

A Study of Usage of Social Media Among Class IX and X Students in Relation to their Academic Achievement in Private High Schools of Aizawl City

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Abstract: *The study was carried out with the objective to find out the usage of social media of Class-IX and X students of Private High Schools of Aizawl City. It also aimed to find out the differences between male and female students in using social media. Further, it aimed to find out the relationship between the students' usage of social media and their academic achievements. For the purpose of finding out the level of social media usage, Social Media Instrument which consists of 13 questions was developed. Statistical techniques of mean, standard deviation, t-test and Pearson's Product-Moment Correlation were employed for analysis. The findings revealed that majority of the students are "Average" users of social media. It also found that there is no significant difference between male and female students in using social media. Further, there is no correlation between the usage of social media and academic achievement of the students.*

Keywords: *Social Media, Academic Achievement, Private High School.*

1. INTRODUCTION:

Social media has become a prominent part of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative. It has significantly changed the way our society connects with one another, does business, and socializes. Today's youth has never known a world without the Internet, which is a piece of information adults must put into context when they think about and compare, social net working to face-to-face communications. It is always a wise decision to be well aware of the many changes that come along with being exposed to such a phenomenal advancement. This is because, while most of us benefit and use social media to its full advantage there are still so many that are exposed to it for all the wrong reasons if not given the proper guidance and information.

Andreas Kaplan (2015) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". There are several types of social media including magazines, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. It includes web-based and mobile technologies used to turn communication into interactive conversation.

A direct relationship exists between social media usage and the academic performance of students in schools and universities. According to Kuppuswamy and Shankar (2010), social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. At the same time, Liccardi et. al. (2007) reviewed that the students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics. Tinto (1997) argued that extracurricular activities and academic activities are not enough to satisfy some students who are suffering due to social networking isolation. This also shows that social networks are beneficial for the students as it contributes in their learning experiences as well as in their academic life.

Since social media presents both opportunities as well as risks as mentioned above, it is always safe to draw precautionary lines not only to adults but especially to the youth who are more so easily influenced by it.

2. RATIONALE OF THE STUDY:

Social media plays an important role in our life. We use social media to keep in touch and make new acquaintances. It originated as strictly a personal tool that people used to interact with friends and family but was later passed through by some businesses that who wanted to take advantage of a popular new communication method to communicate to customers, for example, by sending e-mail or forward those coupons on Facebook and Twitter.

According to the study from the University of Maryland, it suggested that social media services maybe addictive because the growth in social network patents is around 20% annually. Today, people spend 22% of their online time on social networking such as Facebook, Twitter, YouTube, and Weblog. At the end of 2018, the number of social media users in India stood at 326.1 million (STATISTA) and had been estimated to grow to 351.4 million at the end of 2019.

A lot of criticism has been levelled at social media and the effect it has on the way students process and retain information, as well as how distracting it can be. Social media is sometimes good but sometimes bad because many people engage with social media not aware of the effects on our lives and especially on the youth.

All of the pros and cons that have been balanced out from different studies are all very true especially on the many benefits we get from using it. However, taking into view Mizoram's context and the obvious fact that it is still a very young and developing culture, there are certain things that need to be put into consideration, especially amongst the youth.

Social media and the various connections it brings along, has the power to influence the minds of not only adults but more so the youth whose temperaments are still swayed back and forth unaware of the many bad influences that lurk in the corner. Social media if not use for its rightful purpose can cause damaging effects to these vulnerable individuals, if they go unsupervised for too long. They can easily fall prey to the many evils that come along with being exposed to social media, which in the long haul can cause damaging results like neglecting their education and dropping out, which will in certainty lead to a future that is dim and purposeless. Therefore, the present study is necessary in that it gives all those concerned an insight to the impact of social media on the youth of Mizoram, and whether its usage leads to advancement or that it leads them in the wrong direction towards possible failure in their education.

3. Statement of the Study:

The problem of the study has been stated as "A Study of Usage of Social Media among Class IX and X students in Relation to their Academic Achievement in Private High Schools of Aizawl City".

4. Objectives of the Study:

- To find out social media usage among Class IX and X students.
- To compare the usage of social media between male and female students of Class IX and X.
- To find out if there is a relationship between the usage of social media with the academic achievement of Class IX and X students.
- To make recommendations for effective usage of social media.

5. Research Questions:

1. Is there any difference between male and female students on the usage of social media of Class IX and X students of Private Higher Secondary schools?
2. Is there any relationship between the usage of social media scores and academic achievement of the students?

6. Hypotheses of the Study:

1. There is no significant difference between male and female students of Class IX and X in their usage of social media.
2. There is no relationship between the usage of social media and the academic achievement of Class IX and X students.

7. METHOD OF THE STUDY:

The present study belongs to the category of descriptive research as it surveys and fact-finding enquiry relating to the usage of social media among high school students in relation to their academic achievement.

7.1 Population of the Study:

The population of the study consists of Class IX and X students of Saviour Higher Secondary School and Solomon's High School of Aizawl City.

7.2 Sample of the Study:

The sample consists of 80 students with 40 male and 40 female from private high schools in Aizawl City.

7.3 Tools:

For the purpose of finding out the level of social media usage, Social Media Instrument which consists of 13 questions was developed.

8. DATA ANALYSIS:

For analyzing data, statistical techniques like mean, standard deviation, t-test and Pearson’s Product-Moment Correlation were employed.

