

The Role of Digital Literacy in Enhancing Academic Success: A Study of Arignar Anna Government Arts and Science College, Karaikal

*¹ Chayanika L and ²Dr. V Lakshmanapathi

¹ Assistant Professor, Department of Psychology, School of Allied Health Sciences, Vinayaka Missions Medical College and Hospital Campus, Karaikal, India.

² Assistant Professor, Department of Social Work, Dr. Kalaignar M. Karunanidhi Government Institute for Post Graduate Studies and Research, Karaikal, India.

Article Info.

E-ISSN: 2583-6528

Impact Factor (SJIF): 6.876

Peer Reviewed Journal

Available online:

www.alladvancejournal.com

Received: 05/Sep/2024

Accepted: 08/Oct/2024

Abstract

Social media plays a very important role in everyone's life and is constantly evolving. Internet, laptops, smartphones and computers are all necessary and play a vital role in this industry. Anyone can use social media to interact, communicate and share their opinions and ideas. Hence, most people are aware of social media platforms like WhatsApp, YouTube, Facebook etc. and use them for various reasons including entertainment, sharing information, watching movies and pictures, both academic and non-academic purposes. Indeed, social media platforms such as WhatsApp, YouTube, and Facebook help in sharing information between students and professors. There are many social media platforms that fulfill this need, and most users prefer WhatsApp, YouTube, and Facebook. However, excessive use of social media can be harmful, time-consuming, and most importantly, negatively impact the health of the user. In this study, the researchers investigated the benefits and drawbacks of social media on students' academic performance. A random sample of 300 students from Aringar Anna Government Arts and Science College, Karaikal was selected. The study was conducted by distributing questionnaires to the respondents as a data collection tool and using descriptive statistics and chi-squared tests to evaluate the hypotheses. The study found that students' social media use has a negative impact on their academic performance. Based on this study, the authors advocate guiding and motivating students to use social media more frequently for academic purposes. Students need to be fully focused on their studies. Universities and educational institutions should set up official websites and pages on the Internet to make students aware of their bright future and educate them about the benefits of a good education. Therefore, students can use the site to obtain important information, knowledge sharing, lecture notes, electronic content and other study materials, and increase their academic activity, so that they can spend less time on social media (WhatsApp, YouTube, Facebook) for non-academic purposes.

Keywords: Social Media, internet, academic performance, knowledge sharing, WhatsApp, youtube and Facebook.

*Corresponding Author

Chayanika L

Assistant Professor, Department of Psychology, School of Allied Health Sciences, Vinayaka Missions Medical College and Hospital Campus, Karaikal, India.

Introduction

Social media platforms such as WhatsApp, YouTube, and Facebook improve communication between users in school environments and promote digital literacy. Moreover, social media is a very useful tool that users can use for research as well as sharing personal academic interests. It can also be used to create special groups for academic purposes. Researchers say that several studies have investigated the impact of social media (WhatsApp, YouTube, Facebook) on students' academic performance. Researchers have found

mixed results regarding the use of technology and its impact on academic performance. Some have found the exact opposite optimistic effect on academic success, while others believe it has little or no impact on academic performance. Various studies have investigated the decline in students' academic performance and grades due to lack of study time due to social media use. Recent years have seen a significant change in the penetration of the Internet and social networks and the number of people who use them on a daily basis. Users can use websites, WhatsApp, YouTube, Facebook and

other social networks to share their thoughts, ideas, knowledge, opinions, personal, social and educational views. They also enable global communication among diverse people.

Social media platforms (e.g. WhatsApp, YouTube, Facebook) are important communication channels and sources of social support in learning situations. Social media addiction is one of the possible outcomes experienced by many social media users. In other words, the prevalence of social networks is a new type of mild addiction. A cross-sectional study was conducted among 300 students of Arignar Anna Government Arts and Science College, Karaikal. A uniquely designed and well-structured questionnaire was developed to measure the impact of social media on academic performance. The study found that there is a significant relationship between the academic performance of students and the use of social media. It is recommended to develop standards for the use of social media for educational purposes to help students improve their academic performance.

