scale Questionnaire was utilized to assemble data from the students. Descriptive statistics of male and female counts and percentage were utilized to scrutinize the demographic statistics. Research findings revealed that a large number of students in National University of Science and Technology are addicted to social media. The result from the outcomes shown that social media have negative effects on student's i.e., lack of privacy, consuming most of their productive time, diverting students from their academic efforts but social media correspondingly have advantages and can be utilized suitably. Students perception regarding social media sites also indicates that social media distract there focus from studies. From virtual communities while planning for an assignment group discussions regarding the class tasks or consumption of social media sites are a way to keep engage while a pupil who has been absent requires to be rationalized on up-to-date academic information.

Keywords: Social Media, Perception, Influence, Academic Performance.

Introduction

This specific research study aims to survey the effects of social networks on the educational performance of scholars. In this modern era of information explosion and the most common usage of social media midst the pupils of National University of Science and Technology has reached high levels. Students as users and social media websites, applications, and plat forms for them are increasing every passing day. This explosion or expansion of social media has led to extend the use of social media by the students. The researcher will attempt to find the relationship between usage of social media and the educational performance of pupils of National University of Science and Technology.

Background terms definitions

Social media are the websites and apps that give an opportunity to its users to produce, share, interact and get connected with others.

Academic performance is the resultant of performance of students in class (i.e., presentation, quizzes, and class attendance) and performance in the exams (midterm and final term) allotted in the Grade Point Average (GPA).

Statement of the problem

Students are much exposed to social media these days. Usage of new media has many progressive as well as destructive effects on students/users academic results. Such positivity and negativity also depends upon students. What is positive for some students might be negative for others. Therefore this study has been undertaken to understand that how students' academic performance could be effected by the overuse of Social Media.

Objectives

Objectives of such study are mainly to inspect the impact of social media on Educational performance of pupils at National University of Science and Technology. Precisely, the study tries to find;

1. To determine social media app or website to which scholars are supplementary exposed that stimulate their school performance.
2. To find out by what method the use of social media has stimulated the academic performance of the students in National University of Science and Technology.

Research questions

i) Do students addicted to social media?
ii) Is there any association between addiction to SNS and educational performance of scholars?

Significance of the study

Such research plays a vital role for the students, Teachers and parent's awareness. The study will assist teachers to know all possible effects of social networks on the educational achievements of their student's then to create awareness among their student's about practice of social networks effects on their academic performance. Such research is vital for parents because they will know all possible positive and negative impacts of social media on their children's educational performance, so they will watch-dog the children's using social media. This research will empower the students of university level to know pros and cons of social networks usage on their school performance. Students, teachers, and parents will also be able to know the range of new media. This study will deliver relevant information for pupils, teachers and researchers working on the parallel research. This research will explore the knowledge of those, who already know about social media, academic performance and the

effects of social networks on educational performance of scholars.

General assumptions

It's generally assumed that new media is negatively associated with educational performance of undergraduates of National University of Science and Technology. There is inverse proportionality between the times consumed using social media and excellence in academic performance.

Hypothesis

1.   Uses of SNS by the students

2.   The more the addictiveness to SNS, the more the influence

3.   Scholars inclined to social media sites have adverse influence on their educational performance.

Limitations and delimitations

This study is limited to the time restraints, data collected and resources required preceding this research procedure.

Literature Review

Like University Management System of National University of Science and Technology & Agahi LMS portal of the largest Distance Education University of Pakistan i.e. Allama Iqbal Open University a study conducted in 2007 by Boyd has shown that many educational institutes have developed these sites to update their students with assignments, workshops, quiz, helps them online, ultimately to promote education. According to San Miguel (2009) Average Facebook users students study 1-5 hours every   week and had 03.00 to 03.50 GPA while non-Facebook students consumers study 11-15 hours every week and had 03.05 to 04.00 GPA which means that non Facebook users get high grades than those students who use Facebook 1-5 hours daily which results into the higher job positions of Non Facebook users and lower or middle job positions of Facebook users. While Choney (2010) argued that Students Facebook users have normally 03.6 GPA and non-active Facebook users normally have 03.82 GPA. This difference in GPA with San Miguel, (2009) shows that in one year students has somehow managed themselves with social media utilization and their academic performance at higher levels. Students spent almost 47 minutes per day on Facebook watching videos, liking and commenting on other uploaded posts, uploading pictures, following pages, updating status and checking other status's further data analysis indicated that majority student users spent an average of 30 minutes in evening time between 9 pm to 12 am. And this study has also shown that in comparison to older students use Facebook more frequently to connect with their friends of high school or hometown. Pempek, Yermolayen and Calvart, (2009). In 2009, AERA conducted a study and concluded that new media participants learn fewer consequently obtain poorer grades. Such students are moreover scrolling up and down using social media which psychologically deactivate their study pre planned behavior which in turn results them into their lower grades in exams because time spent on studying is directly proportional to good grades in exam and time using social media is inversely proportional to good grades in exam. New media is adversely linked with the speculative performance of scholars.

In US Forste & Jacobsen (2011) found a negative link between a number of media sites and GPA. This study shows that not only new media affects the theoretical performance of scholars but also traditional media including Newspaper, magazines etc. and electronic media including Radio and television etc. also affects the academic performance of students. Englander et al, (2010). Facebook users mostly experience worst academic performance and new media is inversely proportional to the scholar's abstract performance. New media addicts gives lesser times to their readings in contrast to non-users or un-addicts resulting into obtaining lower GPA. Karpinsic, (2009).

