

Impact of Social Media Usage on Students Academic Performance in Terengganu, Malaysia

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ABSTRACT

Social media has becoming a great phenomenon to Y and Z generation, who is some of them are college students. As one of the current communication medium, social media has helped them in communicate quickly and effectively. However, the question arises whether the excessive use of social media will give a negative impact to their academic performance. In this research, we have conducted a survey to the 200 TATI University College undergraduate students regarding their social media use and academic performance. The study also explore for the most popular social media used among TATIUC students, their opinions and other factors that lead to their negative impact of academic performance. The survey have been analysed to see the significant impacts of social media useto their academic performance. The results show that there was a negative relationship between social media usage and weak academic performance. Others factor such as lack of time management was highlighted as the reason for weak academic performance. Based on these findings, it can be used to propose the appropriate methods for students in managing and balancing their time in social media without negatively impact their academic achievement.

KEYWORDS: Social Media, Academic Performance, College Student.

INTRODUCTION

Recently, the outbreak of social media has increasingly used in the lifestyles and the culture of the society. It gives the positive as well as negative impacts to the society. It was revolutionized how the way people communicate, socialize, learning and doing business. The features of social media which is friendly, easy and effective medium make people love to use it

In Malaysia, social media becoming attractions and has being used as a widespread tool for communication and group cohesion amongst students. The existence of smart phones and gadget makes them more addicted to use the social media in their daily routine activities. However, as a result of this excessive use of social media has begun to show a significant impact on student's life. Some of these impacts have been found to give influence to students' communication and self-concepts [1].

Many researchers have been investigating the social media impacts on college students. Despite the previous work covers a various impacts in other area, this study will focus on the academic performance impact of students in Terengganu, Malaysia due the use of social media. This study was conducted to identify the use of social media among TATI University College (TATIUC) undergraduate students and its relation to their academic achievement.

This paper was organized as follows. Section 1 presented the background of this study. In Section 2, it will describe the related studies for relationship of social media usage and academic performance. Section 3 explains about the methodology uses throughout this paper. Then, in Section 4 the results and discussions will be explain thoroughly. Finally, Section 5 presents the conclusion and directions for future study.

LITERATURE REVIEW

Social media broadly defined as the online communications and interaction channel; and mechanism for content sharing and collaboration [1]. These medium became one of the method to communicating with other people socially and has been used especially by college students. Currently, Facebook remain the most used social media yet other social media shows the rapid increase of use[1].

Recently, the use social media amongst students is so prevalent because of the rise of the portable devices such as smart phones, tablets and laptops that are easy to access using Wi-Fi connectivity [2]. Through the study of the impact of social media to the students, there is an evidence to show the existence of some impact on student's life whether in their academic or social life. A previous study has exposed that "the usage of social media on a weekly basis displayed a positive skew, where most students do not use social media excessively" [3].

Research conducted by [4] in Malaysia showed “a negative relationship between social media and academic performance of students”. This research also revealed the negative effect of social media on health threat, privacy and security issues. However, this study does not focus the relationship between the respondent’s active friends in social media and their academic performance.

In the study of [5], they found a “significant negative relationship between Facebook use and academic performance. Facebook users reported lower mean GPAs and also reported spending fewer hours per week studying on average than Facebook nonusers. A majority of students claimed to use Facebook accounts at least once day”. Furthermore, in [6] suggest that “a negative relationship exists between the time spent by students on social media sites and their academic performance”.

Nevertheless, social media have been found to have positive impact on students’ academic performance. According to [7], “study in Ethiopia also indicated that there is no significant relationship between times spent on social media such as Facebook with students’ grade point average (GPA)”. The finding was consistent with the study conducted among six universities in Pakistan by [8]. Based on the study, there is no linear relationship exists between times spent on social media and their academic performance.

Many research efforts have been done to understand the relationships of social media use and the impact on college students, either a positive or negative impact. Therefore, the wisely use of social media can give huge potential value in educational context [9]. Definitely, it cannot be denied that the use of media social to some extent will influence their life especially in academic performance. This paper will report the relationship between social media usage and their academic performance, as well as the impact to their academic due to number of active friends in social media in TATIUC, Terengganu Malaysia.

