

**A STUDY ON THE IMPACT OF SOCIAL MEDIA SITES
ON THE ACADEMIC PERFORMANCE OF MBA STUDENTS**

Dr. Shaik Ahamed Basha

Assistant Professor,

MITS School of Business, Madanapalle Institute of Technology and Science

Madanapalle, Chittoor Dist., A.P., India

E-mail: ahameds@mits.ac.in

Abstract

Making your friends staying connected and satisfaction of social needs are the primary reasons why people consider using social networking. The modern world has turned into a small global Village where the connection between individuals is simplified through the networks that are internet generated. The social media network has illuminated the lives of people by sharing of knowledge worldwide making turning them into Global citizens. The impact of social media on youth especially the students has been more evident as compared to the elderly above the age of 35 years. Students can now communicate and share thoughts through the various social media platform such as Facebook in real time regardless of the geographical locations or distance. The study was conducted with a sample of 105 MBA students in MITS college including male and female. They were selected on the basis of random sampling from Angallu and Madanapalle. The sampling method is purposive sampling method. The data collected were carefully analysed and processed. Statistical tools such as percentage analysis and regression analysis were applied to interpret the data to draw meaningful inferences. 5-point Likert scale was used for measuring the Students attitudes.

Getting too much involved in the social media platforms cultivates bad habits. Addiction to social media has affected significantly students' lives leading to consistent practices that corrupt their minds. Instead of studying, playing and learning new techniques, most students will spend their time chatting with friend's social media. Moreover, students tend to neglect their duties to talk with their buddies. This has induced laziness and loss of focus in life. The negative thing with social media addiction is that the relationships created break easily due to lack of direct contact. The results are frustration and stress on students.

Key Words: *Social Media, Academic Performance, MBA Students*

Introduction

Making your friends staying connected and satisfaction of social needs are the primary reasons why people consider using social networking. The modern world has turned into a small global Village where the connection between individuals is simplified through the networks that are internet generated. The social media network has illuminated the lives of people by sharing of knowledge worldwide making turning them into Global citizens. The impact of social media on youth

especially the students has been more evident as compared to the elderly above the age of 35 years. Students can now communicate and share thoughts through the various social media platform such as Facebook in real time regardless of the geographical locations or distance. Here are some of the major impact of social media on student's life.

In spite of the numerous benefits of the social media, parents are always complaining about the drastic changes in their children's behaviour. Students can

access different materials such as pornography videos and images that corrupt their morals. Youths are very daring and will try to imitate everything they see on those social media networks. The results is dangerous and unacceptable habits and practices such as prostitution and use of drugs that significantly effects their life. Many college students become wasted due to the use of harmful substances that is mostly a social media influence. Social media event has caused suicidal behavior. Getting too much involved in the social media platforms cultivates bad habits. Addiction to social media has affected significantly students' lives leading to consistent practices that corrupt their minds. Instead of studying, playing and learning new techniques, most students will spend their time chatting with friend's social media. Moreover, students tend to neglect their duties to talk with their buddies. This has induced laziness and loss of focus in life. The negative thing with social media addiction is that the relationships created break easily due to lack of direct contact. The results are frustration and stress on students.

Review of Literature

National

1. Kavitha and Bhuvanewari R (2016) has conducted a study on the Impact of Social Media on Millennials a Conceptual Study on 507 P.S.G.R. Krishnammal College for Women, Coimbatore, India. The data for the research is conducted through statistical observation in the year 2016. The major outcome of the study indicates that "This study attempts to explain the pros and cons in Social media and the positive and negative impact of Social media on Personality development of the millennials that can be used as a foundation for more in-depth research".

2. Sudha S and Kavitha ES (2016) has conducted a study to the effect of social networking on students' academic performance: the perspective of faculty

members of Periyar University on 110 faculty, Salem, India. The data for the research is conducted through statistical observation in the year 2016. The major outcome of the study indicates that "The study exposed that there is a significant relationship between gender, age and concern department of the faculty members and their opinion on negative perceptions of SNS on student's academic performance".

