

Tracing the Patterns of Social Media Usage Among The Mba Students and Its Impact on Their Academic Performance – An Empirical Study

BY

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ABSTRACT:

The Aim of this study is to analyze the usage and the growing patterns of Social Media usage among the MBA Students across Chennai City., This Research focuses on the heavy usage of Social Media among MBA Students and its subsequent impact on their academic performance . The Population of this study were the Students from various MBA colleges of Chennai City. A Sample of 140 students were selected using Convenience Sampling Method. The Data was collected through a questionnaire was analyzed using SPSS Software. This Paper is an attempt to analyze the aspects of Social Networking Usage and to determine the impact of Social Networking activities on MBA students academic performance in Chennai City.Through, this Study it has been observed that students spend more time and attention towards Social Media for recreation and entertainment rather than their studies which leads to Poor concentration in their Academics.

Keywords: Social Media, Academic Performance, Nature of usage.

Introduction:

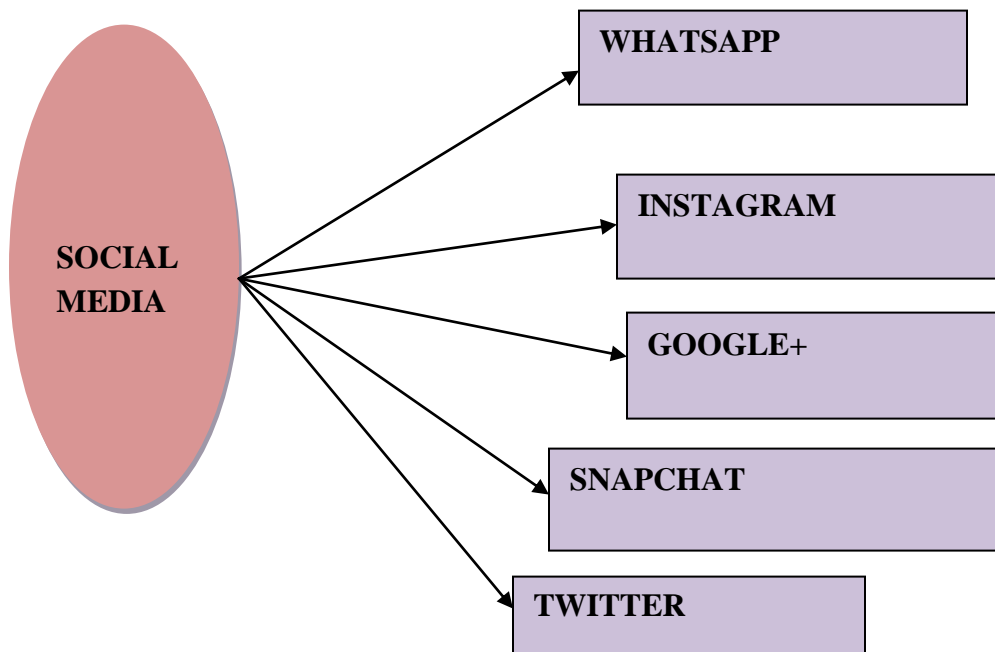
Social Media is defined as “technologies that made social communication easy and enable discussions among its participants”. Social Media has been ingrained into our society

today. Everyone is always Fernzy when it comes to socializing Online. There are many Social networks to choose from some of the popular Ones which includes Facebook, Twitter, Snapchat and Instagram.

As, the popularity of Social Media Keeps on spreading all over the world, there has been mixed feelings about these networks and their impact on Students. These sites are used as a part of the publicity and public news in addition to the entertainment factors in the creation of perceptions of the Students towards Networking sites. Students are consumers and producers of media.

With the Advent of smart phones the usage of social media has increased. As, it enable users to access multiple social networking sites through just few clicks these social Medias has a great impact on students on which large number of researches has been conducted and each research shows unique results. Some studies prove that social media negatively affect the performance of students while according to some researches it improves the learning of its users and improve their communications skill.