METHODOLOGY

The study involves undergraduate students from TATI University College at Kemaman, Terengganu. In order to obtain the demographics information and to see the impact of the use social media to their academic performance, a questionnaire was distributed. The questionnaire was divided into 3 sections:

Section 1: Demographic profile

Section 2: Assessment of social media use

Section 3: Assessment of academic performance of the respondents

The demographic profile like age, gender, race, program study, year and faculty were asked in the Section 1. These data represent the information background of the respondents. The Section 2 explore the usage pattern of the social media, focusing on aspects such as which social media used, number of friends, frequency, times, average usage hours and frequency of updating status and profile. The Section 3 comprise of seven questions to measure student’s academic performance when use social media. One of the sample questions was to measure the impact of social media usage on student’s Grade Point Average (GPA) for the last two semester.

ALikert scale is used [10] to measure the concepts of academic performance. In Likert scaling, a set of questions are given to the respondents. The respondents are required to indicate their level of agreement and disagreement using a five-point Likert scale such as Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and Strongly Agree = 5. The aim of the survey is to address the four research question as below:

R1: Which social media is the most widely used among Malaysia students?

R2: How many hours do the students spent on social media activities?

R3: To test the correlation of social media use and academic performance.

R4: To test the correlation between the number of active friends on the social media and academic performance.

In obtaining the statistical analysis, SPSS (v 20.0) was used to process and analysing the data. To ensure the reliability and validity of data, the instrument also was evaluated.

FINDINGS AND DISCUSSION

The questionnaire distributed is 200 and 100% return rate. It was handed to undergraduate students with different faculties and collected after 2 weeks. According to the statistics, 76 respondents (38%) belong to Faculty of Manufacturing Technology, 72 respondents (36.0%) were from Faculty of Computer, Media and Technology Management, 25 respondents (12.5) from Faculty of Electrical, 25 respondents (12.5%) were from Faculty of Chemical and 2 respondents (1%) from Centre of General Studies. The respondent are between 18 to 30 years old, which are 111 (55.5%) respondents are female and 89 (44.5%) are male. The students’ feedbacks were assessed against the following research questions:

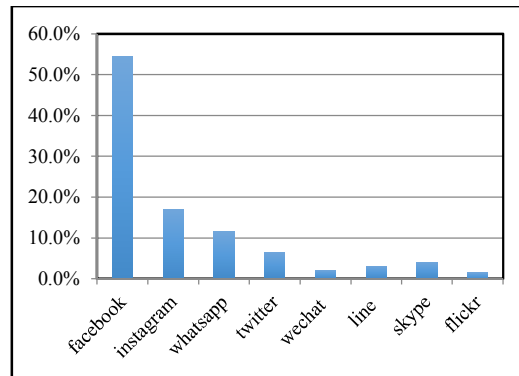
R1: Which social media is the most widely used among Malaysia students?**Figure 1: Percentage of social media**

Figure 1 illustrates the respondents' numbers on various social media. Facebook is the first ranking followed by Instagram, WhatsApp and others social media such as Twitter, WeChat and Line. Out of 200 respondents, 109 (54.5%) of respondents have Facebook account while 34 (17%) have WhatsApp account. The results show that the Facebook is the most widely used social media among students in line with the finding [3, 12]. There are 41.5% of respondent have 3-4 social media account such as WhatsApp, Facebook, Instagram and Twitter. This study also shows that the respondents have more than two social media for their daily social activities. Most of the respondents relying on the established social media like Facebook and Instagram for their daily activities.