Theoretical Framework

   The theoretical frame work is the set of interrelated concept which leads to the foundation of research. This chapter gives a frame to researcher to research under the theory.

Theory: "Uses and Gratification Theory" provides base to this research study.

Variables Conceptualization: In process of conceptualization, the researcher gives the required knowledge concept or simple mental images or perception.

Conceptualization of Independent Variables:

   The conceptualization of independent variable in my study (topic) which are new media. The new media like Twitter, Facebook, WhatsApp etc.

Q1. How much time you spend on the social media?

Q2. Do you use the social media for academic purpose?

Conceptualization of Dependent Variables:

   The conceptualization of dependent variable in my study is academic performance. The academic performance from social media affected student's GPA and causes other problems such as physical, emotional, mental and psychological issues.

Q1. Do you think social networks can be an effective tool for learning?

Q2. Do you think social sites affect your study timings?

Operationalization of Variables:

There are two types of operationalization of variable which are given below;

Operationalization of Independent Variables:

In this study one operationalization of dependent variable which is effects of social media.

Dependent Variables Operationalization:

In this research there is only one operationalization independent variable which is students.

Model:
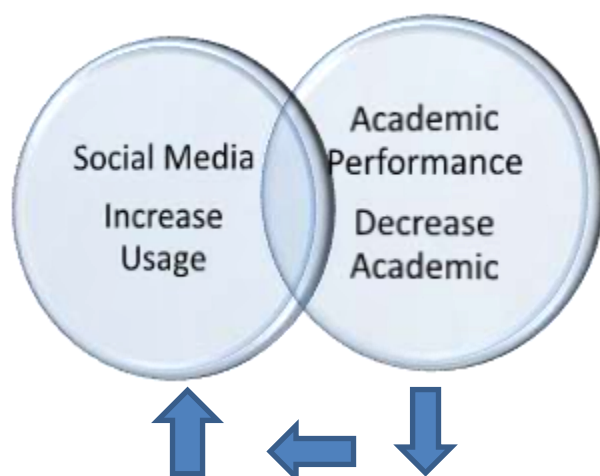
Methodology

Topic:

   The topic of this study is "A perception of university students regarding the influence of social media on academic performance".

Research design:

   This study is based on survey. The researcher design a set of questionnaire related to the research study. The cross-sectional study was conducted as per the requirement of this research.

Population of the study:

The Students of National University of Science and Technology was the population of the study because of less time. It includes males and females of all departments.

Sample:

From this research population of National University of Science and Technology. The sample of 350 youngsters selected from all over population among students including males and females.

Data Collection:

To ensure validity and reliability of the data to maximum level, a well thought out questionnaire was prepared by using Likert Scale. The questionnaire distributed among the students of National University of Science and Technology.
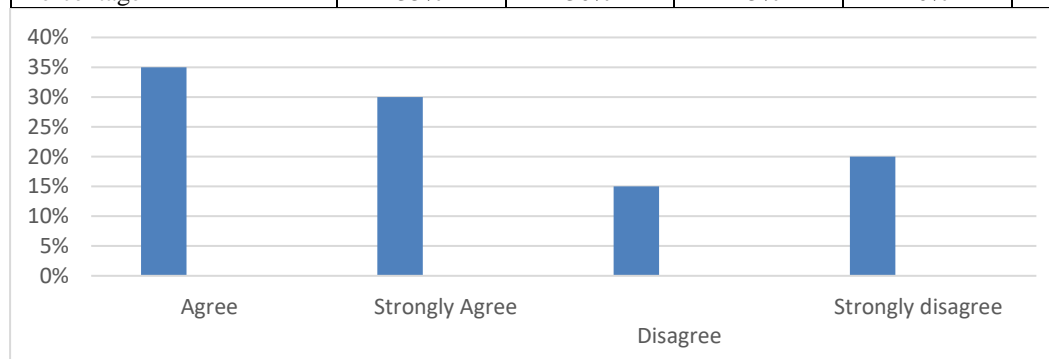
Data Analysis:

After data collection the data was analyzed through simply statistical method. The data was operated through simple statistical method and male/female count and percentages was made on the basis of data inserted. Data was analyzed through SPSS 22. Then it was transferred on this program.

DATA ANALYSIS

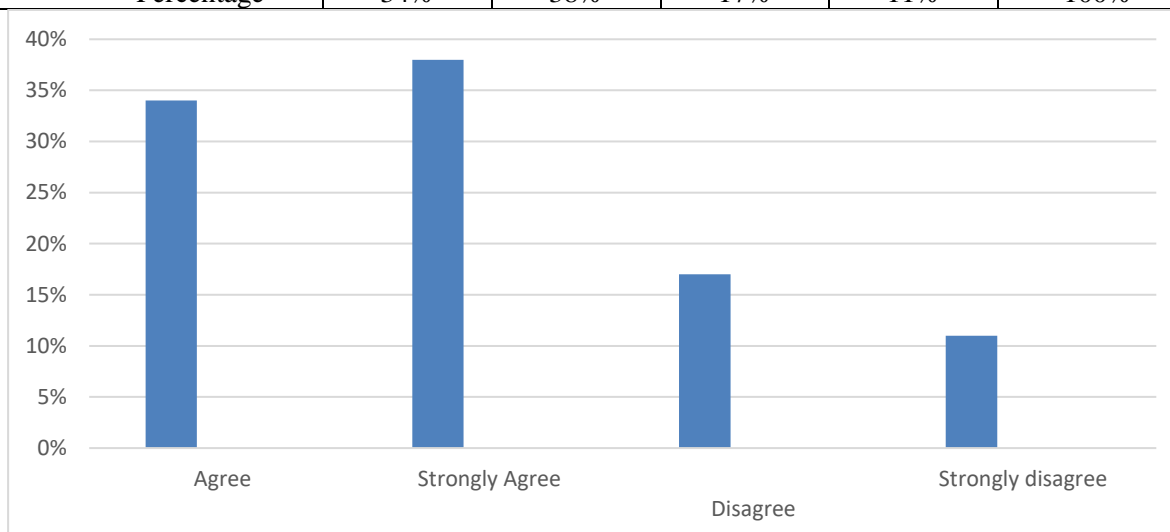**A= agree, SA= strongly agree, D= disagree, SD= strongly disagree**

