

Impact of Social Media on YGen Educational Performance

Sakshi Saini, Dr Vinay Kumar Yadav

Madan Mohan Malviya University of Technology, Gorakhpur, Uttar Pradesh

Abstract

This paper basically share out the impact of social media on YGen educational performance. To complete this paper questionnaire was prepared and a sample of about 100 respondents were taken which proves to be very helpful in writing this paper. The main objective of this paper is to know the number of people attracted towards social media for their educational purpose. The analysis shows that there are various ways that attracts youth towards social media for their educational purpose such as; it's being a cheap source, reliable, vast content availability, affordable, easily accessible and time saving etc. This paper shows that how's the YGen people have become dependant for completion of any of their works on social media, whether its a competitive or academic work and spent a long hours on social media to meet their day to day requirement. Social media has become a new sensation which is liked by people of all the age groups. Youth finds it easier to connect and operate. youths have become addicted to it in every aspect, whether they use it for their educational works or any other purposes. The overall analysis shows the positive impact of social media on YGen educational performance.

Keywords:-Social media, YGen, Educational Performance, social networking sites.

Introduction

Social media is the online platform that allows people to connect with each other near and far. The modern reality requires us to stay in touch and keep abreast of the latest news and trends. Within the past decades or so social media such as Twitter, Myspace, you-tube, Flickr, Yahoo messenger, LinkedIn, Whatsapp messenger, Skype, Google talk & others have grown at a very fast pace. As per a statistical report from a website statista.com there are 3.48 billion social media users in the world around the year 2019 & approx. 4.39 billion internet users in 2019. Social media is not only used by working people but it's also quite popular amongst youths for their educational purpose. Youths are extremely busy in accessing a number of educational sites such as Google books, Microsoft academic, science.gov, Coursera, Youtube etc. Youtube online classes which are run by top online educators are very beneficial for both the students pursuing their academic studies as well as the competitive studies. These classes act as a boom for those students who are not able to continue their studies further due to financial crises or some other dearth. Using the tools for the educational perspective, social networks are important as they can be our best allies in education; however, it uses within school hours which has an impact on student learning and performance. This project basically deals with the impact of social media on youth academic performance. Social networking can be seen at every corner of the world due to which it has become an international trend. Social media has evolved as one of the important tools where people share, write, and read contents, share pictures, do online chatting as well as perform their academic work. Popularity of social media is on trend and it's never going to vanish as people have become quite addicted to it for every sort of their work or one can say it has become part of their daily routine. Social media plays very crucial role in a student's academic performance as well as in socialization[1]

Objectives

1. To identify the factors responsible for increasing use of no. of people attracted towards social media for their educational purpose.
2. To analyze the impact of social media on Y Gen education performance.

Research questions

1. Is social media increasing the efficiency of Y Gen educational performance?

2. Do you agree that social media is easily “accessible for” educational purposes?
3. Do you agree that social media is the best way for students to complete their academic or competitive syllabus?
4. Do you agree that social media is a cheap source for accessing educational purposes?
5. Do you agree that social media is changing the way of learning?

Literature Review

There is no denying the fact that social media has become a quite popular tool among youth for various purposes. One of the major functions of social media nowadays is the availability of online classes, free pdf files, doubt clearing section, topic wise classes etc. These classes prove to be very effective for students who are pursuing their academic as well as any types of competitive exams. These classes are boon to those students who are not able to pay the higher fees of coaching classes and can easily access these classes online in lower amounts. Social media such as youtube, Facebook, Instagram, telegram etc. proves to be quite effective in providing better online classes and study materials content either free or paid.

(Very little amount as compared to offline coaching classes) These easily available online classes have changed the learning scenario amongst youths and have positively affected their studying performance. Since social media is a cheaper source hence people get easily attracted to it. Himendra Balalle (2018) states that; although social media is a very effective tool for education among youth it's used not so effectively determined for the school students studies because the marks obtained by students and the no of time spent on social media for educational purpose is not positively correlated not only this students spending fewer hours on social media had managed to achieve very good marks in the examination[2]. Salman Y. Guraya (2016) states that the majority (75%) of the respondent's admitted using SNSs (social networking sites) whereas 20% used these sites for sharing academic & educational information. Single studies cannot explore the impact of social media on youth's academic performance. Use of SNSs by medical students helps them to explore in their fields, as lots of contents and surgery videos are available on you-tube which provide them with a path or guidance for their work. This will train tomorrow's doctors in fostering their skills of digitals technology for educational purposes also[3]. Social media is easily accessible to everyone in this world. Social media such as Facebook, YouTube, Instagram, Google plus etc. are various alternatives, through which users share, create, innovate some stuff or they introduce