3. Rashi Ahuja and Aradhna Bharadwaj (2016) has conducted a study to Impact of Social Networking Sites on Indian Youth: Boon or Bane on 114 student's Amity University, Noida, India. The data for the research is conducted through statistical observation in the year 2016. The major outcome of the study indicates that "The aim of this paper is to find out whether the social networking sites are a boon or bane for the youth of India. The importance of Social Networking Sites (SNS) in people's life is increasing each day".

4. Jayshree Jha, Neelam Jaipuria, Shivesh Jha and Priya Sinha (2016) has conducted a study on effects of social media on 34 middle school, high school and higher education students. The data for the research is conducted through survey method in the year 2016. The major outcome of the study identifies that electronic media use is negatively associated with grades. This research also indicates that an approach is needed to balance the relationship between social media and academic study.

5. Sudipta Deb Roy and Sankar kumar Chakraborty (2015) has conducted a study to identify "impact of social media/ social networks on education and life of undergraduate level students of karimganj town- A survey Sudipta deb Roy on 60 undergraduate level students of karimganj town, Assam, India. The data for the research is conducted through survey method in the year 2015. The major outcome of the study identify that "the positive and negative impact of social networks on education of under graduate

level students as well as on their life, depending on once interest to use it in a positive manner for his/her education and vice versa”.

6. Indrajith Roy Chowdary and Biswajeet Saha (2015) has conducted a study to identify the impact of Facebook as a social network sites (SNS) on youth generation: A case study of Kolkata city on 50 samples of collected data in Kolkata city. The data for the research is conducted through statistical observation in the year 2015. The major outcome of the study indicates that “to make the proper structure of this research paper 50 samples collected and processed and finally it has turn into shape through some Cartographic and statistical observation followed by some findings conclusion to focus on the scenario of Facebook status among the young generation in Kolkata city.

7. Archana Kumari and Jyostna Verma (2015) has conducted a study to identify Impact of Social Networking Sites on Social Interaction – A Study of College Students. Out of total 100 college students, 50 boys and 50 girls were selected from IIS University and SKIT University in Jaipur, India. The data was collected by using a self-constructed tool. The major outcome of the study identify that “no difference was found in the use of social networking sites among boys and girls. 65% students feel that it helps them to maintain relationship with their friends and 33% agreed that social networking sites help to maintain a regular contact with their parents and teachers.

8. Anuj Sheopuri and Anita Sheopuri (2015) has conducted a study to identify Impact of Social Network Sites on Studies on 75 students of engineering and management student in Bhopal. The data for the research is conducted through non-probability sampling method in the year 2015. The major outcome of the study identifies that “this is focused on student’s academic performance and their behaviour. Secondly this study points will help to

know the popularity of social sites among students, and the effect caused by them on their studies, etc. Lastly it will analyze the pros and cons aspects of social networking on education.

9. Manjunatha S (2013) has conducted a study to identify the usage of social networking sites among the college students in India on 500 students. The data for the research is conducted through survey method in the year 2013. The major outcome of the study indicates that “their usages pattern of social network sites , hours spending per week, gender differentiation in its usage, purpose of membership, their level of intimate relationships with online friends and much more interesting aspects have been dealt scientifically in this paper.

10. Titto Varghese, Nivedhitha D and Pradeep Krishnamurthy (2013) has conducted a study to identify the teenager’s usage of social networking media in south Indian state on 556 (292 male & 264 female) students of government and private schools (VIII to XII Class students) in South India. The data for the research is conducted through survey method in the year 2013. The major outcome of the study indicates that “the favorite activity for the Kerala teenagers even today in the social networking era is watching television when they are alone at home. More time at internet is spent on social networking sites compared to the they spend for educational need.