Young people mostly use social networks such as WhatsApp, YouTube and Facebook. It was found that respondents use WhatsApp, YouTube and Facebook for hobbies and many other activities but not for educational purposes. Majority of respondents avoided or postponed meal times while using social networks. Almost all respondents in the three categories use WhatsApp, YouTube and Facebook as soon as they wake up in the morning and before they go to sleep. Social media is a useful platform for students and professors to communicate information and share knowledge such as materials and other important documents for academic purposes. However, excessive use of social media can affect students' academic performance and make this use difficult. Social media (WhatsApp, YouTube, Facebook) has become an important part of students' lives, taking up most of their free time. As a result, social media, also known as social networks or the Internet, targets children as potential victims.

Review of Literature

The Internet is becoming more and more popular among college students and has piqued the curiosity of students and faculty as it has practical impacts on academic performance. The use of social media among today's youth is increasing day by day and awareness among students is also growing. Many customers are connected by a wide range of electronic, wireless and optical network technologies. Advances in technology have had a major impact on the way people communicate on a daily basis (Celestine & Nonyelum, 2018). Social media platforms have made it easier for individuals and businesses to expose certain areas of human endeavor. According to Ellison and Boyd (2007), social media is a web-based platform that allows people to create profiles, display consumer connections, and search and navigate within their list of connections.

A study by Mustaqh and Benraghda (2018) found that despite public perceptions of social media misuse, the majority of university students use social media constructively for academic purposes. They asserted that rapid communication can complement what is taught in traditional lecture halls. In Western environments, university students often use social media to communicate and exchange ideas with their lecturers. Social networking sites are considered hubs and systems that many rely on daily.

Helou and Ab. Rahim (2014) investigated the relationship between effective media use and university students' communication with lecturers, team interaction, and interest

in learning activities. In contrast, social media, if not used properly, can distract university students from their studies and lead to poor academic performance as it wastes money and time.

Learning and social media are closely related. Social media builds relationships, increases motivation to learn, provides personalized guidance, and promotes collaboration skills. However, various aspects of technological development have created dilemmas such as loss of real-life values, especially among university students, which has led the majority of users to use social networking websites to interact for social purposes rather than for learning purposes. Too much participation in school. Academic performance is important not only for an individual's job search but also for educational institutions and companies. Exams and continuous assessments are often used to evaluate overall academic performance. However, there is no consensus on how it should be tested or which components are most important: procedural knowledge (i.e. skills) versus declarative knowledge (i.e. facts).

Social media is a source of distraction in the classroom, especially during lessons and learning (Ahmad, 2019). There is a disconnect, distraction, and division of attention between social media activities and educational activities (Melani and Andrew, 2017). Currently, college students are addicted to social networking websites (Google, Facebook, WhatsApp, YouTube, Twitter, 2go, LinkedIn, etc.) that stimulate their interest in topics other than education. Some students blame the sites for their constantly declining grade point averages, but this also shows that few students are aware of the educational and professional networking opportunities available on the sites. At this point, teachers should encourage college students to use social networking platforms appropriately to broaden their understanding of the experience. Based on this, the teacher's job requires the development of knowledge. (Etim & Ubasi, 2016).

Objectives of Study

This study aims to investigate the impact of social media platforms such as WhatsApp, YouTube, and Facebook on students' academic performance. The specific objectives are:

1. To investigate the impact of social media addiction on students' academic performance.
2. To investigate how excessive use of social media among students affects their academic performance.

Research Questions

1. How does social media addiction affect students academic performance?
2. How can excessive social media use affect students' academic performance?

Research Hypothesis

H1: There is no relationship between social media addiction and students' academic performance.

H2: Social media does not improve students' academic performance

Limitations of the Study

The researcher relied on experience and clever data collection methods. Moreover, when primary data is collected, respondents have difficulty filling out the questionnaires and the researcher often asked them to complete the questionnaires in a timely and accurate manner.