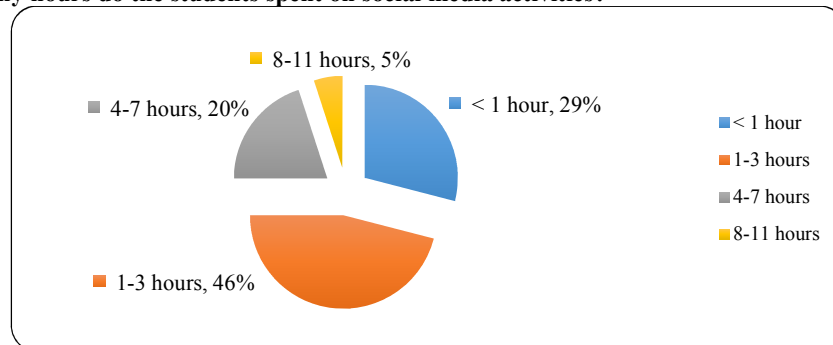
R2: How many hours do the students spent on social media activities?**Figure 2: Daily social media usage**

Figure 2 shows the total hours spent on social media. Out of 200 respondents, 46% used between 1-3 hours in a day, 20% spent their time 4-7 hours per day and only 5% used more than 8 hours a day. Majority (45%) of them used social media more than 2 years and have more than 500 friends or contacts in their social media.

R3: To test the correlation of social media use and academic performance

To investigate the relations between the social media use and academic performance, the number of hours spent in social media daily and the GPA results for the last two semesters were taken into account. The Pearson correlation was conducted for this purpose.

Table 1: Correlations between social media use and academic performance

Social media usage	Social Media Usage		Academic Performance
	Pearson Correlation	1	0.076*
	Sig. (2-tailed)		0.284
Academic performance	N	200	200
	Pearson Correlation	0.076*	1
	Sig. (2-tailed)	0.284	
	N	200	200

*Correlation is significant at the 0.05 level (2-tailed).

The results Table 1 shows there was no significant relationship between social media usage and academic performance. It shows that ($r = 0.076$, $p = < 0.05$) Pearson correlation between these two variables have no effect in their university. This finding was in line with [11, 14], which indicates that the student's behaviour and poor time management were the main factors contributed to the poor academic performance.

R4: To test the correlation between the number of active friends on the social media and academic performance

Table 2: Correlations between active friends on the social media and academic performance

		Active Friends on the Social Media	Academic Performance
Active friends on the social media	Pearson Correlation	1	-0.093*
	Sig. (2-tailed)		0.190
	N	200	200
Academic Performance	Pearson Correlation	-0.093*	1
	Sig. (2-tailed)	0.190	
	N	200	200

In this part, the relation between the total number of social media active friends and academic performance was attempted to be established. The result of the correlation confirmed that there is a significant relationship between these two variables. Table 2 summaries the analysis results. It shows that ($r = -0.93$, $p = < 0.05$) Pearson correlation between the number of active friends have an effect on academic performance [13].

The third sections of the instrument result reveals 62% of the respondents found that students have been late submit the assignments because they are spending more time on social media instead of doing their homework and also 54% said social media is affect their study time. Other sample question was asked "students will spend more time with useless thing while using the social media" where 63 students (31.5%) out of 200 students agreed they spent more time in useless things such as chatting and playing games. For question of "lack of focus during lecture session when they use social media", 40.5% were strongly agree and 49.5% were agree on the statement.

The academic performance test reveals that 55% of users with bachelor level agree that they will spend time with useless things when using social media such as chatting and playing games. The result also shown that 90% of them also not fully focus on class when they use social media.

CONCLUSION AND RECOMMENDATIONS

The objective of this research was to analyse the impact of social media use to academic performance among college students in TATIUC, Terengganu through the two relationships (correlation the social media usage and academic performance and active friend on the social media with academic performance). Referring to the findings, it was proven there is a negative relationship between the social media usage and academic performance. Meanwhile, there is a positive relationship between the numbers of active friend on the social media with academic performance.

The study exposed that many benefits of using social media, but it obviously can give a negative impact on academic performance if do not used it wisely. Among the benefits can be obtained by the students such as discussing the ideas and sharing information.

The finding also revealed that online social media impacted so significantly in their life. In summary, all students have been exposed to the various medial social and used them in their daily activities. Facebook and WhatsApp have emerged as the most widely use social media by college students.

For future works, many extension researches could be carried out against the widespread use of social media by college students. It includes the collaborative learning activities using social media and social media as interactivity tool with colleagues and teachers in order to improve their academic performance.

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