Table 01

Habit of social media is a challenging issue that affects my educational achievements.					
Gender	A	SA	D	SD	Total
Male Count	55	77	24	46	202
Percentage	27%	38%	12%	23%	58%
Female Count	68	30	28	22	148
Percentage	46%	20%	19%	15%	42%
Total Count	123	107	52	70	350
Percentage	35%	30%	15%	20%	100%

Discussion:

The above table shows that 65% male and 66% females reach a decision that habit of online new media is problematical dispute that affects their abstract performance, despite the fact the rest of males 35% and females 34% disapprove that addiction to online social network is a problematic issue that affects their academic life.

Table 02

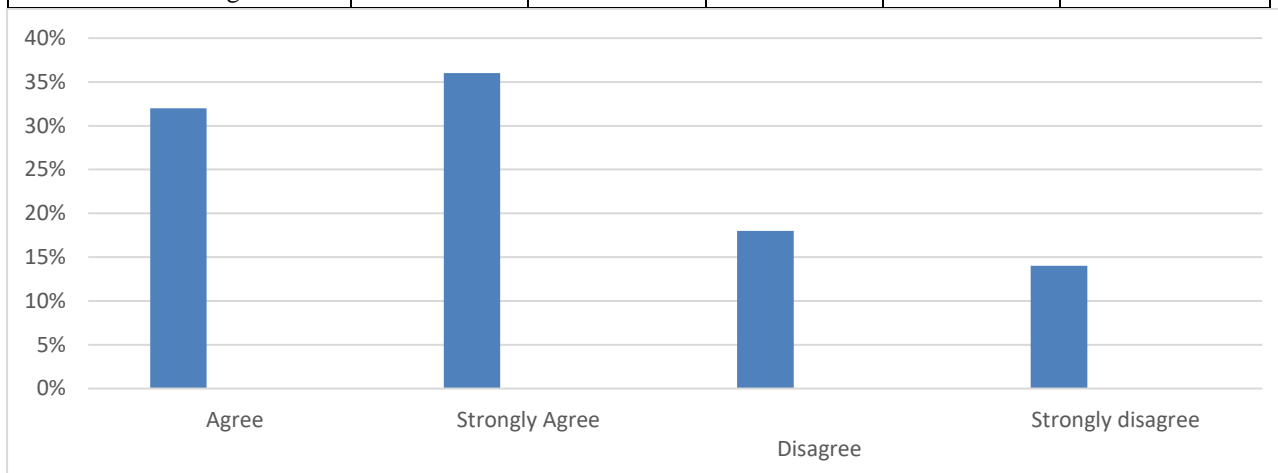| Social Media distract me from my studies.					
Gender		A	SA	D	SD	Total
Male	Count	67	88	42	04	202
	Percentage	33%	44%	21%	02%	58%
Female	Count	52	44	18	34	148
	Percentage	35%	30%	12%	23%	42%
Total	Count	119	132	60	38	350
	Percentage	34%	38%	17%	11%	100%

Discussion:

This table indicates that majority of the students i.e. male 77% and females 65% agree and strongly agree that social media can distract them from their studies while remaining males and females i.e. male 23% and females 35% disagree and strongly disagree those social media platforms can divert them from their studies.

Table 03

Time spent online can never be compared to the time I spend reading.					
Gender		A	SA	D	SD	Total
Male	Count	61	91	38	12	202
	Percentage	30%	45%	19%	5%	58%
Female	Count	49	36	26	37	148
	Percentage	33%	24%	18%	25%	42%

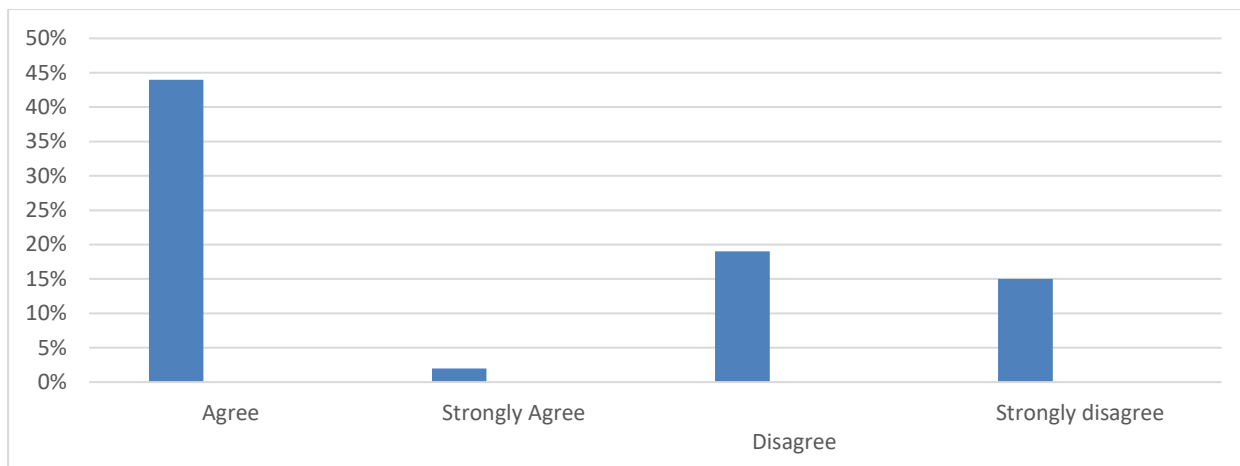| Total	Count	110	127	64	49	350
	Percentage	32%	36%	18%	14%	100%