Some of the Popular Social Media sites are:



Examples of popular Social Networking sites are as follows:

- Facebook is currently considered as one of the most famous social networking application site globally, is available in 37 languages and permits registered users to create profiles similar to a 'wall' like a virtual bulletin board, add friends, and send messages, comment, upload and share videos, photographs, web links.
- Twitter is a micro blog service which allows registered members to broadcast and follow replies to short posts, better known as 'Tweets' with no approvals required.
- Google+ provides ability to Google users to post status updates or photographs, available to friends for view and comment in to 'Circles' which is primarily a group for multi-person instant messaging social networking system. Text and Videos are posted on 'Hangouts'.

This Study explores how students use Social Networking Sites and tries to project its effects on students Academic Performances.

OBJECTIVES OF THE STUDY:

- ✓ To analyze the impact of Social Media on MBA Students Academics.
- ✓ To examine the impact of duration of time spent by Students in Social Media in Chennai City.
- ✓ To determine the frequency of usage of social media by MBA students.
- ✓ To find out the reasons behind the usage of social media by the MBA Students in Chennai City.
- ✓ To determine how the Social media has affected the concentration of MBA Students.

PURPOSE OF THE STUDY:

The Purpose of this Study is to investigate the patterns of Social Media among MBA Students in Chennai City. This Study aims at exploring the patterns of Social Media among MBA Students.

SIGNIFICANCE OF THE STUDY:

This study mainly focuses on the different aspects of Social Media which influences the MBA Students in Chennai City. The outcome of this study will help us understand the attitude of students towards various social networking sites.

PROBLEM STATEMENT:

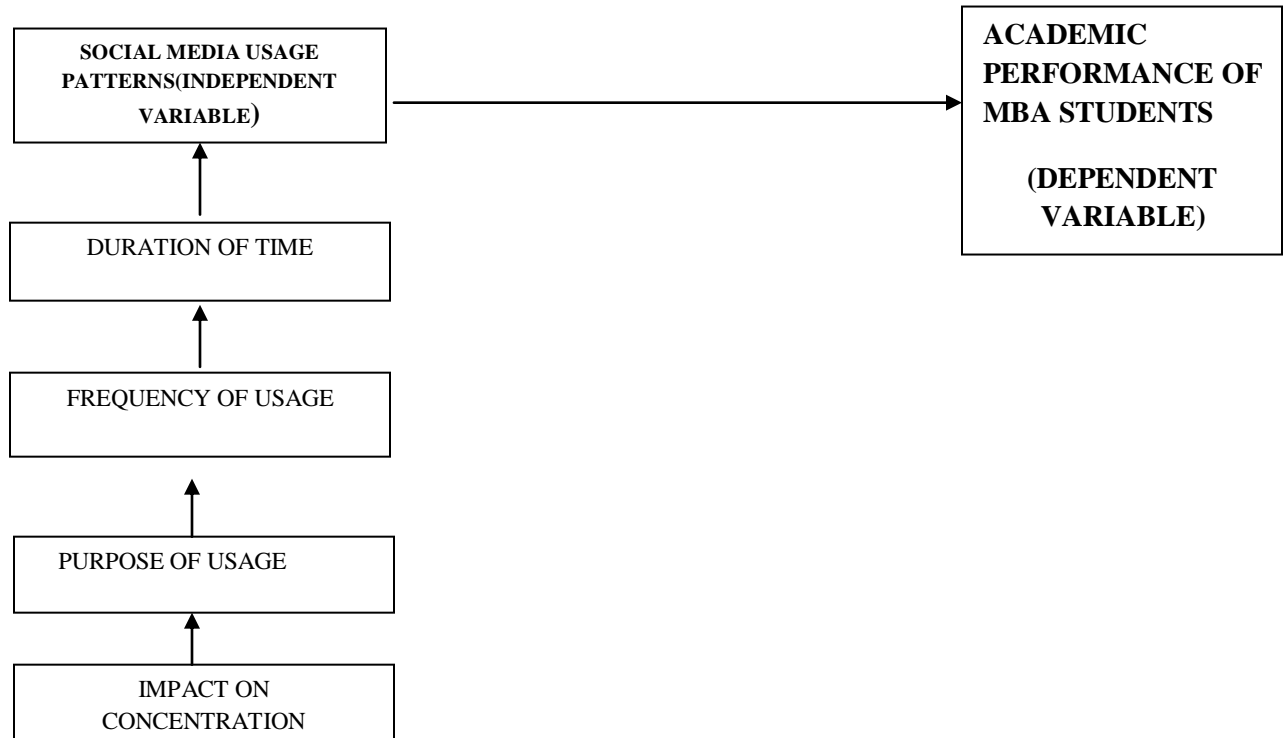
The use of social Networking sites among MBA Students of today is growing and gaining more and more popularity among students. Due to this increased popularity of Social Media, there are many growing concerns. This Study also investigates the impact of time spent by MBA students on Social networking sites.

