

IMPACT OF SOCIAL MEDIA ON UNIVERSITY STUDENTS ACADEMIC PERFORMANCE

Wahidullah Ziar

Al-Farabi Kazakh National University, Kazakhstan
Supervisor: Ainur Slamgazy

ABSTRACT

This article aims to assess the influence of social media on academic performance of graduate and undergraduate students of Al-Farabi Kazakh National University, Almaty, Kazakhstan. In this article, the researcher is going to find out the real impact of social media on university students' academic life. Descriptive online survey was conducted to show the real image of circumstances. 135 students from more than ten (10) faculties randomly and purposely were selected as the respondents of the study who are actively use social media. It was conducted during the spring semester in 2022. This study found out that social media is a part of students' life. Undoubtedly, it is useful for students' academic performance and it help in improving of the students' grades. In addition, through social media groups students communicate with each other including teachers to discuss daily academic issues and solve each other problems. Finally, it can be conducted that social media has positive impact on students' academic performance and achievements. Using of social media is so important for students to run their academic duties as well as required.

Keywords: Social Media, KazNU, university students, Kazakhstan, academic performance, social media influence.

INTRODUCTION

Internet has become a part of the people life in today's world. It can be used from morning to evening, from house to city, from office to hotel, from kitchen to car and etc. Internet users use internet for their daily life or almost for their daily affairs. For example, business, education, sport, communication, entertainment, shopping, watching and etc are the parts of people daily life. For performing of each of them people use internet especially use social media platforms. Instagram, WhatsApp, Facebook, You Toub and etc. Internet is an important part of people's life. People's life would be much harder without it.

When social network sites like Facebook, Twitter, YouTube, Instagram recognized, here in this world were two



types of doing/performing, online and offline. Social media is modern technology which has different types of online platforms that helps people to connect one another from different area in a time, helps people to save time and deal with others from a long distance. From the time of emergence these online platforms used to build relationships between people (Social Media by Students (2017). By the help of social media, we can communicate on different contents, it is optional and on the base of our interest to select one. We have music for listening, books for reading, photo and videos for watching. Social media has made our lives much simpler and easier (Shensa, A & others (2020).

Different ways of communicating have evolved and changed the daily life. Social media has become a way of expression in the 21st century, which make us able to express our beliefs, Ideas and methods in an absolutely new way (Dr. M. Saravanakumar, Dr.T.SuganthaLakshmi. 2012). This modern way of electronic communication is completely different from traditional methods and instruments of communications. In many countries internet has changed people's works performing and also life style (Siddiqui, S., & Singh, T. 2016).

From the time when social media emerged, The Twitter and Facebook is two important platforms where we can find and read news. In addition, by internet students organize their vacation, research and perform their academic projects. Follow online courses, read and watch online, Access to unlimited information, communicate with teachers, students and friends everywhere and every time are the styles of performing which are so different from years ago. People can share information as multimedia as they like. Social media let the users to share videos, photos, texts and etc. individuals, governments, companies, organizations can interact with a large amount of people in a time by this modern media (Dewing, M. 2010).

If we think about deeply we will convince ourselves easily that social media is one of the good resources for education and for improving ourselves knowledge. When someone is online on any social media platform, information is added directly or indirectly in their knowledge collection. Now a day everyone knows that social media has key roles in our economy, culture, communication, even in our overall views of the world. Social media allow us to be globalized. We can find friends all around the globe easily then connect them without time and place limitations. Social media allow us to cross national borders and spread our ideas, cultures, information to all the world. Allowing us to do business, studies, jobs and more across our national borders (Amedie, J. 2015).

Statement of problem

This Article aims to find out the influence of social medi on university students' academic life/academic performance in Kazakhstan, Al-Farabi Kazakh national University. Specifically seeks to answer the following questions:

- Do the students use social media? If so, why?
- How much time do students spend with social media?
- What is the positive and negative influence of social media on students' academic performance?

Assumptions

This research which investigate influence of social media on University students' academic performance presupposes the following:

- Students use social media for their academic performances and communicating.
- Students spend more time on social media than they spend on studding.
- The impact of social media on academic performance could be positive or negative.