Discussion:

Table 3 shows that majority males and females students of National University of Science and Technology accept and agree that the time spent online can never be compared to the time spend reading while some students of Khushal khan khattak university karak disagree this point.

Table 04

| There is no progress in my grades from the time when I became involved into such social networking sites.						
Gender		A	SA	D	SD	Total
Male	Count	91	41	37	33	202
	Percentage	45%	20%	19%	16%	100%
Female	Count	61	36	28	23	148
	Percentage	41%	24%	19%	16%	100%
Total	Count	152	77	65	55	350
	Percentage	44%	22%	19%	15%	100%

Discussion:

This table indicates that 65% male and 65% female's students claims that there is no progress in their progress as they became involved into these social media websites.

Table 05

I often have limitless exposure to Facebook while it has affected my educational routine negatively.					
Gender	A	SA	D	SD	Total
Male Count	91	59	35	17	202
Percentage	46%	29%	17%	08%	58%
Female Count	66	40	22	20	148
Percentage	45%	26%	15%	14%	42%
Total Count	157	99	57	37	350
Percentage	45%	28%	16%	11%	100%
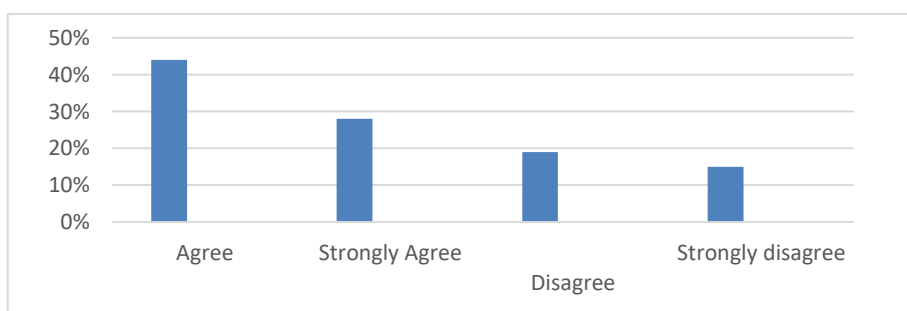
Discussion:

This table indicates that 150 out of 202 male respondents and 106 out of 148 female respondents agree and strongly agree that we often have limitless reach to Facebook that has affected their educational life while other disagree the above question.

Table 06

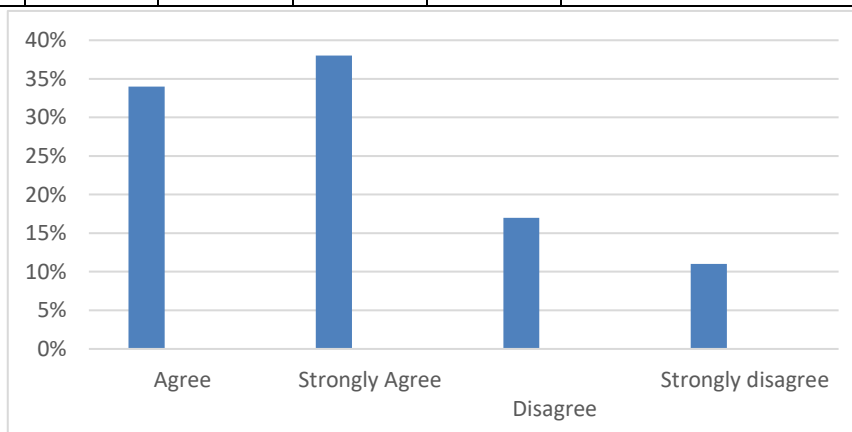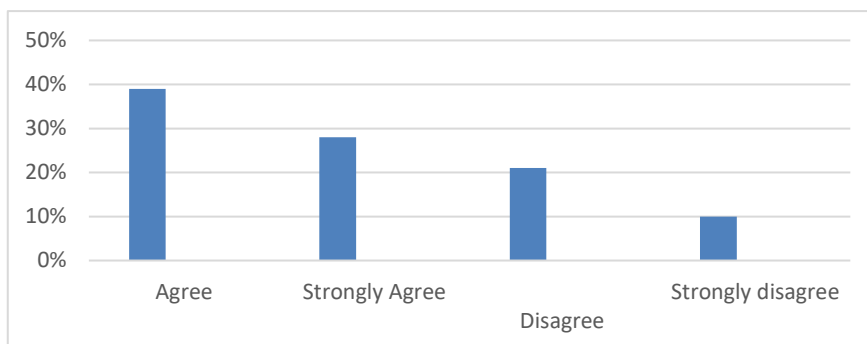| I take part in educational debates on Twitter which enhanced my educational performance						
Gender		A	SA	D	SD	Total
Male Count		67	88	42	04	202
Percentage		33%	44%	21%	02%	58%
Female Count		52	44	18	34	148
Percentage		35%	30%	12%	23%	42%
Total Count	119	132	60	38	350	
Percentage	34%	38%	17%	11%	100%	

Discussion:

Table 6 shows that majority students of National University of Science and Technology accept and agree that they take part in educational discussions on Twitter and is has improved our educational performance while some students also claims that the they does not take part in hypothetical discussions on Twitter and it has not upgraded their theoretical performance.