themselves and connect with other users[4]. Latest fashion is that people communicate by status updates, tag stories, Instagram pictures or through various emoji symbols to tell about their current moods etc. Facebook is a very effective tool to interact with people all over the world, you-tube is an easily accessible tool where you can easily subscribe to any channel and go through any content you want to read or listen to or understand whether it's your academic, competitive or general knowledge materials[5]. Today's peoples are stuck in the web of social media and it's almost impossible for them to come out of it. Social media not only helps you to interact with people but it also helps a lot in your studies. One can easily clear any doubt related to their study using you-tube, Facebook, video chat with your teachers and your peers. Online classes are also available which proves to be quite effective for students who are not able to join offline classes. E-books have their importance[6].

Methodology

In my research methodology, YGen people were the main highlights. Data was collected through the help of a questionnaire.

- Research design is descriptive.
- The research approach used is quantitative analysis.
- A sample size of 100 respondents is taken.
- Convenience sampling is used.
- Data collection is based on primary and secondary data.
- Data analysis is done with the help of MS-Excel and the analysis of the chart is done with the help of pie charts.

Data Analysis

In this study, with the help of the Survey Method, data was collected through questionnaire.

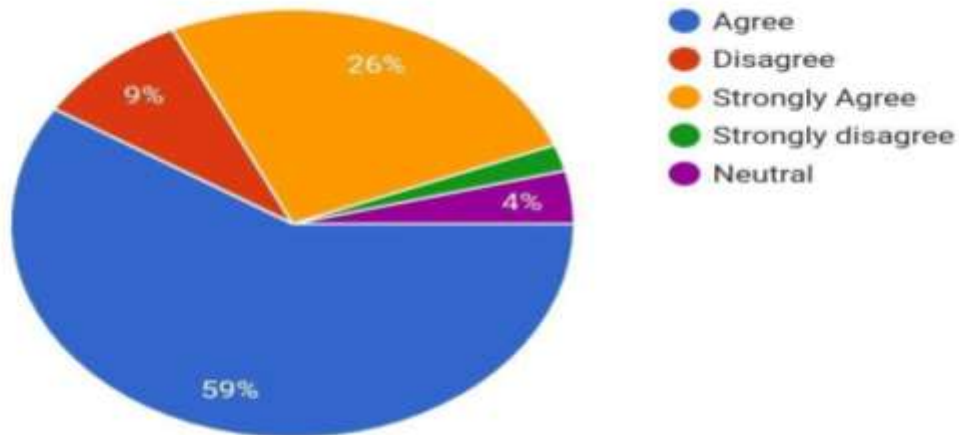


Figure 1 Social media effect on increasing efficiency of y gen educational performance

Discussions: The above graph shows the positive impact of social media on YGen educational performance .59% youth agree with the statement,29% strongly agree,only9% of the people disagree with the statement that social media effect on increasing efficiency of YGen educational

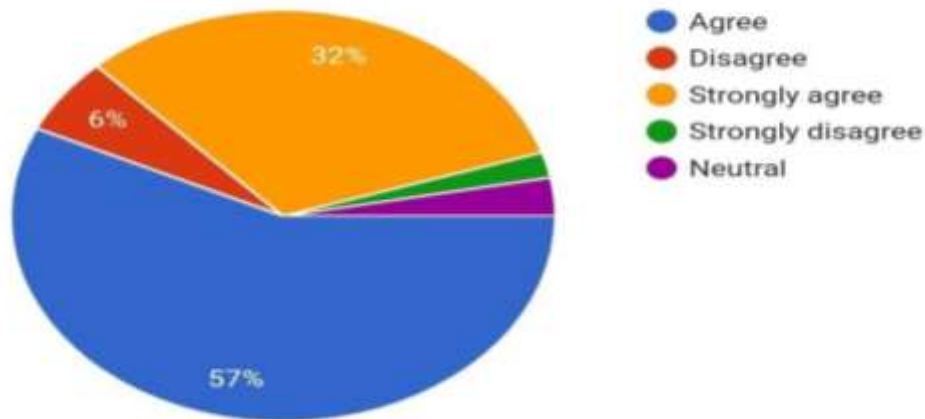


Figure 2 Social media is changing the way youth learning

Discussion:-This chart shows that 57% of the people agree with the statement and 32% strongly agree, and only 6% of the people disagree with the statement.