Scope of the study

The study is conducted to assess the influence of social media on University students' academic performance . Questionnaires were responded by Al-Farabi Kazakh national university students during the first (spring) semester of the year in 2022 in Almaty, Kazakhstan. 135 students who are actively using social media are the respondents of the study.

LITERATURE REVIEW

Rithika M and Sara Selvaraj have investigated that students' studies are affected badly by using different social media platforms. Students spent much time with social media than education and their future career. Which should be the main aim of students (Rithika M and Sara Selvaraj, 2013).

Research has showed that social media sites have the impact on many facets of our life including education. Usage of internet is beneficial for educational environment. Variety of information sources globally and the ability to discuss and share experiences with others are the main benefits. Students use internet as a valuable resource for their projects. Internet has prepared possibilities for higher education. Educational materials

can be distributed and updated easily and cheaply (Emeka, U. J., & Nyeche, O. S, 2016).

Social media is wider acceptable and useable among the higher education students. They use social media as an important tool for communication with friends, family members, classmates, teachers and etc. social media is used positively and significantly for collaborative learning. Students are motivated by social media to improve their learning and enhance their relationships (Al-Rahmi, W., & Othman, 2013).

Researchers have argued that social media is the easy way for electronic communications with people and targeted information. There are variety of information (Photo, video, text and etc.). Students use social media via computer or smartphone. They may engage it by web-based software or application (Dr. Himendra Balalle, 2018).

Research has proved, communication setting has been completely changed by social media (Raymond Owusu Boateng & Afua Amankwaa, 2016) Social media significantly influence on students' academic performances. Higher educational institutions try to spread critical thinking skills, collaboration and knowledge constriction by social media among students. Students use social media for removing distances between friends and to be aware about social life generally (Okereke, C. Ebele(Ph. D), 2014).

Researchers have studied that social media has been imagined negatively in a majority of minds. However, it play key role in the developing of knowledge and social skills among students. Social media has both positive and negative aspects. Therefor. This is belong to students that how they use these sites. Students used to use social media just for electronic connection but, today's student wider engage social media which can be wastage of time even most of the students have been addicted by it in today's world[7-9].

Researchers have investigated that undergraduate students have access to social media. The effect of social media is negative on them. Students rely increasingly on social media for communication and sharing of information. Students who use social media mostly they are less educated than the others who do not. Also they do their educational activities poorly. It will be better if students focus on their studies instead social media [10-12].

Researchers have studied that the using of social media help with students to be social, find new friends, get general information about daily life. Also they can solve and discuss their educational issues related to their educational life. Social media is necessary for students'

achievement. But, it should be used with a huge responsibility. Social media have enhanced the collaboration for students and helped for their education performances [13-14]

RESEARCH METHODOLOGY

The researcher is going to use quantitative method for this study and find out the influence of social media on University students academic performance by a descriptive online survey. (Njeru, E. H., & Orodho, J. 2003). The study area is Al-Farabi Kazakh national University in Almay-Kazakhstan. Population of this study is the whole students of KazNU (Al-Farabi Kazakh national University) from different faculties. The sample for this research is 135 students from more than 10 faculties. These population of students were randomly selected and were the respondents of study (Apuke, O. D. 2016).

RESULT AND DISCUSSION / DATA ANALYZING

This chapter shows the findings and going to answer the main questions of the research. You will find themes for each research question which is used to answer the related question. Online descriptive survey was conducted for the study and analyzed in this chapter. Online questionnaires for the study have been responded by 40% male and 60% female who are from 18-44 years old. Both master and bachelor students were selected. Therefore, 36% bachelor and 64% master students are respondents of the study. This chapter is used to answer the following question:

Question 1: Do the students use social media?

Table 1: Usage of social media among university students.

Type	respondents	Percentage
Whatsapp	112	94%
Instagram	104	87%
Telegram	96	81%
You Tube	83	70%
Facebook	52	52%
Tik Tok	29	29%
Twitter	4	2%
Snapchat	2	1%

Table 1 shows the usage of social media among university students. The high level percentage of respondents about social media usage which has been found out by this study is prove that most of the students use different types of social media in KazNU. Among them, Whatsapp and Istagram are the most used and much popular.

