

An Investigation into the Negative Impacts of Social Media on Academic Performance of Youth

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Abstract

This study is an attempt to know about the negative impacts of social media on the students of swat university district swat. It is quite explicit that use of social media is a burning and blistering issue of the day as well as the major concern of the day. In this regard this attempt was undertaken to highlight the issue and bring intimation regard the burning phenomenon among the masses as well as concerned people. The data is thoroughly analyzed in the result highlighting that there are negative impacts of social media on academic performance youth. Most of the data has been collected from literate and educated person who admitted that due to social media students' academic performance affected. This research activity highlights that use of social media is misery of the day which needs immediate solution and measures to prevent the students. The research also includes the forms of social media which are affecting the student academic performance negatively. This research is a combination of authentic literature which has been selected from accurate sources. Such literature indicates the condition of social media in different regions of the world where it has been on peak and affecting the lives of students adversely. The collected data was then analyzed in shape of tabulation which was then explained.

Keywords: Social Media, Students' Academic Performance, Youth, Impacts, District Swat.

INTRODUCTION

This study provides a preliminary analysis of the effects of social media usage by students. Social media affect the academic performance of youth and social network sites badly affect the GPA of students in examination. A researcher points out those Facebook users give less time to studies as compare to nonusers do and later on has lower GPA in their examination (Karpinski, 2009).

The presence of social media is rising in Pakistan. Over a six-month period from late 2010 to early 2011 the number of Facebook users doubled from 1.8 to 3.6 million, while between August 2011 and January 2012 the number of new Facebook accounts increased by a million. (Facebook, according to Internet traffic monitoring data, is currently the most popular website in Pakistan.) Pakistanis are also increasingly taking to Twitter. The micro-blogging platform was the tenth-most visited website in Pakistan in June 2010, compared to 14th the previous year. In June 2012 Foreign Policy published a list of the 100 Twitter accounts most worth following, and it included those of Pakistanis such as former ambassador to the U.S. Husain Haqqani, author Mohammed Hanif, journalist Omar Waraich and government adviser Mosharraf Zaidi. Additionally, growing numbers of people have the means to access social media in Pakistan. The number of Internet users has increased by at least several million since 2009. In 2010 mobile Internet usage soared by 161% – this in a country where every other resident uses a cell phone (one of the highest rates in South Asia). (Kugelman, 2012)

Extensive usage of internet and the particularly use of Facebook by students with extraverted personalities escort towards the poor academic performance. Students' cognitive absorption with Facebook is synchronized only by their strength of will and personality qualities, which determine how much time they spend on Facebook (Sana et al., 2011). Likewise, Khan (2009) found that Facebook users had poor performance in exams. Englander et al., (2010) proclaimed that internet usage is negatively associated with academic performance of student users and destructive impact of internet usage is far more momentous than its advantages. Internet addiction has come forth as a result of striking boost in internet usage over the past few decades. Nalwa and Anand (2003) proposed that addicted users prefer using internet setting back their personal and professional responsibilities and this ultimately leads to poor academic performance.

Facebook become hurdles between students and his academic tasks (for example multi-tasking). Increase number of studies shows that today's students spend their time in watching television, type out instant messaging on mobile, or engage in social networks sites such as Facebook and at a time they doing academic tasks like studying, schoolwork and home work (Junco and Cotten, 2010).

Young people motivates to join these social networks sites to keep strong ties with friends, to strengthen ties with new people, and to meet new people online (Acquisti and Gross, 2006). At the same time sites like Facebook allow them to exchange new ideas and issues, both public and private. About 65% of

Facebook users login their account daily in several time to see if they receive new messages. The amount of time spends on Facebook varies from few minutes to more than an hour on Facebook at each login. The Ohio report shows significant lower GPAs among students who use Facebook than those who do not use Facebook. 79% students says that time spend on sites have no impacts on their academic performance. According to author study, teens spend an average of 31 hours on Facebook (khan, 2009).

Some universities embedded the use of computers, tablets and other technology channels in their educational setup. A study that focused on the issue of multitasking in classrooms concluded to the fact that students who use ICT and involve in multitasking (examples like: text messaging, Facebook, internet searching, emailing, and instant messaging) would have lower GPA, which means lower academic performance based on their behavior (Burak, 2012).