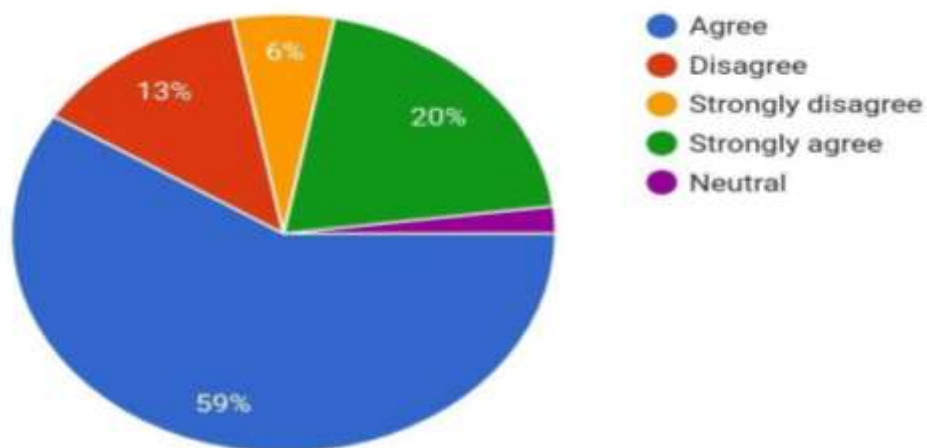


Figure 3 Social media accessibility for educational purpose

Discussions: 59% agree with the statement, 20% strongly agree and only 13% of the people disagree with the statement. This also shows the positive aspects of social media in terms of educational purpose.

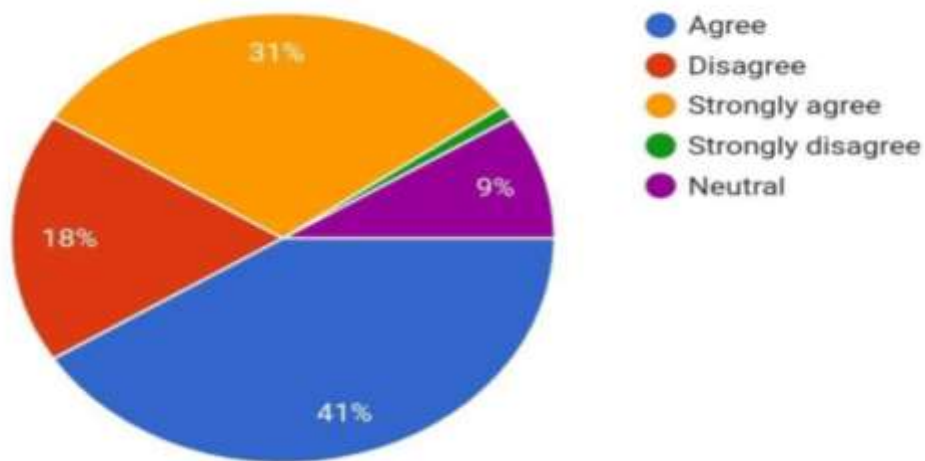


Figure 4 Social media as a tool for completing academic and competitive work

Discussions: 41% of youths agree with the statement, 31% of the youth strongly agreed, 18% disagreed. This is also a positive aspect.