RESEARCH QUESTIONS:

The following Research questions were drawn to guide this study based on the Research problems.

- (i) Does the Gender of the students influence the habit of Social Media Usage?
- (ii) Do time spent on Social Media activities impact their Academics?

CONCEPTUAL FRAMEWORK:



LITERATURE REVIEW:

Raymond Owusu Boateng & Afua Amankwaa (2016) This study seeks to find out the **Impact of Social Media on Students Academic life in Higher Education**. Through, the findings of this study the researcher has demonstrated that how social media is being used by the students of higher institution and its influence on their academic life. The results found through this study was that social media is being widely used by students of higher Institution and even the study revealed that the students are in support of the idea that social media contribute a significant quota to the development of their academic life.

Sandra Okyeadie Mensah & Dr. Ismail Nizam (2016) In this study the researcher found that social media has a significant impact on students academic performance in Malaysia Tertiary Institution. The study found that there are two factors like “Time appropriateness” and “Health

Addiction” which strongly influence the Students academic performance; as lack of time management skill can easily fall prey to the negative impact which social media presents to its users, and even students become malnourished which could possibly fall ill, thus affects the students health.

Mohammed Habes, Mahmoud Alghizzawi, Rifat Khalaf, Said A. Salloum, and Mazuri Abd. Ghani (2018) This study on The Relationship between Social Media and Academic Performance found that large number of students are addicted to the social media and spending 4 to 12 hours a day as it has become their integral part of their everyday life. The researcher tries to introduce an educational solution to enhance the academic performance of students by adopting the strategy to involve the learner, teacher, content which will promote the academic activities to avoid setback in performance of students, and also by conducting more field research on Social Networking sites. The study also focuses on the participation of public organizations like Governmental and private institutions in promoting intellectual awareness and activating the role of family in creating more awareness of the risks and advantages of social media and employing them in the Academic Performance through E-learning.

Karen Sutherland, Cindy Davis, Uwe Tertton and Irene Visser (2018) The Researcher tries to explore student Social Media use and its influence on offline engagement with in the broader university community. The findings of this study suggests that the students in later years of their courses use Social media to engage offline in their University Communities more frequently. The aim of the research is to increase students feelings of belongingness and create an engagement with their University Community to reduce attrition rates.

Zahid Amin, Ahmad Mansoor, Syed Rabeet Hussain And Faisal Hashmat (2016) The study brings the illuminating information about the use of social media with the great advancement in technology. The main aim of this study is to find out the academic outcome of student who spend most of their time in interacting through social media sites. The Researchers main emphasis is to make students concertrate in their students as students are the precious asset of any country.

Bernard John Kolan, Patience Emefa Dzandza (2018) In this study the Researcher emphasis that the nature of Social Media as a useful servant but a dangerous master and also described “as a two edge sword” , as the students must be alert about the dangers and be prudent in its utilization, and use social media wisely and try to avoid addiction and distraction of Students in order to avoid serious consequences on their academic life. The Study recommends to organize seminars should be organized and enlighten students on the usage of social media on Academic Performance. The study suggests that (i) Seminars should be organized in the various schools or faculties to enlighten students more about the possible implications of social media usage on their academic performance, (ii) Students should make sure that they use these social networking sites judiciously to ensure that they do not become detrimental to their academics, (iii) Students must minimize the time they spend on social media to avoid being obsessed by these sites for unnecessary chatting.