There are benefits and risks associated with using any social network. There have been reports regarding its effect on students' academic performance. Some researchers investigated the end result of social networking usability among College students' and with their academic performance. They found a poor effect and influence when the media is overuse in such a way that do not academically improve learning or its process. Other researchers examined this same problem but found either no significant relationship between using social networking and student academic performance, or really a factor in students' academic performance (Pasek and Hargittai 2009). About the study that widespread use of media among fresh college students may compromise academic performance. The study is one of the first to explore mechanisms of media effects on academic outcomes. Investigators determined that use of media, from texting to chatting on cell phones to posting status updates on Facebook may lower grades for freshman female students (Nauert, 2007).

The purpose of this study is to begin exploring the possible impact of social media use on the academic performance of students attending university. This issue is being investigated in order to gauge the academic impact of social media use by university students contribute to the growing body of knowledge regarding identified linkages between the use of social media and students' academic performance and to provide policy recommendations for university officials to consider regarding adapting to educational changes associated with the use of social media by college students. By initially taking an exploratory approach, the goal is to identify key themes, trends, and or perceptions that can be used as a foundation for more in depth empirical research. This study represents the first step in examining this issue for the purpose of developing research-grounded policy recommendations addressing this emerging issue. Furthermore, now a day some students use social media for cyber bullying which is so dangerous for students. Students spent a lot of time on social networking sites for searching their privacy and security for self-satisfaction. Excessive Internet is associates with problems with maintaining daily routines, school performance, and family relationships. In this regard this study is conduct to evaluate the impacts and consequences of social networking sites on the student.

Objectives of the Study

1. To know about the effects of social media on the result of students
2. To find out the effects of social media on studies of youth
3. To know about time wastage of students using social media

MATERIALS AND METHODS

The research study was conducted in Swat University in order to investigate the impact of social media regarding students' academic performance. The main purpose of the study was to find out background, consequences and negative impacts of social media on academic performance of youth. The universe of the Study was Swat University. District Swat is the representative district of Khyber Pakhtunkhwa for its beautiful views and really Swat is attractive place for tourism. The study was conducted in Swat University and different students were selected purposively to achieve the set objectives. A sample size of 50 respondents was selected at the rate of 30 % from the area with simple purposive sampling techniques. Devoid financial support and lacking of time provoked me for this sample selection. For this research activity purposive sampling was used. Questionnaire was used as tools for data collection. This research activity was an academic study which had a specified duration. The exact duration of this study was 2 months. Interview schedule was designed in the light of the study objectives. Before launching the actual survey the schedule was pre-tested. Necessary changes were made in the schedule after pre-testing. To collect the primary data sample respondents were visited and interviews were conducted in universities and their hostels. All the sampled respondents were visited personally in order to avoid any type of noise and biasness in primary data. After the collection of data through the questionnaire the primary data was analyzed through SPSS and MS Excel. Data was presented in average and percentage form.

Results and Discussion

TABLE-1: SHOWING AGE OF RESPONDENTS

Age	Frequency	Percentage
20-25	40	80%
26-30	10	20%
31-35	-	-
36-40	-	-
41-Above	-	-
Total	50	100%

Explanation

Age is of very importance in this research because due to less maturity social media's negatively affected people will be more those whom age is less and it is clear from the above table. Table-1 shows the age wise frequency distribution of the respondents. Where 40(80%) of the respondent were in the age of 20-25, 10(20%) of the respondents were in the age of 26-30.

Findings

- Majority of the respondents being 40 (80%) were in the age of 20-25.

TABLE- 2: SHOWING GENDER OF RESPONDENTS

Gender group	Frequency	Percentage
Male	31	62%
Female	19	38%
Total	50	100%

Explanation

Gender roles are set by convention and other social, economic, political and cultural differences. As it is recent research and data collection it is clear that the female in Pakistan are becoming lenient and their rights are given to them for their education as well as other recreational activities. Table-2 represents gender wise frequency distribution of the respondents. It is mentioned that 31(62%) of the respondents were males and 19(38%) were females.

TABLE-3 : SHOWING EDUCATIONAL LEVEL OF RESPONDENTS

Level of education	Frequency	Percentage
Primary	-	-
Middle	-	-
Matric	-	-
Intermediate	-	-
Graduate	23	46%
Post graduate	27	54%
Total	50	100%

Findings

- Majority of the respondents are males which is 31(62%).

Explanation

In educational level we come to know that which group is more affected by social media and also know their involvement. Table-3 represents educational level wise distribution of respondents. That is 23(46%) having graduate qualification and 27(54%) of the respondents were post graduate.

Findings

- Majority of the respondents i.e. 27(54%) were post graduate.