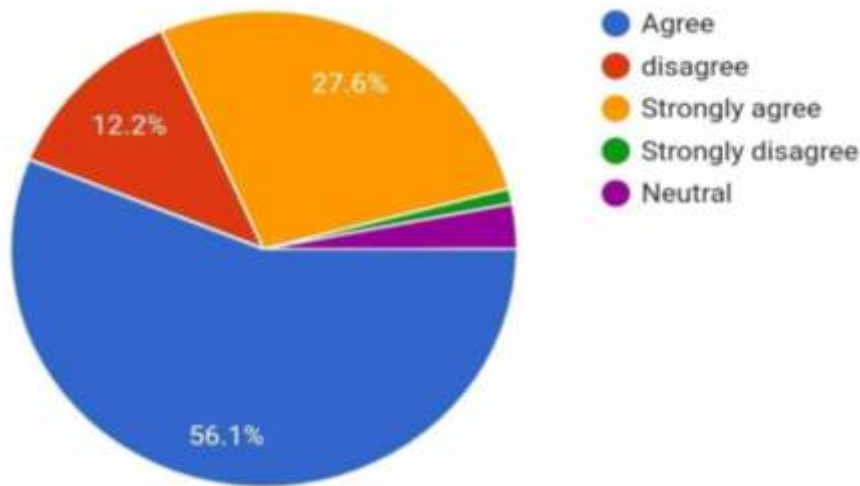


Figure 5 Social media as a cheap source

Discussions: 56% of the youths agreed with the statement, 27% of the youths strongly agreed with the statement only 12.2% of the people disagreed with the statement.

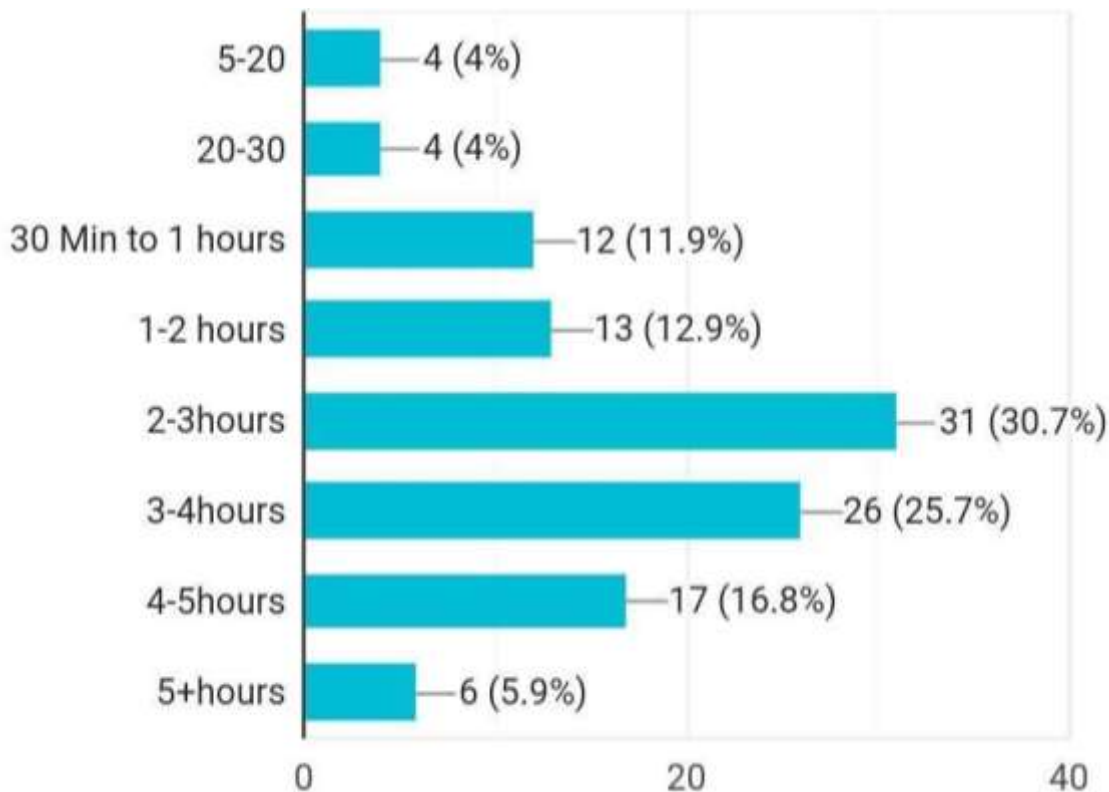


Figure 6 Time spent on social media for the educational work

Discussions: The above graph shows that 30.7% of the people spent 2-3 hours on social media

for their educational purpose and the least amount of time spent is by 4% people which is responsible for only 5-20 min.

