



# INFLUENCE OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF UNIVERSITY STUDENTS

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**Abstract:** Social media is a very well-discussed phenomenon. This paper tries to find out the Influence of social media on academic performance of university students. The respondents have been selected through purposive sampling from Bangladesh Army University of Science and Technology (BAUST), Saidpur Cantonment, Saidpur, Nilphamari, Bangladesh. The structured questionnaire has been used to take the opinions of the sample students. The recovered questionnaires (80 out of 100) cover a sound sample size for the findings. The collected data has been analyzed with descriptive statistical method. The study employs a social survey research design of a descriptive nature. Results show an extensive use of WhatsApp, Facebook, Snapchat and Instagram among the students. Astoundingly, over 99% of undergraduates are using phones with internet capabilities and conversant with social media. The students are using Samsung, Apple, Realme, Xiaomi, One Plus, Symphony and Huawei phones. The research indicates that the social media usage can destructively influence students by depriving them of proper use of time and disturbing their academic performance. But social media too has value for students: information access, research, and immediate communication. The study concludes by suggesting that students should reduce their time spent on social media. Excessive use can cause lowered self-esteem, lower academic results, hopelessness, psychological health issues and apprehension.

**Keywords-** Influence, Academic Performance, Social Media, Students, BAUST.

## I. INTRODUCTION

While some researchers refer to the current era as the digital age with all the technological advancements of the 21st century, the most significant invention keeping almost everything mobile is the mobile phone which has virtually taken over the world. This omnipresent device allows real-time communication between nations. It is present most commonly in young people aged from 15 to 35 and in adults aged 39 to 70. The age group, 80 and above owns phones but uses the devices basically for making and receiving calls (Bakrania, 2020). In another study, Chukwuere (2021) finds out that students using social have negative effects on their study. In his study, he shows that most of the time, students use Facebook, WhatsApp or other social media for their personal communication. Gathering knowledge is a very minor issue in case of using social media by the students. Goet in 2022 conducted research on the effect of social media on university students and the results show that most of the university students spend 5-6 hours a day in social platform for making friends, sharing pictures on Facebook, making chats with friends and so other nonacademic activities which ultimately affects their academic performance badly. However, there are some researchers (Berma, 2017; Zuliani, 2023; Bhumika, 2022) who find out that social media can also be beneficial for the academic development of university students. They emphasize the fact that though social media is used mostly for personal communication, it can also help the students boost their academic performance by getting help from YouTube, Facebook or other platforms. Mastrodicasa & Metellus (2013) in their study point out the importance of social media in enhancing knowledge of the university students. Students who really want to learn something from social media, not only gather knowledge but also develops a new learning style that help them connect the vast area of knowledge.

Thus, social media can be both beneficial and harmful for university students and the present study is trying to tease out the repetitive patterns in this topic through a survey done among the students of Bangladesh Army University of Science and Technology (BAUST). There is no invention in the 21st century that is as defining and has revolutionized information communication as transposition, intertwined processing, and the moving of data in the form of electrical pulses over a global system of interconnected computer networks called the internet. It facilitates a virtual connection of billions across

the globe corresponding with each other on the basis of social media, sharing private pictures, and giving access to the public.

Though we cannot overemphasize the importance of moderation in the use of the internet, this study intends to strike a balance in the use of social media by students of Bangladesh Army University of Science and Technology (BAUST) in such a way that social media will not negatively affect the students' academic performance.

## II. OBJECTIVES OF THE STUDY

The objective of this study is to find out the influence of using social media on academic performance of university students. This research looks at the social networking platform preferences of students, the kinds of platforms that they are familiar with, the way they use social media as well as the types of phones that they prefer.

## III. SIGNIFICANCE OF THE STUDY

Certainly, policymakers, scholars and students should be aware of social media, as a platform, and as a developing and ongoing outcome of student learning. It is anticipated that the outcomes of the grounded theory of the study will guide a reshaping of the students' worldview and the use of social media and also sensitize educational practitioners to the need for regulation of addictive social media use among students.

## IV. RESEARCH METHODOLOGY

### Research Design

The social survey method has been used in this research. Data has been collected through face-to-face interviews of 80 respondents with the use of a questionnaire.

### Population

The study's target population are undergraduate students of BAUST. From this population, the sample are drawn.

### Sampling and Sampling Technique

The purposive method is used for this study; and participants in this research represented the population recruited. One hundred specific printed survey questionnaires have been conducted. These are 50 female and 50 male undergraduate students. 80 (80% of the population sample) questionnaires were gathered.

### Collection & Analysis of Data

This questionnaire includes questions on mobile phone ownership, internet access, social media knowledge, and usage patterns. The data is analyzed using simple percentage methods.