Question 2: which site of social media do students use the most and why do they use it the most?

Table 2: Most popular sites of social media

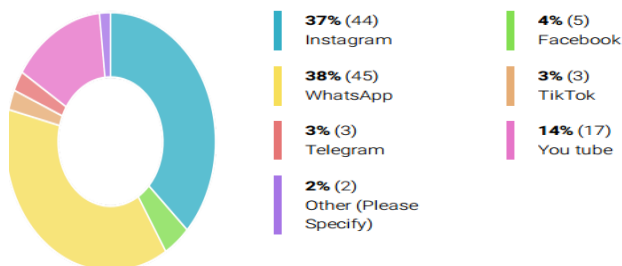


Table 3: Reasons of the popularity

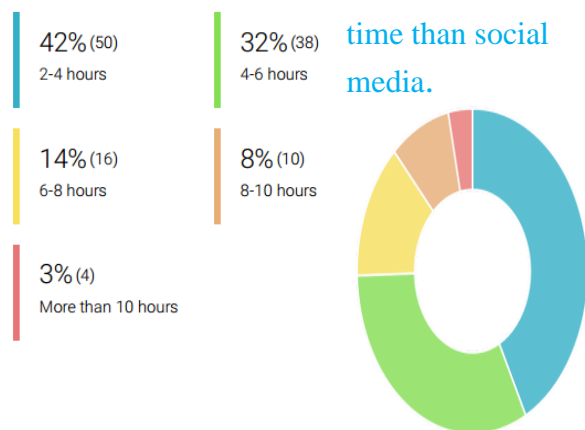
Reason	respondents	percentage
Easy to use	63	54%
Famous	36	31%
Reliable	30	26%
Cheaper	7	6%

Table 2 shows that WhatsApp and Instagram are those types of social media which are used mostly among University Students in KazNU. Also Table 3 presents that why do students use these type of social media mostly? 54% students believe that they use it mostly because of the easy using and 31% students consider it famous.

Question 3: do students more use social media than study?

Table 4: hours spending with social media.

Table 5: percentage of students who spend more



Hours	respondents	percentage
Strongly agree	29	27%
agree	41	38%
Neutral	18	17%
disagree	18	19%
Strongly disagree	3	3%

Table 4 shows 74% students use social media from 2-6 hours in 24 hours. And table 5 shows that 61% students are agree that they use spend more time in social media than study. If we look closely Table 4 and Table 5 we can say easily that students of KazNU spend more time with social media than study.

Table 6: Social media influence on student’s time which they study in.

The time I spend online on social networks takes away me from my time studying.

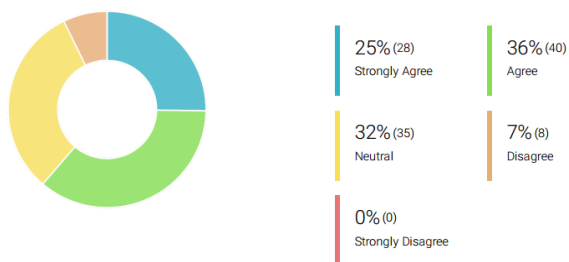


Table 6 shows that social media has affected students’ studying time. 61% students confirmed to the researcher that social media take away them from their time studying. It means the time when they should study, they spend with social media.

Question 4: do your unlimited access to social media by cell phone has affected your academic performance negatively?

Table 7: Access to social media by cell phone.

Table 7 shows that social media has not affected students’ academic performance negatively. Because, 47% students agree that social media does not has negative effects on their academic performance. In such a case, 26% students have not revealed their stand for this question.

Stage	respondents	percentage
Strongly agree	9	8%
agree	23	21%
Neutral	28	26%
disagree	40	37%
Strongly disagree	11	10%

Question: do you engage in academic discussion in social media?

Table 8: Engagement of social media in academic discussion by students.

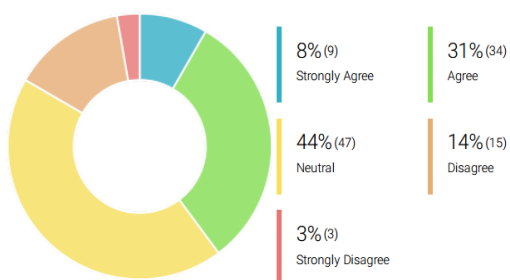


Table 8: Yes, the students engage in academic discussion in social media. Because, the amount of students who are agree with this statements are more than who are disagree. However, 44% students have not revealed their stands for this question.