Table 07

I utilize whatsApp to propagate information to my fellow students.						
Gender		A	SA	D	SD	Total
Male Count		79	65	37	21	202
Percentage		39%	32%	18%	11%	58%
Female Count		59	38	36	15	148
Percentage		40%	26%	24%	10%	42%

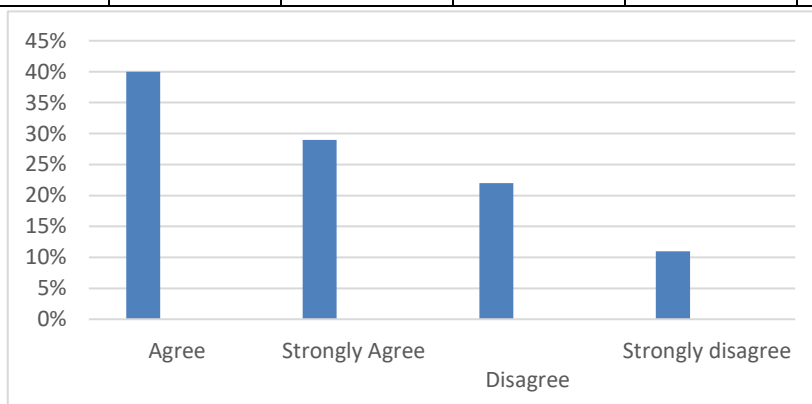| Total	Count	138	98	73	36	350
	Percentage	39%	28%	21%	10%	100%

Discussion:

Table 7 shows that most of the students of National University of Science and Technology accept and agree that we use whatsApp to distribute knowledge to our classmates and some students also claims that the they do not use whatsApp to distribute knowledge to their classmates.

Table 8

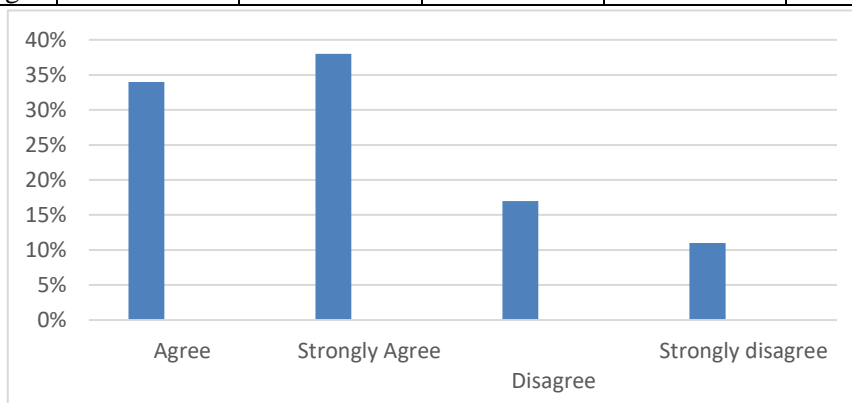| I Merely rely on info acquired from Wikipedia to do my projects without referring other sources.						
Gender		A	SA	D	SD	Total
Male	Count	81	62	46	13	350
	Percentage	40%	31%	23%	06%	58%
Female	Count	58	38	31	21	148
	Percentage	39%	26%	21%	14%	42%
Total	Count	139	100	77	34	202
	Percentage	40%	29%	22%	11%	58%

Discussion:

Table 8 shows that majority students of National University of Science and Technology accept and agree they merely trust on info acquired via Wikipedia to

complete their assignments without referring further foundations and some students also disagree this point.

Table 9

| The habit of Wikipedia for study has assisted improves my scores.						
Gender		A	SA	D	SD	Total
Male	Count	61	91	38	12	202
	Percentage	30%	45%	19%	5%	58%
Female	Count	49	36	26	37	148
	Percentage	33%	24%	18%	25%	42%
Total	Count	110	127	64	49	350
	Percentage	32%	36%	18%	14%	100%

Discussion:

Table 9 shows that majority of male and females students of National University of Science and Technology accept and agree that use of Wikipedia for research has assisted and improved their grades while some students also claims that the use of Wikipedia for research did not helped and improved their scores.