TABLE-4: SHOWING USE OF SOCIAL MEDIA

Use of Social Media	Frequency	Percentage	If Yes then what type?	Frequency	Percentage
Yes	50	100%	A	22	44%
			B	13	26%
No	-	-	C	-	-
			D	3	6%
			E	12	24%
Total	50	100%	Total	50	100%

Denotations (if Yes)

- a) Facebook
- b) Skype
- c) Twitter
- d) YouTube
- e) All of above

Explanations

Table-4 shows that 50(100%) of the respondents use social media.

Furthermore, table shows that respondents use what type of social media. In which 22(44%) of the respondents use Facebook, 13(26%) of the respondents use Skype, 3(6%) of the respondents use YouTube and 12(24%) of the respondents use all of above.

Findings

- Majority of the respondents i.e. 50(100%) use social media.
- Majority of the respondents i.e. 22(44%) use Facebook.

TABLE-5: SHOWING IMPACTS OF SOCIALMEDIA ON ACADEMIC PERFORMANCE OF YOUTH

Impacts of social media on the academic performance of youth	Frequency	Percentage
A	19	38%
B	14	28%
C	3	6%
D	10	20%
E	4	8%
Total	50	100%

Denotations

- a) Low GPA/ poor result
- b) Less understanding of course
- c) Loss of motivation
- d) Reduces learning capabilities
- e) All of above

Explanation

Table-5 indicates the impacts of social media on the academic performance of youth. That is 19(38%) of the respondents said that use of social media lead to low GPA, 14(28%) of the respondents were of opinion that high use of social media lead to less understanding of course, 3(6%) of the respondents said that use of social media leads to loss of motivation, 10(20%) of the respondents overview that it may help in reducing learning capabilities and 4(8%) of the respondents said that high use of social media leads all of above impacts.

Findings

- Majority of the respondents i.e. 19(38%) of the respondents said that high use of social media leads to low GPA and poor result.

TABLE-6: SHOWING SOCIAL MEDIA AFFECTS STUDENTS CAREER IN FUTURE

Social media affects student's career	Frequency	Percentage	If Yes then how	Frequency	Percentage
Yes	50	100%	A	31	62%
			B	19	38%
No	-	-	C	-	-
Total	50	100%	Total	50	100%

Denotations

- a) Due to low performance in academic record then couldn't get jobs.
- b) They become lazy in future life.
- c) They became discourage.

Explanation

Table-6 represents that social media affects student's career in future. Where 50(100%) of the respondents were of the opinion that social media affects students career in future.

Furthermore, the table shows that how social media affects the carrier of students in future. The table indicates that 31(62%) of the respondents said that due to low performance in academic record then couldn't get jobs, 19(38%) of the respondents said that they became lazy in future.

Findings

- Majority of the respondents i.e. 50(100%) said yes that social media affects student career in future.
- Majority of the respondents i.e. 31(62%) said that due to low performance in academic record then couldn't get jobs.

TABLE-7: SHOWING SUGGESTION FOR GOVERNMENT TO MINIMIZE AFFECTS OF SOCIAL MEDIA

Suggestion for government	Frequency	Percentage
A	2	4%
B	27	54%
C	17	34%
D	4	8%
Total	50	100

Denotations

- a) To stop easy availability of social media's material.
- b) There should be a sensory policy to stop the immoral sources of social media.
- c) Programs to aware the young generation from social media effects.
- d) Bane on the social media in Pakistan.

Explanation

Table-7 shows suggestion for government to minimize the influence of social media on young generation. The table shows that 2(4%) of the respondents said that easy availability of social media's material should be controlled or stopped, 27(54%) of the respondents said that there should be a sensory policy to stop the immoral sources of social media, 17(34%) of the respondents said that there should be programs to aware the young generation from social media and 4(8%) of the respondents said there should be bane on the social media in Pakistan.

Findings

- Majority of the respondents i.e. 27(54%) said that there should be a sensory policy to stop the immoral sources of social media.

Conclusions

From the research study it has been concluded that students are well aware of the term social media. The students like to use social networking sites such as Facebook, Skype, YouTube and Twitter. Social media is responsible for bringing negative changes in academic performance of youth. It changes the GPA and result of the students. It also affect the interest of students toward studies. Further social media is responsible for irregularity in classes and reduces learning capabilities. A review of recent research literature indicates there are both positive and negative psychological, social, and educational aspects to the growing use of social media by all age groups. There is a growing concern and open debate regarding whether social media is contributing to a decline in academic performance by high school, college students or university students. What does appear to be

clearer in the research literature is that for some students the use of social media can be beneficial or harmful to their academic performance, and for other students it appears to have no effect. This is also evident in table 4 where majority of the respondents answered in the affirmative. Similarly, in table 9 show that social media have negative influence on the academic performance of the undergraduate students of university. Students who spend more time on social media are likely to perform poorly in their academics. This is because, instead of reading their books, they spend their time chatting and making friends via the social media and this will definitely have negative effect on their academic performance, because when you do not read, there is no way you can perform well academically