Agwi Uche Celestine, and Ogwueleka Francisca Nonyelum (2018)The study investigates the impact of social media on student academic performance. The findings revealed that the time spent on social media can negatively affect student academic activities. Therefore, the researcher suggests that for students to be more productive, they need to minimize the time they spend engaging on social media activities.

Akashdeep Bhardwaj, Vinay Avasthi, Sam Goundar (2017) This study was conducted to analyze the Social Networking patterns and the impact of popular social media sites on Indian culture and the extent of the use, purposes, mode of access when using these sites. The author through his study reviewed the benefits of the social networking sites in culture development, building self-identity, developing relationships and acquisition of social, communication, and technical skills.

Monica Munjial Singh, Mohammad Amiri, Sherry Sabbarwal (2017) Through this study the researcher has observed that over utilization of social media is growing among the youth, between the ages of 16 years to 25 years. The youth belonging to the age group of 16 years to 20 years constitute high percentage in the selected sample of youth and Majority of the selected

youth are using social media for the purpose of site surfing, chatting, entertainment etc even Several youth have expressed their positive opinions in this study regarding utilization of social media. They are in the opinion that, they cannot imagine their life without social media, even though they are facing several bad or negative effects of over utilization of social media. Thus, through this study it is suggested to the parents that, they should check regularly their teenage children's activities on social media and do not let them use social networking websites unnecessarily also There should be arrangement of training programmes by schools focusing on negative impacts of internet addiction and encouraging students to not fall prey to the harmful impacts of social media.

K. Krishna Prasad and S. Sumana (2015) The Researcher found that the students spend their daily life's considerable time in different activities like profile building, chatting with friends, finding friends, profile updating, posting photos etc. for leisure purposes. The research results implies that too much use of Social Networking Site has adverse impact on academic performance of student's in SIMS. On the other hand controlled usage of Social Networking Sites shows that student is managing the time they spent on use Social Networking Sites, and to make sure it does not affect their academic performance. The study suggests the institution should encourage students to publish articles on Social Networking sites to improve their communication and writing skills Social Networking sites could be used as an effective e-learning tool.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

RESEARCH DESIGN: Descriptive Research

TARGET RESPONDENTS: MBA pursuing students from various colleges in Chennai city.

SAMPLING METHOD: Convenience Sampling.

SAMPLE SIZE: 140.

PRIMARY DATA: Collected by distributing Survey questionnaires.

SECONDARY DATA: Collected from Journals, Internet, & Books.

STATISTICAL TOOLS USED: Correlation, Anova, Cochran Q Test, Freidman Test, Chi Square Test

DATA ANALYSIS AND FINDINGS OF THE STUDY

CORRELATION BETWEEN GENDER OF THE STUDENTS AND REDUCED CONCENTRATION IN CLASS LECTURES

Correlations

		Gender	social media has reduced my concentration time in class room lectures
Gender	Pearson Correlation	1	-.187 [*]
	Sig. (2-tailed)		.027
	N	140	140
social media has reduced my concentration time in class room lectures	Pearson Correlation	-.187 [*]	1
	Sig. (2-tailed)	.027	
	N	140	140

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

INFERENCE:

The table represents the Pearson co-efficient of correlation r is 0.027 which implies there is a positive relationship between gender and reduced concentration of students in classroom lectures. Hence, it implies that both male and female students agree that because of the usage of social media their concentration towards their classroom lectures has reduced.