Table 10

Taking part in educational mediums on yahoo decreases my frequency of consideration.						
Gender		A	SA	D	SD	Total
Male	Count	91	41	37	33	202
	Percentage	45%	20%	19%	16%	58%
Female	Count	61	36	28	23	148
	Percentage	41%	24%	19%	16%	42%

| Total	Count	152	77	65	55	350
	Percentage	44%	22%	19%	15%	100%
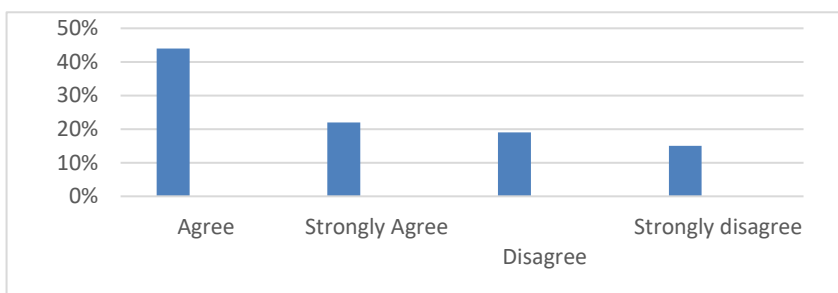
Discussion:

Table 10 shows that majority students of National University of Science and Technology accept and agree that fetching in educational mediums on yahoo decreases their frequency of indulgence while some students also claims that the taking part in educational mediums on yahoo increases their speed of indulgence.

Table 11

I utilize info taken from blogging wesites to accompaniment for what I have been trained in lecture					
Gender		A	SA	D	SD	Total
Male	Count	78	69	32	23	202
	Percentage	39%	34%	16%	11%	58%
Female	Count	59	40	30	19	148
	Percentage	40%	27%	20%	13%	42%
Total	Count	137	109	62	42	350
	Percentage	39%	31%	18%	12%	100%
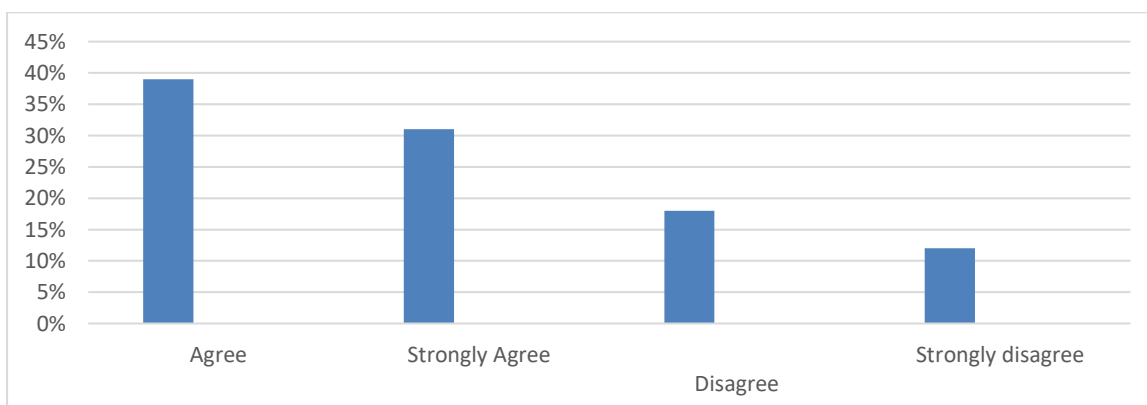
Discussion:

Table 11 shows that most of the students of National University of Science and Technology accept that we utilize material taken from blogging sites to accompaniment while some students also disagree this.

Table 12

I'll not accomplish good in my lectures straight if I halt consuming new media.					
Gender		A	SD	D	SD	Total
Male	Count	67	88	42	04	202
	Percentage	33%	44%	21%	02%	58%
Female	Count	52	44	18	34	148
	Percentage	35%	30%	12%	23%	42%
Total	Count	119	132	60	38	350
	Percentage	34%	38%	17%	11%	100%

Discussion:

Table 12 shows that majority of male and females students of National University of Science and Technology accept and agree that they will not perform good even if they halt using social media while some students also claims that the they will perform will when they halt using new media.

Table 13

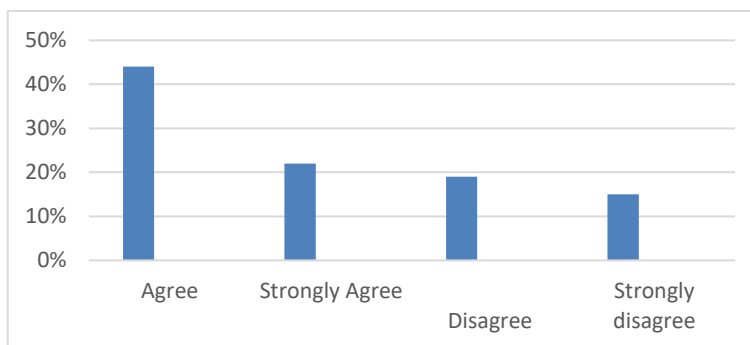| Male as well as female scholars use new media webs contrarily in diverse rates.					
Gender		A	SA	D	SD	Total
Male	Count	81	62	46	13	350
	Percentage	40%	31%	23%	06%	58%
Female	Count	58	38	31	21	148
	Percentage	39%	26%	21%	14%	42%
Total	Count	139	100	77	34	202
	Percentage	40%	29%	22%	11%	58%

Discussion:

Table 13 shows that most of the students of National University of Science and Technology accept and agree that male plus females practice new media set-ups contrarily in diverse rate of recurrence while some students also claims that the male and females pupils use new media networks equally with no gender bias.

