

THE IMPACTS OF SOCIAL MEDIA USE ON ACADEMIC PERFORMANCE AMONG UITM PUNCAK PERDANA STUDENTS

Nur Hananie Mohd Esam and Nurhidayah Hashim
*Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
UiTM Selangor, Malaysia*

Abstract

Academic activities in institutions and faculties are progressively implemented learning through social media, such as Facebook, Twitter, YouTube and others. These are basically used in order to connect with current and prospective students and also to deliver instructional contents. Questions arise about the impact of social media on academic performance and the possibility in its utilization as an effective teaching tool to improve academic performance of students. A questionnaire study of undergraduate students at Faculty Information Management, Universiti Teknologi Mara (UiTM) Puncak Perdana was carried out to obtain preliminary results of usage of social media. Results obtained show that social media affects positively and conversely on academic performance of students.

Keywords: impacts, social media, academic performance, university students, UiTM

INTRODUCTION

In the 21st century, the world has changed dramatically from physical to the online world, thanks to the creation of media. Websites focused more on building online communities of people that shared same interests. For the last few years, the drastic usages of social media have evolved into worldwide global occurrence around the world. Nowadays, people or users can exchange ideas, thoughts, personal information, express feelings, pictures and videos through the social media, hence, the number of people that using internet keep going increasing and wasting extra hours on social media.

As words may mean differently in different contexts it has been observed that, the word of social media, social networking, and social networking sites have no single recognized definition. Social media can be described as the online instruments and technologies used to create dialogue and foster the transfer of information or as a platform which facilitate an interactive way based on certain interests that appear in many forms such as blogs, forums, social networks, wikis, news, video sharing, podcast portals and others. Social media enable users to distribute thoughts, viewpoints, interests, programs, and others. Meanwhile, social networking sites is an internet usage where people put the information and available to others, especially to people that share the same interest. Examples of available social networking sites are Tumblr, Facebook, Vine, Twitter, Instagram, and LinkedIn. Users of social networking sites commonly

communicating among friends, relatives, and communities also means to meet different people in their daily lives (Adeboye, 2012; Asemah, Okpanachi, & Edegoh, 2013).

Nowadays, the most popular social media and commonly used by the people in the world is Facebook and it was founded by Mark Zuckerberg (Zeevi, 2013; Abdulahi, Samadi, & Gharleghi, 2014). The majority users of social media were modern generations, and can be identified as 'Digital Natives' (Prensky, 2001; Helou & Ab. Rahim, 2014). Other than that, majority users in social media were students at university levels who always using social media to interact among their classmates and maintain actual relationship (Ellison, Steinfield, & C. Lampe, 2007; Helou & Ab. Rahim, 2014). But, along with the benefits of using social media come real dangers. Social media is a remarkable tool for communication and self-expression for students. Although the online interaction is just for leisure, it is also consists of some risk that they not realized.

ISSUES

In this paper, the researchers identify several issues pertaining to the impacts of social media towards university students committee. Based on the observation from the previous studies, there are still some limitations about the impacts of social media use on academic performance among university students. Some of the limitations are:

- Undergraduates' reliance on social media tools such as *Wikipedia* as their major source of information has serious implications for the researches.
- Undergraduates' use of social media tools such as *Facebook* to generate ideas about areas of research interest enhances the research works.
- Social media have negative effects on teenagers such as lack of privacy, distracting students from academic works, taking most of the productive time.
- Challenges in relation to student's participation on social media networks.
- Low disclosure technology on formal education and not supported by committee.
- Inadequate of ICT facilities in university.
- Lack knowledge regarding information and communication technologies (ICT) among university students.
- Design of the online teaching and interactive learning intelligent feedback system.
- The impact of learning from media and technology in university.

RESEARCH QUESTIONS

To critically examine the research aspects involved in the present study, the following research questions were formulated and circulated among the students:

- What are the most popular types of social media used among UiTM students?
- What are the purposes of the usage for using social media by UiTM students?

- What are the impacts of social media towards UiTM students?
- What is the amount of time students spend utilizing social media in various academic processes?

RESEARCH OBJECTIVES

The main objective of this study is to identify the impact of social media use on academic performance among UiTM Puncak Perdana students. The specific purposes of the study are as follow:

- To identify the most popular types of social media sites use among UiTM students
- To determine the purposes of the usage for using social media sites by UiTM students
- To investigate the impacts of social media towards UiTM students
- To investigate the relationship between the social media and students' academic performances

LITERATURE REVIEW AND PROPOSED FRAMEWORK

Usage of Social Media and Academic Performance among University Students

Nowadays, university students consists of Generation Y where a lot of technologies made available to them in all area in their daily lives (Browning, Gerlich, & Westermann, 2011; Abdulahi, Samadi, & Gharleghi, 2014). Furthermore, social media are built on the sharing of information which included posting a comments, photographs and video images (Abdulahi, Samadi, & Gharleghi, 2014). Social media such as Facebook which comply the people to establish an account, uploading photos, attach photos, mention at photos friends, search and receive friend request (Asemah & Edegoh, 2013; Asemah, Okpanachi, & Edegoh, 2013). In the study of Nández & Borrego (2013), the most well-known social media amongst social networking sites is Facebook. Similarly, the findings by Hamade (2013) pointed out that the majority of students were actively using Twitter and Facebook, respectively.