## V. RESULT AND DISCUSSIONS

The present chapter discusses the results and findings of this research.

Table 1: details about the sample size's demographic composition

Gender	Total students enrolled	Count of Respondents	Percentage (%)
Male	50	47	94
Female	50	33	66
Total	100	80	80

Source: social survey conducted by authors, April 2024

Out of 100 distributed questionnaires, 80 were retrieved (80% response rate). The respondents included 47 males (94%) and 33 females (66%). All participants perceived that: "I always have a mobile phone with me" (100%). 96% of the respondents said they had internet connectivity on their phone whereas only 4% user told they had no internet connectivity. 100% of respondents said they have adequate knowledge about social networking websites.

Therefore, it can be inferred from the above remarks that all the participants have a smartphone, most of them use their phones to access the internet and each and every one of them has basic idea about how to use social media platforms.

Table 2: types of phone students prefer

Brand of mobile phone	Count of Respondents	Percentage (%)
Samsung	20	25
Apple	6	7.5
Realme	16	20
Xiaomi	18	22.5
One Plus	8	10
Symphony	3	3.75
Huawei	9	11.25
Total	80	100

Source: social survey conducted by authors, April 2024

It is evident from Table 2 that Samsung comes out to be on the top list of preferred or most used brand wherein 25 % of the respondent expresses their liking towards this brand which is a remarkable number of brand lovers for any student segment. 7.5% of students use Apple. This is simply a high ratio, it's almost 1/5 of Realme users. Xiaomi This is a trend that is catching up and Xiaomi currently sits a quarter spot with students (22.5%).

Table 3: social media platforms utilized by respondents

Social Media Platforms	Count of Respondents	Percentage (%)
Facebook	40	50
Snapchat	2	2.5
WhatsApp	28	35
Instagram	10	12.5
Total	80	100

Source: social survey conducted by authors, April 2024

The results clearly suggest that most of the respondents (40 %) prefer Facebook as their primary social media platform, followed by WhatsApp (35 %). That was followed by only 10% who preferred Instagram, with Snapchat coming in last among young people with just 2.5%. So, students of Bangladesh Army University of Science and Technology (BAUST) are likely to use Facebook social media platform.

Table 4: duration of use of social media among students

Time	Frequency	Percentage (%)
Below 30 minutes	3	3.75
Between half an hour and an hour	10	12.5
two -three Hours	15	18.75
four-five Hours	32	40
More Than five Hours	20	25
Total	80	100

Source: social survey conducted by authors, April 2024

Table 4 above provides statistics on duration of use of social media among students each day. The majority of students spent significant time on social media, with 25% spending more than 5 hours daily, and 40% spending 4-5 hours.

The generated outcomes come up as no shock as most of school students are youthful and also pretty substantially involved in the electronic media age.

Table 5: causes why students use social media networks

Causes for Use	Frequency	Percentage
Social Networking (Reels, Posts, News feed, chatting, etc)	38	47.5
Study related purpose	6	7.5
Others (Gaming, Music streaming, Movie, Picture uploading etc)	36	45
Total	80	100

Source: social survey conducted by authors, April 2024

From the statistics on table 5 above, it can be deduced that an 47.5% of the students indicated that they mostly use the social media to chat with their friends and post their own pictures on the timelines or even scroll the news feed for anything of interest to them. Second group that comprised 45% of students overwhelmingly expressed that they predominantly use the social media to gaming, picture uploading, listening music, watching movies among other items. Furthermore, only 7.5% of the students said that they use the social media for academic work.

Thus, given the participation rates, a significantly little proportion of students utilize the social media for conducting research or engaging in study related purpose more generally.

## VI. CONCLUSION

We were able to draw the following conclusions as a result of this study:

- Every student of BAUST is familiar with social media. They are involved in various online activities and browse through social media sites frequently.
- Social media have the following advantageous impacts on students of Bangladesh Army University of Science and Technology (BAUST) e.g.; making information available quickly, giving data for the academic research, engaging communications, networking and friend-making.
- The adverse effects of social media on students Bangladesh Army University of Science and Technology (BAUST) are time wastage, depression, unhealthy lifestyles, lack of focus and productivity, cyber harassment fraud and unethical practices etc.
- It is more advantageous for students to be away from social media. Alongside the benefits, after all, the best manner of kicking an addiction is through adoption of moderation.
- Samsung is the most popular phone among the students of Bangladesh Army University of Science and Technology (BAUST).
- The students of the Bangladesh Army University of Science and Technology (BAUST) used different social media like Instagram, Snapchat, WhatsApp and Facebook. Among those social media most popular is Facebook.

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