Question 5: Has social media impacted your grad positively?

Table 9: Impact of social media on student’s grades.

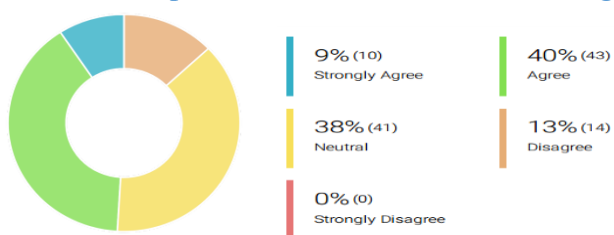


Table 9 shows that social media usage has affected university students’ grads positively. If we look table 9, 49% students have confirmed that social

media has positive impact on their grads.



Question 6: do you follow your academic field in the latest development via social media?

Table 10: Following of academic field by social media in universities.

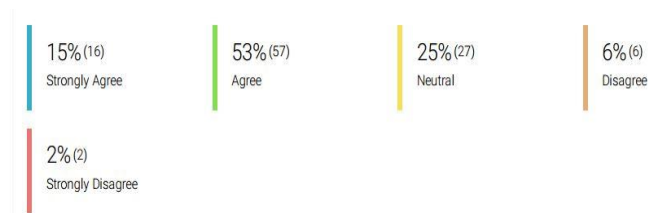


Table 10 presents the high percentage of students where they have told to follow their academic field by social media. 68% students believe that they follow their field via social media.

However, 25% students have not reveal their stand for this question.

Question 7: does the use of social media for research help you to improve your grad?

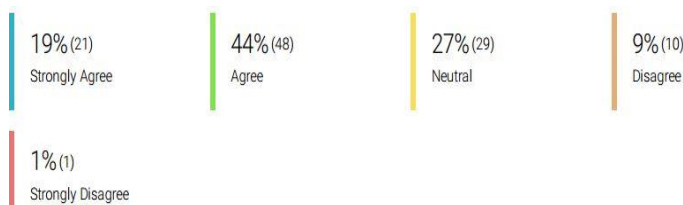


Table 11: Usage of social media for research among students.

Table 11 shows that most of the students use social media for their academic research. It help to improve their grads. 63% students have confirmed to the researcher that they use social media for research which is given by teachers to students. Those researches have improved their grads. 27% students are neutral for this question.

However, 25% students have not reveal their stand for this question.

Question 8: do you use social media to understand that what have you been taught in class?

Table 12: Usage of social media for academic material which are taught in class.

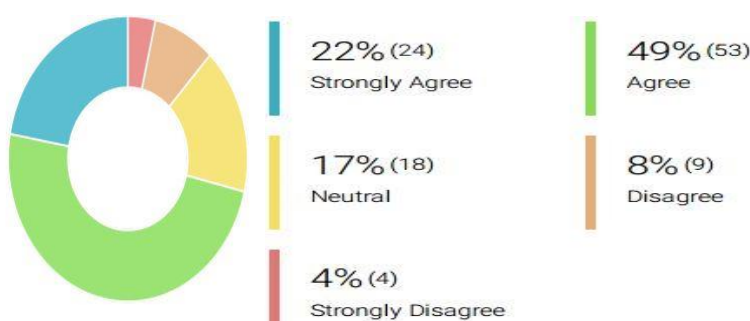


Table 12: 71% students use social media to understand their daily lessons, which they have been taught in classes. This percentage of students also show that students use social media for their educational life.

Question 9: Do you have social media groups for your classes?

Table 13: Social media groups for classes.