According to Mehmood & Taswir (2013), Kogi State University undergraduate students consume extra hours in online social media than studying educational resources. Thus, students depends more on social media on internet resources in doing their assignments without referring other sources such as printed versions of books, journals, encyclopedias, and others. They use social media primarily for non-scholarly activities, leisure purposes and for interacting with friends and classmates about school works and assignments (Morallo, 2014).

Students primarily use social media to interact with colleagues, publish articles and observe activities of other researchers. As a tool in communicating and interacting with students, Facebook occurs to be the ultimate options (Mack, Behler, Roberts, & Rimland, 2007; Hussain, 2012). Similarly, Hussain (2012) stated that university students

have selected Facebook to be the most famous of social media because they regularly use to allocate their studies knowledges, events, projects, and expanding connections on social media.

The use of social media which act as a transmission among lecturers and students were capable in enhancing classroom instruction (Roblyer, McDaniel, Webb, Herman, & Witty, 2010; Hussain, 2012). For recent years, they started to use social media to build up educational approach between them (Madge, Meek, Wellens, & Hooley, 2009; Hussain, 2012). Otherwise, social media may solved the differences informal learning within digital native and digital immigrants students (Bull, Thompson, Searson, Garofalo, Park, Young, & Lee, 2008; Hussain, 2012). Munkaila & Iddrisu (2015) revealed majority of the students make use of Facebook (61.8%) followed by google (59.1%) and WhatsApp (58.6%) as against, Yahoo Messenger, Twitter, Instagram and LinkedIn.

The usage of social media by students have both advantages and disadvantages consequences because when some users utilize social media as a leisure activity, then it may develop into obsession and make it as trends in their daily lives (Boyd, 2007; Munkaila & Iddrisu, 2015). Recently, the usage of social media become uncontrolled because of easy access to devices such as smartphones, iPhones, Blackberry, tablets, iPad and laptops which are connected to the internet (Paul, Baker, & Cochran, 2012; Munkaila & Iddrisu, 2015).

Social media have positively changed communication between people in the educational society in the previous decades. Presently, life has been easy of using social media for improvement in academic, social, and political (Oghenetega, Oyenike & Ugeh, 2014; Okereke & Oghenetega, 2014). The top essential elements of using technology such as social media may affect academic students' performance in positive and vice versa (Mehmood & Taswir, 2013).

Effectiveness of Social Media towards Academic Performance of University Students

Studies have been conducted to discover the efficiency of social media on academic performance of students. According to Ahmed & Qazi (2011), they suggested that if the students allocate time conveniently and fulfil their academic necessity smoothly, therefore social media do not interfere with their studies. In fact, students that used social media regularly achieved greater reading skills and better GPAs too (Linda et al., 2006; Kanagarathinam, 2014). Helou & Ab. Rahim (2014) proposed that social media is beneficial for students and teachers as a mechanism of formation and distribution knowledge. Similarly, a study by Nández & Borrego (2013) also indicated that users utilized social media to follow and engaged with other students extensively such as creation of document, indexes citation and communication channels.

Mehmood & Taswir (2013) revealed that many students make use social media in making friends and interact with them. It was also noted that students have more acquaintances on the social networks than they have in the reality. In fact, users

identified that social media possibly used to associate with others via marketing or financial views, make new friends, and strengthen relationship with olden friends (Helou & Ab. Rahim, 2014).

Ideally, Oye (2012), and Asemah, Okpanachi, & Edegoh (2013) observed that majority of the students think that social media give higher good outcome on their academic performance. Essentially, Majias (2005) and Asogwa, Ojih, & Onoja (2015) discovered that people use social media for analyzing and delivering information, reflection, building, sustaining social relationships and assistance in informal education methods. Social media are intended to portray an effective aspect in adolescent routine lives as most of the active users are those from tertiary institutions (Lenhart, 2009; Asogwa, Ojih, & Onoja, 2015)

Several researches recognized that it somewhat quite convenient for lecturers and students using Facebook and associate by this means although there were bad impressions of consequences in social media (Baran, 2010; Asogwa, Ojih, & Onoja, 2015). Students also admitted that specific mechanisms may let them to distribute information in formal education areas. According to Aglanu (2012) and Fasae & Adegbilero-Iwari (2016), lecturers at university levels using technology of internet as modern schemes for productive learning of internet-based courses. It is a vital evolution in information technology that exposed in excellent ways to students because traditional learning methods nowadays no longer relevant for practical teaching. Similarly, the majority of the students communicate freely with their virtual friends, allocate information and knowledge with each other because of different aspects can contribute more against the use of social media for informational purposes. The report written by Armstrong & Franklin (2008) & Hussain (2012) pointed out the students using social media in various ways to enhance and strength their knowledge toward collaboration activities in online atmosphere. Social media usage among university students valuable as it can upgrade social fluency, develop university students' bonding, and boost up low self-esteem, anxiety, and shyness.