International

1. Shahzadkhan (2016) has conducted a study to identify the impact of social networking websites on students on 168 students among Shahzadkhan lecturer City University of science and information technology Peshawer Pakistan. The data for research is collected both primary and secondary source the primary data for this research study will be conducted through questionnaire’s; and the secondary data which is gathered from published research articles. The major outcome from the

research study it was also found the people can use social networking websites due to social influence.

2. Raymond Owusu Boating and Afua Amankwaa (2016) has conducted a study to identify “The impact of social media on student academic life in higher education on 10 participants, china. The data for the research is conducted through survey method in the year 2016. The major outcome of the study identifies that “The results reveals that social media is widely used by students of higher institution and that participants are in support of the idea that social media contribute a significant quota to the development of the academic life”.

3. Mahmoud maqableh, Lama Rajab, Walaa Quteshat, Raedmohd Taisir Masadeh, Tahani Khatib and Huda Karajeh (2015) has conducted a study to identify “The impact of social media networks websites usage on students’ Academic performance on 366 undergraduate students in Amman, Jordan. The data for the research is conducted through survey method in the year 2015. The major outcome of the study identifies that “the findings of this research can be used to suggest future strategies enhancing student’s awareness in efficient time management and better multitasking that can lead to improving study activities and academic achievements”.

4. Owusu-Acheaw M and Agatha Gifty Larson (2015) has conducted a study to identify “use of social media and its impact on academic performance of tertiary students; A study of students of Koforidua polytechnic, Ghana on 1508 were retrieved which represented a response rate of 95.5% in the koforidua polytechnic college students in Ghana. The data for the research is conducted through survey method in the year 2015. The major outcome of the study identifies that “students should be encouraged to limit the time they spend on the social media sites per day and advices

them to rather substitute those hours to read novels to improve their knowledge.

5. Aida Abdulahi, Behrang Samadi and Behrooz (2014) has conducted a study to identify the negative effects of social networking sites such as Facebook among Asia pacific university scholar in Malaysia. On the effects of 152 students survey in the Asia pacific university scholars in Malaysia. The data for the research is conducted through survey method in the year 2014. The major outcome of the study identifies that “social networking sites were only and electronic connection between users but unfortunately it has become an addiction for students. This paper examines the relationship between social network sites and health threat.

6. Saba Mehmood and Tarang Taswir (2013) has conducted a study to identify “the effects of social networking sites on the academic performance of students in college of applied Science, Nizwa, Oman on 100 students. The data for the research is conducted through survey method in the year 2013. The major outcome of the study identifies that “the results of empirical evidence explore class room and social software as paradigms that build young knowledgeable societies. It studies variables that examine the effectiveness of these social tools in knowledge sharing and general awareness of student communities.

7. Qingya wang, wei chen and Yu Liang (2011) has conducted a study to identify the effect of social media and college students; on descriptive, exploratory research study drew random sample 48 MBA students of 26 males and 22 females in the Johnson and wales university of USA. The data for the research is conducted through survey method in the year 2011. The major outcome of the study identifies that while most college student use social media and spent many hours checking social media sites there was a negative aspect to college students use of social media.

8. Zahid Amin, Ahmed Mansoor, Syed Rabbet Hussain and Faisal Hashmat

(2010) has conducted a study to identify the impact of social media on student's performance on 300 students among American teenagers. The data for the research is collected through direct observation during the academic year 2009-2010. The outcome of the study indicates that the effect of social media can be positive as in this study closely determined the real effect of social media sites.

9. Al-Sharqi, K. Hashim, and Kutbi I (2005) has conducted a study to identify the impact of social media on student's behaviour on 2605 male & female students in the KAU (King Abdulaziz University) of Saudi Arabia. The data for the research is collected through survey method during the academic year 2013 among arts & science students. The major outcome of the study indicates that "findings support the advantages of social media use on student's social behaviour and do not indicate any obvious disadvantages. Differentiating factors include the science group having interest in respecting opinions of others and the Arts group emphasizing on freedom of expression. Common perceptions on advantages include the ability to learn about people's different thinking styles, connect to others and communities, improve open-mindedness; and alleviate routineness and boredom.