ANOVA - GENDER AND UNABLE TO COMPLETE ASSIGNED WORK

ANOVA

Gender

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.877	3	4.292	34.509	.000
Within Groups	16.916	136	.124		
Total	29.793	139			

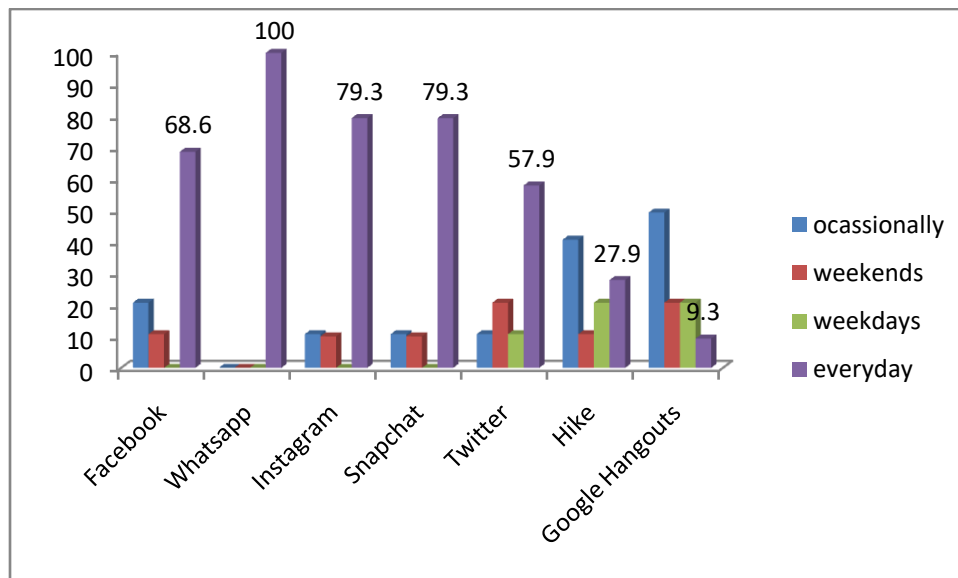
INFERENCE:

There is significant difference between the gender of the students and their inability to complete tasks and assignments given in class due to constant use of social media. Thus, it is inferred that both male and female students get distracted towards social networking sites due to which they are unable to complete tasks and assignments on time.

DESCRIPTIVE STATISTICS

SOCIAL MEDIA USAGE

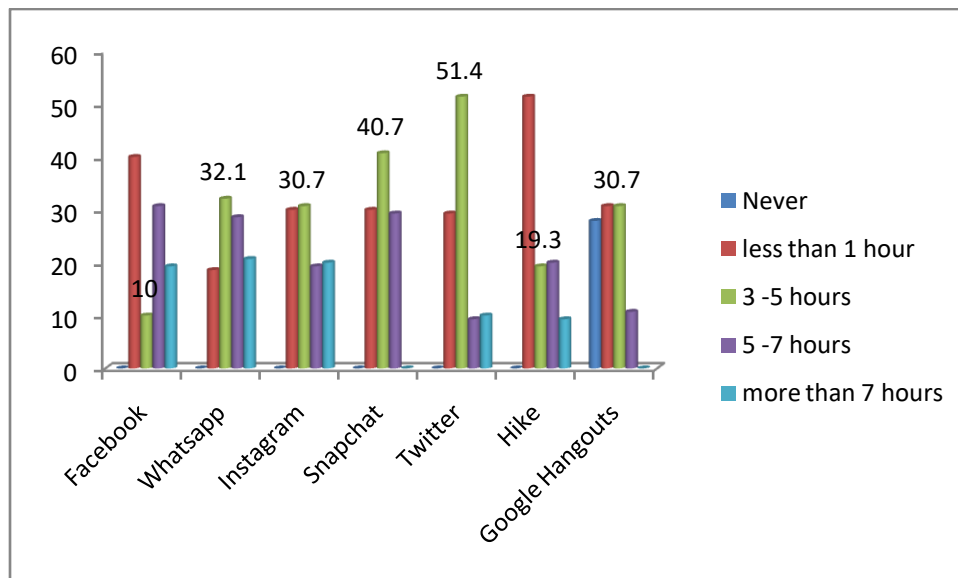
Social Media Usage	Facebook	Whatsapp	Instagram	Snapchat	Twitter	Hike	Google Hangouts
ocassionally	20.7	0	10.7	10.7	10.7	40.7	49.3
Weekends	10.7	0	10	10	20.7	10.7	20.7
Weekdays	0	0	0	0	10.7	20.7	20.7
Everyday	68.6	100	79.3	79.3	57.9	27.9	9.3



It is inferred from the above chart that Social networking sites like Facebook, Whatsapp, Instagram, Snapchat are frequently used by students on a regular basis than compared to Hike and google hangouts.