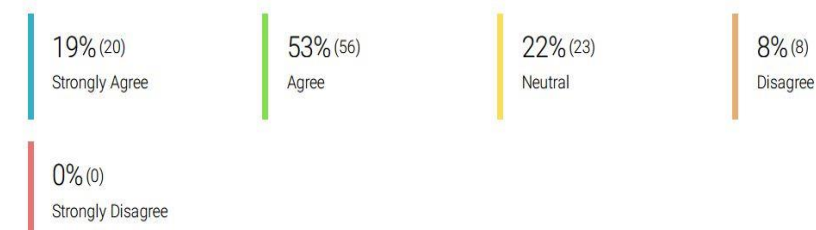


Table 13 shows that Al-Farabi Kazakh National University (KazNU) students use social media to communicate with teachers

and classmates among other purposes. 72% students are agree that they have social media groups including teachers for their classes to inform each other about daily academic performance and solve their academic problems with classmates are teachers through the groups.

Question 10: do you use social media for academic purposes?

Table 14: Usage of social media for academic purposes.

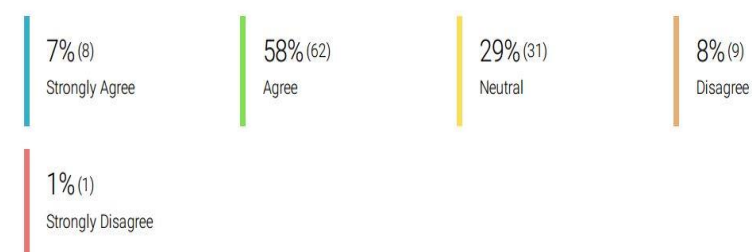


Table 14 shows that most of the students in KazNU use social media for academic purposes. As we can see in table 14, 65% students claim that they use social media for academic purposes and

follow their field via it. However, 9% students have contrary opinion and 29% are in neutral condition.

Question 11: I have to use social media extensively because most of my course assignments/projects are in the form of blogs/online presentations.

Table 15: Usage of social for performing of assignments and projects.

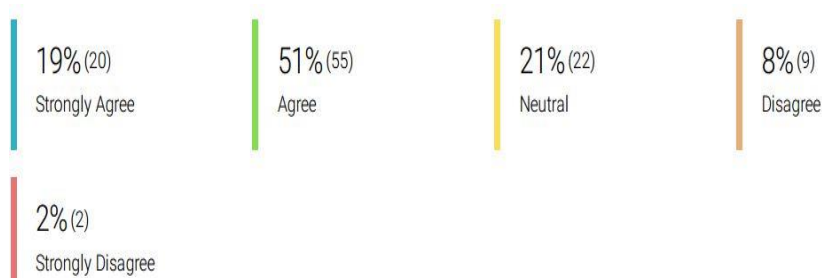


Table 15 presents one of the reasons using of social media by university students. 70% students accept that their most of the course assignments and projects are online.

Therefore, they have to use social media extensively. In addition, table 15 prove that students in KazNU use social media for academic performance.



Question 12: What is the current percentage of your grades?

Table 16: Current percentage of students grades.

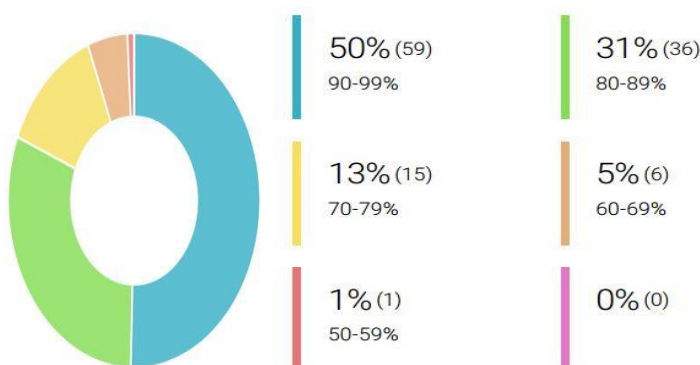


Table 16 shows that social media usage does not have negative effect on students' current grades percentage. Because, 50% students' current grades percentage is 90-99%. 31% students' current grades percentage is between 80-89%. 13% students have 70-79% of current

grades.