Objectives of the Study

- To identify how social media websites effects on student's academic performance.
- To analyze the positive and negative impact of social media on post graduate level students.
- To highlight the use of Social media sites for the MBA students

Research Methodology

The data was obtained through primary and secondary sources in order to answer the research question. The primary data was collected through the questionnaire

administered to different types of selected sample respondents. The secondary information's were collected from different sources like newspaper, magazines, journals, books and website and so on. The study was conducted with a sample of 105 MBA students in MITS college including male and female. They were selected on the basis of randomized sampling from Angallu and Madanapalle. The sampling method is purposive sampling method. The data collected were carefully analyzed and processed. Statistical tools such as percentage analysis and regression analysis were applied to interpret the data to draw meaningful inferences. 5-point Likert scale was used for measuring the Students attitudes.

Insert Table 1, 2, 3

Media sharing has a difference between male & female on media sharing aspect rest of all these, there is no difference of video watching, internet searching, video gaming and learning to social media.

Insert Table 4 & 5

R Square

Interpretation

The independent variables such as video watching, internet searching, video gaming and learning through social media explains 54.7% of R square. Rest of the 45.3% may be due to other factors which is not included in the study.

Hypothesis

- 1). Video watching has a significant relationship towards academic performance H1 (Null hypothesis rejected, Alternate hypothesis accepted: the significant value is <0.05 [$\beta = -0.299$])
- 2). Media sharing has a significant relationship towards academic performance H2 (Null hypothesis rejected, Alternate hypothesis accepted: the significant value is <0.05 [$\beta = 0.252$])
- 3). Internet sharing has a significant relationship towards academic performance

H3 (Null hypothesis rejected, Alternate hypothesis accepted: the significant value is <0.05 [$\beta = 0.370$])

4). Video gaming has a significant relationship towards academic performance

H4 (Null hypothesis accepted Alternate hypothesis rejected: the significant value is >0.05 [$\beta = 0.097$])

5). Learning through social media has a significant relationship towards academic performance H5 (Null hypothesis rejected, Alternate hypothesis accepted: the significant value is <0.05 [$\beta = 0.322$])

Interpretation

1. The video watching has no significant relationship ($\rho > 0.05$, $\beta = -0.299$, t-statistics = -3.650) on impact of social media on academic performance.

2. Media Sharing has apposite significant relationship ($\rho < 0.05$, $\beta = 0.252$, t-statistics = 2.716) on impact of social media on academic performance

3. Internet sharing has positive significant relationship ($\rho < 0.05$, $\beta = 0.370$, t-statistic = 4.392) on impact of social media on academic performance.

4. Video gaming has positive significant relationship ($\rho < 0.05$, $\beta = 0.097$, t-statistics 1.169) on social media on academic performance

5. Learning through social media positive significant relationship ($\rho < 0.05$, $\beta = 0.322$, t-statistics = 3.390) on social media on academic performance.

Conclusion

Getting too much involved in the social media platforms cultivates bad habits. Addiction to social media has affected significantly students' lives leading to consistent practices that corrupt their minds. Instead of studying, playing and learning new techniques, most students will spend their time chatting with friend's social media. Moreover, students tend to neglect their duties to talk with their buddies. This has induced laziness and loss of focus in life. The negative thing with social media addiction is that the relationships created break easily due to

lack of direct contact. The results are frustration and stress on students.

It has become a big issue that most students who use social media networks group think. They are unable to depend on their original thoughts thinking that the views of others have more value than theirs. When given assignments or an exam, most students will not be able to tackle them independently and will have to seek help from the media networks. Some students will even find it hard to study due to easy access to various information on these platforms. Many people especially the students feel lonely because of the social media impact. The effect is more evident in students who have grown up in places where they can access the web quickly than those who have less or no access. The habit of interacting through electronic means makes it harder to interact with people face to face. They communicate through the social media but are poor communicators in the real world.