Significance of the Study

This study investigates the impact of social media on the academic performance of students of Arignar Anna Government Arts and Science College, Karaikal. This research study will be an important step in understanding the advantages and disadvantages of social media on students' academic performance. Furthermore, it will also be helpful to other researchers who wish to re-examine the lack of teamwork.

Research Methods

A descriptive and diagnostic research design was used in this study. This design is considered appropriate as it helps the researcher to collect data using a consistent collection procedure based on a highly structured research instrument.

Population

The population of this study is all the students of Arignar Anna Government Arts and Science College, Karaikal.

Sampling and Sampling Technique

A sample of 300 students was taken from Arignar Anna Government Arts and Science College, Karaikal. A questionnaire was given to them to fill in for data collection. Convenience sampling was also used to select respondents from the student population based on their aptitude and desire to complete the questionnaire.

A self-administered survey was conducted. The instrument contained a set of questions aimed at eliciting the respondents' opinions on how social media impacts their performance.

Validity and Reliability of the Instrument

The questionnaire was distributed to students of Arignar Anna Government Arts and Science College, Karaikal. Their various suggestions were taken into consideration in the final version of the study. This ensures the validity of the instrument. Meanwhile, the reliability of the test instrument was determined using chi-square test.

Table 1: Students' exposure to social media has a negative impact on their academic performance

S. No.	Items	SA	A	SD	D
1	Social media like WhatsApp and Facebook provide opportunity to interact with freedom with people.	75	168	36	21
2	Google provide the platform to search anything and to enhance knowledge without consuming so much time.	96	135	51	18
3	For completing any assignments and for academic purpose, Wikipedia provides the opportunity to complete it.	42	84	153	21
4	I occupy in academic conversation and interaction with friends, teachers and, many more on twitter	24	57	204	15
5	I receive information regarding lectures, notes on WhatsApp and Facebook.	15	75	93	117

Table 2: The addiction of social media affects the academic performance of the students.

S. No.	Items	SA	A	SD	D
1	When I use social media like WhatsApp and Facebook and internet in excess, not able to focus on my study.	78	204	10	8
2	Social networking sites like WhatsApp and Facebook assistance me to join with friends	105	162	21	12
3	When I engage myself for surfing internet and social media (WhatsApp and Facebook), I waste precious time.	115	147	21	17
4	I perform badly because of my addiction to WhatsApp and Facebook	39	177	54	30
5	It go downhill my grammatical constructions	66	138	42	54

Table 3: Students' exposure to social media has a negative impact on their academic performance

S. No.	fo	Fe	fo-fe	(fo-fe)2	(fo-fe)2/fe
1	95	82.4	12.6	158.76	1.93
2	84	82.4	1.6	2.56	0.03
3	94	82.4	11.6	134.56	1.63
4	78	82.4	-4.4	19.36	0.23
5	65	82.4	-17.4	302.76	3.67
6	8	17.6	-9.6	92.16	5.24
7	14	17.6	-3.6	12.96	0.74
8	11	17.6	-6.6	43.56	2.48
9	12	17.6	-5.6	31.36	1.78
10	39	17.6	21.4	457.96	26.02
Sum	500				43.75

$\chi^2_{\text{cal}} = 43.75$, $\chi^2_{\text{tab}} = 9.49$ at 5% sig level Degree of freedom = $(r-1)(c-1)$

(5-1)(2-1)

(4)(1)=4

Since the value of χ^2_{Cal} which is 43.75 is greater than the table value of χ^2 i.e. 9.49 at 5% level of significance, the null hypothesis which states that there is no relationship between

addiction of social media and the academic performance of the students is accepted.

Table 4: Social Media does not improve the academic performance of the students.

S. No.	Items	SA	A	SD	D
1	For the improvement of grades and marks in examination, I use Google Scholar for research.	36	51	189	24
2	Sharing files from yahoo mail improves my level of comprehension	57	75	108	60
3	Social media like WhatsApp and Facebook poorly affect literateness	96	84	48	72
4	For comparison of notes and other class material with my friends, I use WhatsApp and Facebook.	27	57	156	60
5	Social media like WhatsApp and Facebook is helpful to my academic development	33	45	171	51

Table 5: Students' academic performance is not improved by social media.