The Impact of Social Media towards Academic Performance of University Students

A few studies have been carried out to ascertain the impact of social media on academic performance of students. According to DeBell and Chapman (2006) and Tham & Ahmed (2011) teenagers and youngster are the most critical users of social media and internet. Various measures relationship of consistency using Facebook with the time spent on Facebook and overall GPA's almost related to study time of students (Junco, 2012; Abdulahi, Samadi, & Gharleghi, 2014). Furthermore, most of students are communicate in using social media to socialize with others instead of academic planning (Oye, 2012; Asemah, Okpanachi, & Edegoh, 2013).

Students who spend more time on social media are expected to have bad grades in studies because instead of reading books, they likely to spend their time chatting with friends through social media and as a result they will faced negative consequences (Mehmood & Taswir, 2013). In a study of Moon (2011) and Asemah, Okpanachi, &

Edegoh (2013) claimed that social media have negative after-effects on students and as a result, the more students use Facebook, the more it influences their academic performance. Equally, Young (2006) and Asemah, Okpanachi, & Edegoh, (2013) acclaimed that students nowadays relying more on the internet to acquire information as well as satisfaction. The effects of social media rely upon extensive on the degree of usage (Yang, 2003; Asemah, Okpanachi, & Edegoh, 2013).

Most of the students favor to stay awake for few hours to online social media rather than do the revision for examination or homework. This is because when they are searching or studying their assignments or works online, they will likely to get interested to online social media and diverting their attention from their work. Social media can also affect the academic performance if the time management is not correctly spent. Banquil et al. (2009) and Kanagarathinam (2014) have examined a continuous drop of grades among students who use social media.

Students nowadays are preferred to access the social media only by using smartphone (lorliam & Ode, 2014), therefore, the students can access the social media anytime, anywhere and everywhere although they are in a class. For instance, many students have lost interests in their studies as they spent almost of the times on these sites. Banquil & Chua, (2009) and Fori (2016) concluded that social media do affect student academic performance skeptically if a student allocated more time in social media instead of studies. Social media causes continuous downward in the grades of students.

Meanwhile, Oghenetega & Ejedafiru (2014) and Okereke & Oghenetega (2014) submitted that social media have affected positively in communication between people in educational community since the past decades. Increasingly, teenagers now prefer use social media for doing their daily activities and information gathering as sources of news opposite to elderly who used social media for listening radio, watching television, or newspaper (Asemah, Okpanachi, & Edegoh, 2013). In addition, the pervasive usage of social media leads to addiction and isolation because it has reduced interaction of human communications with others (Munkaila & Iddrisu, 2015).

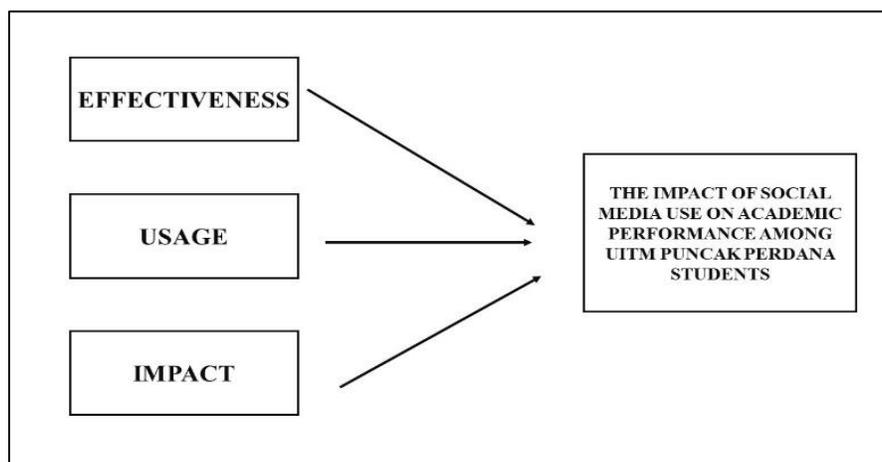


Figure 1. Theoretical Framework.

Since we are living in an online world nowadays, the role of social networks in discussion and dissemination of information need to be concerned particularly among students by a reason of the highest level community in social media. Social networks can contribute either positive or negative impacts to the students inattentively. Thus, in this study it gives a various dimensions and problems that students faced when logged onto social media.

However social media also contributed in assisting universities to enhance from formal teaching to an interactive learning setting. Beyond any doubt, the researchers also identify the rationality of using social media as convenient methods in magnifying student's learning experience in this growing digital world.

CONCLUSIONS

In conclusion, social media have become very popular for all of the generations worldwide. The social media has tremendously developed in this digital era and nowadays, it is become vital in daily lives of every people. Social media had given a new space for communications which nowadays it can be two way communications either one-to-many, many-to-many and collaborative communications. Thus, the people mostly choose to use social media as part of communication platform. Social media obviously roused students' performances and productivity. In the future, educationist must worried under any dilemmas circumstances and discover methods or techniques in order to figure it out.

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