Result & Findings

1. The findings show that 59% of the youths agree with the statement that social media helps increase the YGen educational performance and only 7.8% of the people disagree with the statement.
2. 59% of people agree that social media is easily accessible for educational purposes.
3. 56.1% of youths agree that social media is a cheap source for accessing educational purposes.
4. 41.2% of the people agree and 31.4% of the people strongly agree that social media is the best way to complete their academic and competitive syllabus whereas only 17.6% of the people disagree with the statement.
5. 57% of the people agree and 32% of the people strongly agree that social media is changing the way of learning.
6. 55.6% of the people agree and 31.3% of the people strongly agree with the statement that social media is very helpful in providing daily updates related to study materials.
7. 48% of the people agree and 31.7% of the people strongly agree that infinite content related to the subject whether(competitive or academic) is available on social media for educational purposes.
8. 53.9% of the youth say that they find 'you-tube' as the most effective tool for their educational purpose.
9. 52% of the youth agree and 34.3% strongly agree that social media helps enhance knowledge and skills.
10. 57.4% of the people agree and 30.7% of the people strongly agree that social media is very helpful in providing 'live sessions' for students only 8.9% of the youths disagree with this statement.

Suggestions & Recommendations

The above findings show the positive impact of social media on Y Gen educational purposes but I would add to the points that still books are our best friends. Although at present we have many options to choose the way of learning according to our comfort and need but one must not deny the usefulness of books because books are the only way to go into deep study and to learn an extra thing. So, I strongly recommend every youth to use social media only, when one is not able to solve their queries through classroom studies, teachers or the authenticated books.

Conclusion

The above research was conducted to find out the impact of social media on YGen educational performance. The finding shows that the majority of people use social media such as you-tube, Facebook, LinkedIn etc. to perform their educational purpose. The research shows that 53.3% of people use you-tube to clear their doubts. Maximum 2-3 hours are spent by youths on social media to access their educational works. The overall research concludes that there is a positive impact of social media on youth's academic performance because most of the youths find social media a cheap and very reliable source to access for their educational purpose. Excessive use of anything is bad so one must be careful enough to use social networking sites as per their need to have a positive impact on it.

References

[1]Wikipedia Contributors. Social media statistics 2020. The Encyclopedia;[last accessed on 7april2020]https://www.google.com/search?safe=active&sxsrf=ALeKk03t1kvo0dBqlfevu3wc_tS5Q13pIw%3A1586269123000&ei=wouMXuzaPJzH4-EPoZSmyAU&q=social+media+statistics+2020&oq=social+media+statistics+worldwide

[2] H.Balalalle (2018)vo(4), issue(4)“International Journal of advance Research Ideas & Innovations in Technology, under the title “The impact of social media on the student's academic achievement”

[3] Salman Y Guraya (2016) “North American journal of medical sciences, Vol; 8(7), 268, 2016 under the title “The usage of SNSs by medical students for educational purposes” a meta-analysis

& systemic reviews.

[4] Balakrishnan, V., & Gan, C. L. (2016). Students' learning styles and their effects on the use of Social Media technology for learning. *Telematics and Informatics*, vol,33(3), 808-821.

[5] Ahn, J. (2011). Current theories and controversies. *Journal of the Association for Information Science and Technology*, 62(8), 1435-1445., "The effect of social network sites on adolescents' social and academic development: Current theories and controversies".

[6] Saurabh S, Sairam A. *Lecture Notes in Social Networks*. Switzerland 2016: Springer International Publishing; 2015. *Effect of Social Networking on Higher Education in India*; pp. 51–68. [online] Doi:doi.org/10.1007/978-3-319-17716-8_4.

[7] Alahmar AT. The impact of social media on the academic performance of second-year medical students at college of medicine, University of Babylon, Iraq. *J Med Allied Sci*. 2016;6:77–83.

[8] Helou, A. M., & Rahim, N. Z. A. (2014). The influence of social networking sites on students' academic performance in Malaysia. *International Journal of Electronic Commerce*, 5(2), 247–254.

[9] Rueda, L., Benitez, J., & Braojos, J. (2017). From traditional education technologies to student satisfaction in Management education: A theory of the role of Social Media applications. *Information & Management*, 54(8), 1059-1071.