S. No.	Fo	fe	fo-fe	(fo-fe) ²	(fo-fe) ² /fe
1	25	37.4	-12.4	153.76	4.11
2	47	37.4	9.6	92.16	2.46
3	65	37.4	27.6	761.76	20.37
4	21	37.4	-16.4	268.96	7.19
5	23	37.4	-14.4	207.36	5.54
6	75	62.6	12.4	153.76	2.46

X₂cal = 62.59, X₂ tab = 9.49 at 5% sig level Degree X₂of freedom =(r-1) (c-1)

(5-1)(2-1)

(4)(1)=4

Since the value of X₂cal which is 62.59 is greater than X₂ tab i.e. 9.49 at 5% level of significance, the hypothesis which states that Social Media does not improve the academic performance of the students is accepted.

Discussion of the Results

The findings of the study show that the use of social media (WhatsApp, YouTube, Facebook) by students has an impact on their academic performance. The researcher selected students of Arignar Anna Government Arts and Science College, Karaikal and conducted a questionnaire survey on their usage of Facebook, YouTube, WhatsApp and their involvement in other networking sites.

They use social media platforms for various purposes such as entertainment, knowledge sharing, news, academic knowledge, public awareness, chatting with friends, relatives and family members. They prefer entertainment and gossip over academic knowledge and knowledge sharing. As a result, social media platforms like WhatsApp, YouTube and Facebook have a negative impact on the academic performance of students.

Conclusion and Recommendations

Modern technology is developing rapidly and it is affecting its users. For example, think about students who are addicted to social media like WhatsApp, YouTube, Facebook, etc. They should spend more time on studying instead of wasting time on conversations, videos and other things on WhatsApp, YouTube, Facebook. They should utilize social media for academic purposes to improve their knowledge and skills, exchange notes, study materials and do other academic activities, but unfortunately they do not and waste their time on irrelevant activities which are very bothersome and prevent them from participating in studying.

They also exhibit undesirable behaviors. So this is very dangerous for students and parents should continue to keep an eye on their children and spend time with them to help them understand the pros and cons of all these activities. They should also be encouraged to spend as much time as possible on productive work, study and family so that children can easily recognize the difference and control themselves. The study suggests that with limited time, students prioritize learning.

They should also find a balance between learning and social media. Students should use social media platforms such as WhatsApp, YouTube and Facebook more frequently for academic purposes and universities and academic institutions should create these websites for educational purposes and create awareness among students that these websites can be used for their benefit and not for their time or to harm their careers. Academic institutions could potentially leverage the positive impact of social networking sites by formally incorporating their use into the teaching and learning process. Teachers and parents should monitor students' social media usage.

References

1. Alamar AT. The impact of social media on the academic performance of second-year medical students at the Faculty of Medicine, Babylon University, Iraq. Journal of Medicine and Allied Sciences. 2016; 6(2):77.
2. Apke DO. The impact of social media on students' academic performance at Taraba State University, Jalingo, Nigeria. Research in Humanities and Social Sciences. 2016; 6(10).
3. A cross-sectional study of social media use in healthcare. BMC Medical Education. Awake Magazine, What you need to know about social networks. 2012; 15(1):18-4.
4. Self-esteem and life satisfaction: a cross-sectional study. Comput Human Behavior 55:701 5 6.Kadima R, Ojeda-Rodriguez J, Mongett-Fierro JM. Social networks and performance in distance learning communities. Educational Technology and Society. 2012; 15(4):296â-304.
5. Celestin AU, Nonyelum of. The impact of social media on academic performance. International Journal of Science and Engineering Research. 2018; 9(3):1454-1462.
6. Cox D, McLeod S. Social media strategies for school principals. NASSP Bull. 2014; 98:5-25.
7. Dhanhani A, Mizouni R, Otrok H, Al-Rubaie A. Analysis of collaborative learning in educational social networking sites. 2015; 5(1):65.
8. Ebrahimpour A, Rajabali F, Yazdanfar F, Azarbad R, Nord MR, Siamian H. 2016.