Research has shown that most students who are frequent users of media social networks are more innovative and exhibit great memories. This is due to exposure to different ideas and thoughts from the experts they interact with through the nets. The students can initiate their products and run them efficiently with the help of social media. It is easier to consult the professionals on areas they need help. Exposure to more knowledge improves their thinking capacity that leads to greater minds. There are several researches which can prove you that it's totally true.

It has become a big issue that most students who use social media networks group think. They are unable to depend on their original thoughts thinking that the views of others have more value than theirs. When given assignments or an exam, most students will not be able to tackle them independently and will have to seek help from the media networks. Some students will even find it hard to study due to easy access to various information on these platforms. For example, if you assign a student an essay to

write, he or she will search a similar topic or download a PDF from the internet, copy and paste and hand over the work. It can be concluded that there is a severe impact of social media on the academic performance of the management students. It should be seriously taken care of immediately or else, it may spoil the future of the students

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Table 1 - T-Test: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
COMPUTE Video Watching=(V4)	Equal variances assumed	.407	.525	-1.917
	Equal variances not assumed			-1.915
COMPUTE Media Sharing=(V5+V6) / 2	Equal variances assumed	9.910	.002	-2.227
	Equal variances not assumed			-2.563
COMPUTE Internet Searching=(V7+V8+V9)/3	Equal variances assumed	1.183	.279	.395
	Equal variances not assumed			.386
COMPUTE Video Gaming=(V10)	Equal variances assumed	1.973	.163	-.830
	Equal variances not assumed			-.859
COMPUTE Learning Through Social Media=(V11+V12+V13)/3	Equal variances assumed	.012	.913	-1.472
	Equal variances not assumed			-1.474

Table 2 - Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
COMPUTE Video Watching=(V4)	Equal variances assumed	103	.058	-.40385
	Equal variances not assumed	82.385	.059	-.40385
COMPUTE Media Sharing=(V5+V6) / 2	Equal variances assumed	103	.028	-.38942
	Equal variances not assumed	100.434	.012	-.38942
COMPUTE Internet Searching=(V7+V8+V9)/3	Equal variances assumed	103	.693	.08077
	Equal variances not assumed	76.044	.701	.08077
COMPUTE Video Gaming=(V10)	Equal variances assumed	103	.408	-.20000
	Equal variances not assumed	91.676	.392	-.20000
COMPUTE Learning Through Social Media=(V11+V12+V13)/3	Equal variances assumed	103	.144	-.28910
	Equal variances not assumed	83.027	.144	-.28910

Table 3 - Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
COMPUTE Video Watching=(V4)	Equal variances assumed	.21064	-.82160	.01391
	Equal variances not assumed	.21088	-.82332	.01563
COMPUTE Media Sharing=(V5+V6) / 2	Equal variances assumed	.17483	-.73616	-.04268
	Equal variances not assumed	.15194	-.69084	-.08800
COMPUTE Internet Searching=(V7+V8+V9)/3	Equal variances assumed	.20422	-.32426	.48580
	Equal variances not assumed	.20945	-.33639	.49793
COMPUTE Video Gaming=(V10)	Equal variances assumed	.24089	-.67775	.27775
	Equal variances not assumed	.23274	-.66226	.26226
COMPUTE Learning through Social Media=(V11+V12+V13)/3	Equal variances assumed	.19638	-.67857	.10037
	Equal variances not assumed	.19613	-.67919	.10099

Table 4 - R square - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.740 ^a	.547	.524	.58954	.547	23.900	5

Table 5 – Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.270	.279		4.552	.000
	COMPUTE video watching=(V4)	-.240	.066	-.299	-3.650	.000
	COMPUTE media sharing=(V5+V6) / 2	.243	.089	.252	2.716	.008
	COMPUTE internet searching=(V7+V8+V9)/3	.313	.071	.370	4.392	.000
	COMPUTE video gaming=(V10)	.069	.059	.097	1.169	.245
	COMPUTE learning through social media=(V11+V12+V13)/3	.281	.083	.323	3.390	.001