Table 14

Female students habit social media more to openly foster social networks.					
Gender		A	SA	D	SD	Total
Male	Count	91	41	37	33	202
	Percentage	45%	20%	19%	16%	100%
Female	Count	61	36	28	23	148
	Percentage	41%	24%	19%	16%	100%
Total	Count	152	77	65	55	350

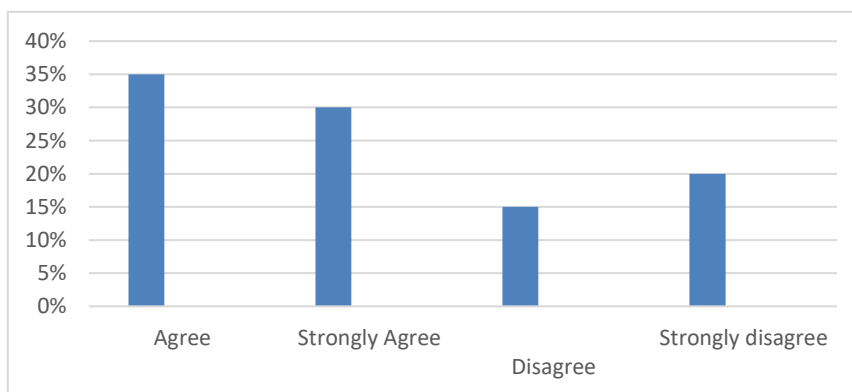| Percentage	44%	22%	19%	15%	100%

Discussion:

Table 14 shows that majority students of National University of Science and Technology accept and agree that feminine scholars use new media sites supplementary to overtly substitute connection while some students also disagree this.

Table 15

| Gender governs the level of new media webs usage.					
Gender	A	SA	D	SD	Total
Male Count	55	77	24	46	202
Percentage	27%	38%	12%	23%	58%
Female Count	68	30	28	22	148
Percentage	46%	20%	19%	15%	42%
Total Count	123	107	52	70	350
Percentage	35%	30%	15%	20%	100%

Discussion:

Table 15 shows that majority students of National University of Science and Technology accept and agree that masculinity determines the glassy of social media use while some students also claims that gender does not regulates the glassy of new media consumption.

Table 16

Males are additional operative at consuming new media for extra-curricular devotions.					

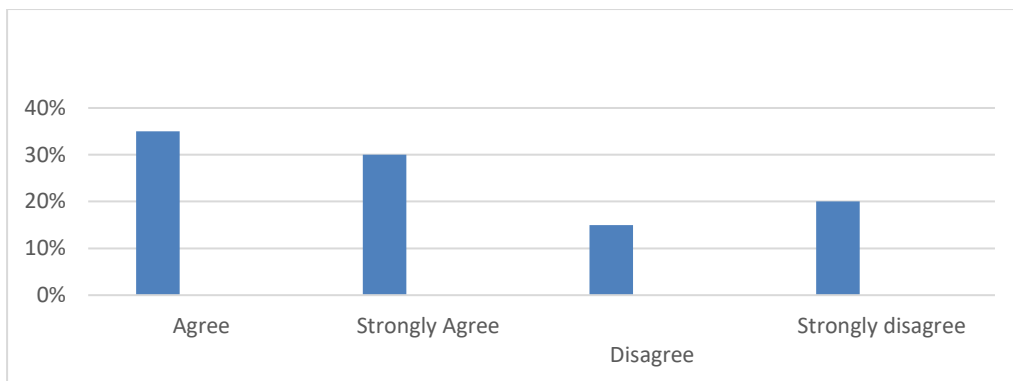| Gender		A	SA	D	SD	Total
Male	Count	79	65	37	21	202
	Percentage	39%	32%	18%	11%	58%
Female	Count	59	38	36	15	148
	Percentage	40%	26%	24%	10%	42%
Total	Count	138	98	73	36	350
	Percentage	39%	28%	21%	10%	100%
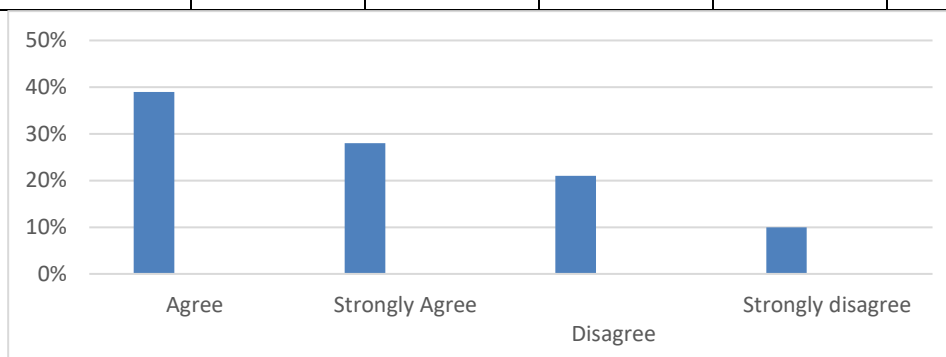
Discussion:

Table 16 shows that majority of the females and male students of National University of Science and Technology accept and agree that male students are additional operative at using social media for extra-curricular determinations despite some students also claims that the male students are not operative in using social media sites for extra-curricular tenacities.