CONCLUSION

Social media has become a part of the people life in today's world, where and when the variety of technologies are extensively accessible. Students is a part of society who actively and regularly use social media among other people. This research was conducted to assess influence of social media on University students' academic performance. The findings of the study showed that using of social media has positive impact on University students' academic performance. Social media help them to engage academic discussion between classmates including teachers without time and place limitation. In addition, social media is an opportunity for students to understand academic materials well related to the students' daily courses. Finally, gain a great grade. However, the majority of students confirmed in KazNU that they spend almost equal time on study and social media, but that students use social media for their academic purposes. Therefore, it cannot affect their academic life negatively. The study also revealed that Whatsapp and Instagarm are the most useful social media platforms among others types of social media which are used by students. As the students have told to the researcher, many of their assignments are online, social media give them the power to do it on time.

REFERENCES

1. Rithika, M., & Selvaraj, S. (2013). Impact of social media on students' academic performance. *International Journal of Logistics & Supply Chain Management Perspectives*, 2(4), 636-640.

2. Emeka, U. J., & Nyeche, O. S. (2016). Impact of internet usage on the academic performance of undergraduates students: A case study of the university of Abuja, Nigeria. *International Journal of Scientific & Engineering Research*, 7(10), 1018-1029.
3. Al-Rahmi, W., & Othman, M. (2013). The impact of social media use on academic performance among university students: A pilot study. *Journal of information systems research and innovation*, 4(12), 1-10.
4. Balalle, H. (2018). The impact of social media on the student academic achievement. *International Journal of Advances Research Ideas and Innovations in Technology*, 4(4), 427-429.
5. Boateng, R., & Amankwaa, A. (2016). The impact of social media on student academic life in higher education. *Global Journal of Human-Social Science*, 16(4), 1-8.
6. Okereke, C. E., & Oghenetega, L. U. (2014). The impact of social media on the academic performance of university students in Nigeria. *Journal of Education and Practice*, 5(33), 21-24.
7. Wang, Q., Chen, W., & Liang, Y. (2011). The effects of social media on college students. *MBA Student Scholarship*, 5(13), 1548-1379.
8. Hasnain, H., Nasreen, A., & Ijaz, H. (2015, August). Impact of social media usage on academic performance of university students. In *2nd International Research Management & Innovation Conference (IRMIC)*.
9. Tariq, W., Mehboob, M., Khan, M. A., & Ullah, F. (2012). The impact of social media and social networks on education and students of Pakistan. *International Journal of Computer Science Issues (IJCSI)*, 9(4), 407.
10. Asemah, E. S., Okpanachi, R. A., & Edegoh, L. O. (2013). Influence of social media on the academic performance of the undergraduate students of Kogi State University, Anyigba, Nigeria. *Research on Humanities and Social Sciences Vol, 3*.
11. Steers, M. L. N., Moreno, M. A., & Neighbors, C. (2016). The influence of social media on addictive behaviors in college students. *Current addiction reports*, 3(4), 343-348.
12. Apuke, O. D. (2016). The influence of social media on academic performance of undergraduate students of Taraba state university, Jalingo, Nigeria. *Research on Humanities and Social Science*, 6(19), 63-72.
13. Talaue, G. M., AlSaad, A., AlRushaidan, N., AlHugail, A., & AlFahhad, S. (2018). The impact of social media on academic performance of selected college students. *International Journal of Advanced Information Technology*, 8(4/5), 27-35.



14. Siddiqui, S., & Singh, T. (2016). Social media its impact with positive and negative aspects. *International journal of computer applications technology and research*, 5(2), 71-75.
15. Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.
16. Dewing, M. (2010). *Social media: An introduction (Vol. 1)*. Ottawa: Library of Parliament.
17. Siddiqui, S., & Singh, T. (2016). Social media its impact with positive and negative aspects. *International journal of computer applications technology and research*, 5(2), 71-75.
18. Shensa, A., Sidani, J. E., Escobar-Viera, C. G., Switzer, G. E., Primack, B. A., & Choukas-Bradley, S. (2020). Emotional support from social media and face-to-face relationships: Associations with depression risk among young adults. *Journal of affective disorders*, 260, 38-44.
19. Social Media by Students (2017). BlogDashConten creation by bloggers. Retrieved from
20. <http://blog.blogdash.com/media-industry/positive-negative-use-social-media-students/>
21. Amedie, J. (2015). The impact of social media on society.
22. Njeru, E. H., & Orodho, J. (2003). Education financing in Kenya.