Moreover, social media is the wastage of time and students give more time to social networking sites rather than studies. Students use social media up to late night due to which students do not get up early in the morning and miss their earlier classes. Excessive use of social media is responsible to low inclination towards studies. The findings also show that the exposure of the undergraduate students of University have effect on their academic performance. Findings also indicated that they are influenced to a great extent by the social media negatively because attention there are focused on chatting and music while their academic activities are neglected and left to suffer.

Furthermore, researcher concluded that social media affect the students career in future because of low performance and academic record they couldn't get jobs in future. By using social media students suffered by inferiority complex because of visiting profile of high class people. No doubt that social networking site has great impact on the youth it has lots of challenges which we have to face. There are many questions arise when we think about the impact of these social networking sites that What does it mean to manage online privacy in an ethical manner? How do online spaces facilitate and undermine ethical thinking about privacy? How much personal information is reasonable to share online? Young people who share personal experiences online taking steps to protect their own and others' identities, and are these steps sufficient? Is it reasonable for young people to expect a certain measure of privacy when it comes to their online lives? Who is at fault when an unintended audience can read a young person's revealing blog or Myspace page? So we should focus on the ethical use of these social networking sites so that it serves our society in a right way and the youth can play an important role because social networking sites is a boob and curse for the students. In one hand it provides away to connect our dear ones on the other side it gives a platform that become danger for students life and culture.

Furthermore, from the study we have concluded that social networking sites such as Facebook in particular have detrimental effects on our wellbeing. Facebook usage over a fortnight and found that the more people that used it, the more negativity they experienced concerning their day to day activities, as well as over time, incurring higher levels of dissatisfaction with their life overall. The researcher believes that social media is not only a distraction to teenagers who have become addicted to checking their news feeds, but that it can lead to psychological and health issues. Her research shows that a number of anxiety and personality disorders stem from spending too much time on the Internet.

In short it may not be an exaggeration to express that use of social media is a tragedy of the day which needs in depth attention and systematized research to overcome its havocs. This research ultimately concluded that if use of social media kept continue on such acceleration, the day is not away when it will bring disaster to the human life. As it a known fact that use of social media has the tendency to abate human efficiency and devastate human abilities.

Recommendations

This research activity aimed to discuss and highlights various negative impacts of social media on academic performance of youth. After the descriptive study of the problem, its analysis the collected data and visit to the field and response of the respondents, it has been analyzed that the problem of social media is existing on its peak in the target area. In the light of the study conducted on the concern issue the following suggestions are developed to overcome the problem.

1. There should be policy for social media that must be made mandatory for every institution and remain implemented.
2. Software developers should develop software that could be used to control social media usage in the campus so that students will not lose their primary aim of being in the University.
3. There should be awareness programs in schools and universities that addresses the students to monitor the most important pros and cons for using social networking sites.
4. A number of conferences and seminars should be arranged that address the best means and technological action mechanisms to overcome or control in reducing the negative aspects of the using social networking sites by helping of programmers and specialists in information and communication technologies.
5. Use of volunteers from youth to address all members of the family, society and specially youth in

- various gatherings both malls and markets or parks or gardens or recreational facilities or beaches through a campaign for raise awareness with the positive and negative aspects that resulting from using social networking sites, and it may be under the slogan (together to protect our youth against negative aspects of social networking sites).
6. Further studies should be conducted to create more pages for research and academic activities to enable Students improve in their academic performance, thereby avoiding a distraction which leads to deviation from their academic work. Furthermore, access to the media should be made easy for students as an encouragement and should be for both the lecturers and students to meet up with the academic work. The scheme of work for the academic session should be placed online to enable the students get interested in research activities.
 7. The parents should properly monitor their children activities on internet then it will be very helpful for their learning purposes.
 8. Bane on unnecessary social networking sites can decrease negative effect on the students' academic performance. The students spent most of their time in watching movies, dramas and stage show through social networking sites, therefore, if these social networking sites are banned the negative effect automatically will decrease.
 9. The government should prepare a sensor policy to stop the entering of immoral sources of social networking sites. As the porn sites are available easy in Pakistan for students because of lack of check from government. Therefore, there should be some strict policy regarding to the access of such sites.
 10. The students should encourage to follow the positive aspects of social media in order to obtain positive information.

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