8.1 Analysis and Interpretation of the Study

Table 1: Usage of Social Media scores of Class IX students

Sl. No.	Gender	Total Score	CATEGORY
1	Male	41	Average
2		27	Average
3		33	Average
4		40	Average
5		1	Low
6		4	Low
7		48	Average
8		30	Average
9		21	Average
10		40	Average
11		47	Average
12		47	Average
13		50	Average
14		51	High
15		51	High
16		52	High
17		35	Average
18		36	Average
19		41	Average
20		5	Low
21	Female	45	Average
22		2	Low
23		29	Average
24		15	Low
25		27	Average
26		29	Average
27		21	Average
28		1	Low
29		31	Average
30		21	Average
31		27	Average
32		15	Low
33		11	Low
34		28	Average
35		24	Average
36		21	Average
37		5	Low
38		5	Low
39		17	Low
40		21	Average

An examination of data vide Table 1 showed that 11 students falls on the category of ‘Low’, 3 students on the category of ‘High’ and the rest 26 students on the category of ‘Average’ users.

Table 2: Usage of Social Media scores of Class X students

Sl. No.	Gender	Total Score	Category
1	Male	24	Average
2		32	Average
3		23	Average
4		16	Low
5		19	Low

6	Female	30	Average
7		35	Average
8		20	Average
9		25	Average
10		46	Average
11		29	Average
12		33	Average
13		30	Average
14		18	Low
15		53	High
16		44	Average
17		31	Average
18		14	Low
19		44	Average
20		37	Average
21		49	Average
22		6	Low
23		33	Average
24		23	Average
25		22	Average
26	3	Low	
27	24	Average	
28	17	Low	
29	5	Low	
30	2	Low	
31	42	Average	
32	10	Low	
33	11	Low	
34	23	Average	
35	28	Average	
36	39	Average	
37	25	Average	
38	20	Average	
39	32	Average	
40	41	Average	

As per table 2, it revealed that there is 1 student whose score falls on the category ‘High’, 11 students on the category of ‘Low’ and 28 students on the category of ‘Average’ users.

The findings of table 1 and 2 revealed that a total of 4 students are ‘High’ users and 22 students are ‘Low’ users of social media. Further, the majority of students, i.e. 54 students are found to be ‘Average’ users of social media.

Table 3: Mean, SD, and t value for male and female students

Social Media Usage	Gender	N	Mean	SD	t-value	Remark
	Male	40	28.8	16.11	1.20	Not significant
	Female	40	25	11.95		

Analysis of data vide table 3 indicated that the calculated t-value is **1.20** which is not significant at 0.05 level of significance. It showed that there is no significant difference between male and female students on their scores obtained on usage of social media.

Table 4: Mean, SD and Correlation between Social Media Usage Scores and Academic Achievement

	No. of students	Mean	SD	Correlation
Scores	80	28.76	13.37	- 0.02
Marks	80	54.93	18.81	

As per table 4, the correlation is found to be **-0.02**. It revealed that there is no correlation between the usage of social media scores obtained and academic achievement of the students. This means that high scores on social media do

not have any impact on their academic achievement, i.e., the scores on social media do not have an effect on the high or low marks/academic achievement on the students.

9. Major Findings:

The aims of the study were to compare the usage of social media between male and female students and to find out if there is a relationship between the usage of social media and the academic achievement of Class IX and X students of Private High Schools of Aizawl City.

1. The study indicated that the majority of students, i.e. 54 students are 'Average' users of social media. Further, it found that 22 students are considered to be 'Low' users and 4 students are 'High' users of social media.
2. The study revealed that there is no significant difference between male and female students on their scores obtained on usage of social media.
3. The study found that there is no correlation between the usage of social media scores obtained and academic achievement of the students.

10. CONCLUSION:

Findings of the study indicated that majority of students, i.e. 54 students are 'Average' users of social media. Moreover, there is no significant difference between male and female students on their scores obtained on usage of social media. It also revealed that there is no correlation between the usage of social media scores obtained and academic achievement of the students.

Although the findings showed that social media does not affect the academic achievement, at the same time, the overuse of social media on a daily basis has many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with the people in person. Parents and teachers have responsibilities to check and balance on their children and students when using the internet. They should be on guard whether they are using it for appropriate time period or not. The peers and teachers should also help students make them aware of the negative effects and explain what they are losing in the real world by sticking to these social networking sites.

11. SUGGESTIONS:

In the light of the findings of this study, the following suggestions are made:

- Students should be educated on how social media can have a negative impact on their academic performance.
- Students should be monitored by teachers and parents on how they use these sites.
- Teachers should ensure they use the social media as a tool to improve the academic performance of students in schools by giving assignments or homework to make use of these sites.
- Students should be helped or directed to better manage their study time and prevent distractions that can be provided by the social media.
- The students should be directed to help them create a balance between the use of social networking sites and academic activities. More attention should be directed to research about their studies.
- The use of social media network by students should focus on the academic relevance of those sites instead of using them for negative purposes. This can be monitored by both parents and teachers.
- The school can help to a great extent by inviting professionals in this area by spreading the awareness of the negative and positive impacts of using social media including ways to prevent misuse of these sites.

This study serves as a basis for further research study on social media and the academic performance of students. Similar studies should be conducted so as to bring about improvement in the academic performance of students through the use of social media networks, thereby avoiding distraction which leads to deviation from their academic works.

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