Table 17

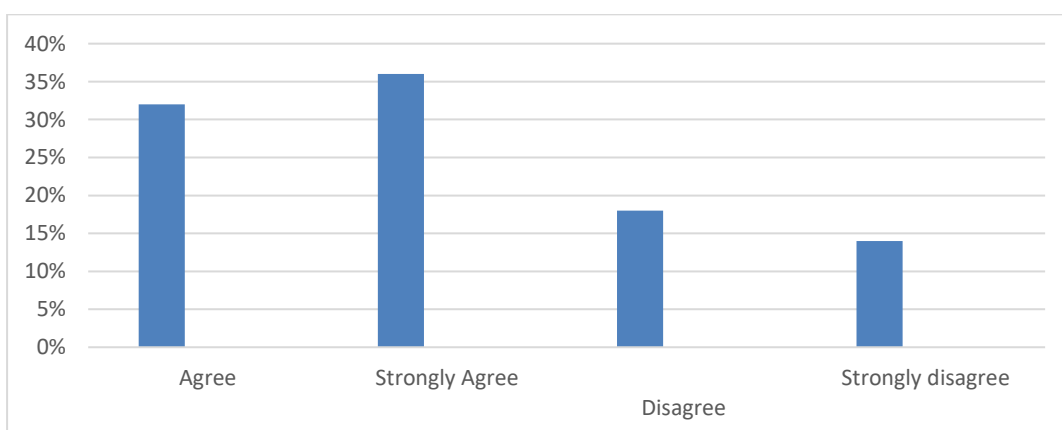| Age has influence on practice of new media.						
Gender		A	SA	D	SD	Total
Male	Count	55	77	24	46	202
	Percentage	27%	38%	12%	23%	58%
Female	Count	68	30	28	22	148
	Percentage	46%	20%	19%	15%	42%
Total	Count	123	107	52	70	350
	Percentage	35%	30%	15%	20%	100%

Discussion:

Table 17 shows that most of the male and females students of National University of Science and Technology accept and agree that age has effect on the practice of new media while some students also claims that the age has no influence on the practice of new media.

Table 18

New media turn out to be boring as I nurture older.					
Gender	A	SA	D	SD	Total
Male Count	61	91	38	12	202
Percentage	30%	45%	19%	5%	58%
Female Count	49	36	26	37	148
Percentage	33%	24%	18%	25%	42%
Total Count	110	127	64	49	350
Percentage	32%	36%	18%	14%	100%

Discussion:

Table 18 shows that majority students of National University of Science and Technology accept and agree that social media turn to become boring as I nurture older while some students also claims that the social media has not yet become boring as I nurture older.

Table 19

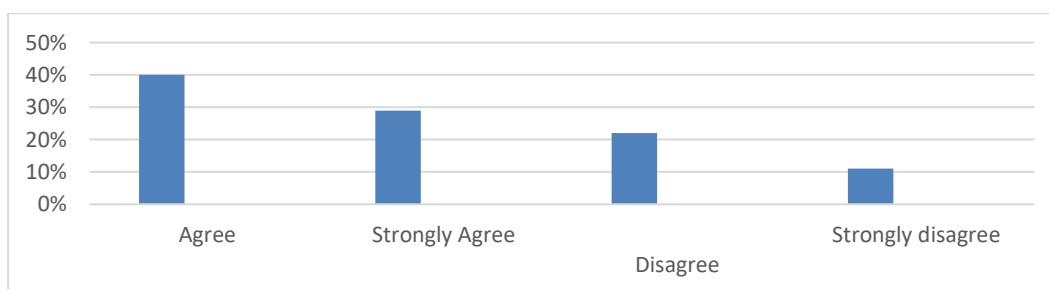| New media is not pertinent to folks of older generation.					
Gender	A	SA	D	SD	Total
Male Count	81	62	46	13	350
Percentage	40%	31%	23%	06%	58%
Female Count	58	38	31	21	148
Percentage	39%	26%	21%	14%	42%
Total Count	139	100	77	34	202
Percentage	40%	29%	22%	11%	58%

Discussion:

Table 19 shows that majority students of National University of Science and Technology accept that modern media is not pertinent to the folks of older generation while some students also claim that the modern media is pertinent to the users of grown-up ages.

Table 20

The fresher generations are the utmost active operators of new media.					
Gender	A	SA	D	SD	Total
Male Count	91	41	37	33	202
Percentage	45%	20%	19%	16%	100%
Female Count	61	36	28	23	148
Percentage	41%	24%	19%	16%	100%
Total Count	152	77	65	55	350
Percentage	44%	22%	19%	15%	100%

Discussion:

Table 20 shows that majority students of National University of Science and Technology accept

that fresher generations are most active users of new media while some students also claim that the fresher generations are not the most vigorous practitioners of social media.

Finding and Conclusions

The aftermath from outcomes of this research revealed that new media have adverse possessions on youths like lack of confidentiality, confusing scholars from their theoretical effort, captivating utmost of their useful time but it also has paybacks and can be practice suitably. Findings of this research and previous ones revealed some significant results. The first variable manipulating the educational routine of students that is new media involvement was adversely related to student's outcome while the other variables were positively associated with students' result. The outcomes of this research suggest that professors should come up with a pattern on how their students can exploit the benefits of Social media, that university administration should include rules and regulations on the use of the social media in the school and, that the government should put in place adequate control measures to control their use among students.

Recommendations:

From the above results researcher would recommend and share a few suggestions:

- A social media has great influence on students' performance government and policy makers must take note of it.
- Students time is wasted in majority cases therefore, institutions, policy makers and parents make sure their children get less time to assess social media.
- Social media site shall be managed by the government to minimize its negative effects on students.
- Due to limited budget it was only limited to National University of Science and Technology, it is suggested for future researchers to vast this area of research.
- Due to limited time a very limited work is done on this topic, for future researcher it is suggested to cover the topic in widen scope.

A Critical Discourse Analysis of the Selected Print Media

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