NUMBER OF HOURS SPENT ON SOCIAL MEDIA BY STUDENTS IN A DAY

Number of hours social media is used in a day	Facebook	Whatsapp	Instagram	Snapchat	Twitter	Hike	Google Hangouts
Never	0	0	0	0	0	0	27.9
less than 1 hour	40	18.6	30	30	29.3	51.4	30.7
3 -5 hours	10	32.1	30.7	40.7	51.4	19.3	30.7
5 -7 hours	30.7	28.6	19.3	29.3	9.3	20	10.7
more than 7 hours	19.3	20.7	20	0	10	9.3	0



Thus, it is inferred from the above table and chart that students spend more time in social Networking sites which plays a significant role in lack of concentration among them.

COCHRAN Q TEST

Types of social media used by the Students		
Frequencies	Value	
	1	2
Facebook	126	14
Whatsapp	140	0
Instagram	125	15
Snapchat	111	29
Twitter	112	28
Hike	53	87
Google hangouts	13	127

INFERENCE:

From the above Cochran Q test it is found that most of the students prefer Whatsapp, Facebook, Instagram, Snapchat and Twitter when compared to Hike and Google hangouts.

FREIDMAN TEST

PREFERENCE OF USAGE

Ranks	
	Mean Rank
rank in the order of your preference – Forwards	5.30
rank in the order of your preference – status updates	3.54
rank in the order of your preference – sharing information	4.66
rank in the order of your preference – tips about beauty and fitness	8.33
rank in the order of your preference – news feed and tweets	3.48
rank in the order of your preference – doing business	6.86
rank in the order of your preference – curriculum-based learning	6.01
rank in the order of your preference – general knowledge	5.19
rank in the order of your preference – entertainment	3.96
rank in the order of your preference – shopping	7.67

INFERENCE:

Students have given higher priority to News feeds and tweets as they spend most of their time in the particular activity, followed by status updates, entertainment, sharing information and ranked least to using social media for getting tips about beauty and fitness

CHI SQUARE TEST

GENDER OF THE STUDENTS AND REDUCED CONCENTRATION IN CLASS LECTURES

Test Statistics		
	Gender	social media has reduced my concentration time in class room lectures
Chi-Square	20.829 ^a	124.357 ^b
df	1	4

Asymp. Sig.	.000	.000
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- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 70.0.
- b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28.0.

From the above test it is inferred that there is a significant association between gender and reduced concentration of students towards class lectures.

MAJOR RECOMMENDATIONS FROM THE STUDY

- (i). The youngsters need to be trained on better usage of the social media so as to minimize time wastage on chatting and other irrelevant engagements that are not of major importance on their lives.
- (ii). To avoid having a generation that does not have face to face communication skills, all the college should organize social events through which the youth will interact and mingle with each other physically, which will enhance their knowledge and minimize their time spent on Social media.

CONCLUSION OF THE STUDY

From the study, it is evident that social media plays a major role on behavior change of the MBA students in Chennai City. The youngsters today, mostly use social media for communicating between their friends, families and socializing among their friends circle. The fact that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. The Students depends on Social Media for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally but the negative part of networking sites is that the students are losing their precious time on unwanted surfing which results in lack of concentration and incomplete tasks and assignments which will affect their studies. As, Students are precious asset. Through these social websites they should be thought to do their academic work with enjoyment.

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ISSN: 0474-9030

Vol-68-Issue-1-January-2020

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