

# A Survey on the Positive and Negative Impacts of Social Media at the Undergraduate Level

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## ABSTRACT

Social Media are growing effectively among the young generation all over the world. University age students widely engaged using Social Media. So, they will affect student's personal and professional life. Thus, this study is designed to find out the positive and negative impacts of social media at the Undergraduate level Students. The I UG, II UG and III UG of English department Students in St. Joseph's College, Trichy were the participants of this study. An analysis was done based on the responses given by the students on the distributed questionnaire through google forms. It was concluded that in despite of public views concerning the misuse of social media among students in the society, most of the students were interested to use the social media positively for their educations. The positive impacts of social media among the undergraduates appeared to be higher as compared to negative impacts. However, results showed that there are no statistically significant differences between positive and negative impact of social media and students' academic performances. Students can use social media as informational and communicational tools to ease and improve learning process.

**Key words:** Social Media, Academic performances, Undergraduate Students, Positive and Negative impacts.

## INTRODUCTION

The internet is useful for searching the information. People have revealed that the Internet can be used to connect with other people for business or commercial purposes, to make new friends, or to bring back old friends and long lost relatives. The latest example of new communication technology usually used by students is social media. The emergence of social media simplified the process, because they do not call for advanced internet knowledge or experience and are made up of a wide array of different formats and topics. This means that anyone can connect through social media (Sudha and Kavitha, 2016).

The use of social media is being quickly rising during the last few years. It is not only being used by the working people but also there is heavy increase in the use of social media by the students or education society (Raut and Patil, 2016). With such broad acceptance, there is no surprise that social media have affected the way people live

and socialize. Social Networking Sites such as Facebook is one of the latest examples of communication technologies that have been widely-adopted by students and, subsequently, have the potential to become a valuable resource to support their educational communications and collaborations with faculty. Social media are mostly used by students to communicate and exchange ideas with lecturers specifically in western contexts (Sudha and Kavitha, 2016). Hasnain, Nasreen and Ijaz (2015) stated that the development of technology and increase in internet usage, social media has become a part of our daily lives. If social media is used in a positive way, it can help students and youth to get knowledge that can be used to improve their academic performances.

Furthermore, Neal (2012) stated that the social media relates to the many easy-to use services that anybody can use to interact with other people online such as Facebook, YouTube, Blog, Twitter and so on and so forth. Therefore, using social media easy and simple services, enable us to create online presence very easily as signing up for Facebook and Twitter account, subsequently create our own content on the web within minutes. Besides that, academic achievement is the ability of student to study and remember facts and being able to communicate his/her knowledge orally or in written form even in an examination condition (Kpolovie, Joe and Okoto, 2014).

Accordingly, the current study is supposed to be useful, among the undergraduates Students. Because in an academic environment, beside traditional resources, students also need a new informational technology such as social media. As said by Sudha and Kavitha (2016) social network sites have attracted considerable attention among scholars and educators due to the increasing popularity among students and the potential effect on academic performance. However, the previous studies, which were conducted in other countries, belong to their countries which have many educational, environmental.

## OBJECTIVES OF THE STUDY

1. To assess the positive effects of social media on the students' academic performances.
2. To assess the negative effects of social media on the students' academic performances.

**TOOLS**

The tool is used in this study was questionnaire, Google form, mail, Social media (WhatsApp), demography. The questionnaire was prepared to understand the students' views for the analysis of the study. The student questionnaire was designed for students of I UG, II UG, III UG of Department of English, in St. Joseph's College (Autonomous).

**SOCIAL MEDIA IN ENGLISH LANGUAGE TEACHING**

Social media is basically a media which is used through various electronic devices and rechargeable devices like mobile phone, computer, tablets, and so many other ways to facilitate the people while sharing their ideas with others in an easy and systematic way. It is used mostly for communication and awareness around the world (Kaplan Andreas and Michael, 2010).

Social media plays a vital role in English language learning as a result of it provides opportunities to the English language learners to improve their writing, reading, and similarly, to read new text and phrases to improve their vocabulary.

The Definition of Social Media is a form of information and communication technology tools used by people to communicate anytime. It is trendy among people of every age and level in the world. Besides, as a tool for communication, social media builds community online to exchange knowledge, ideas, personal chats, even pictures and videos (Merriam-Webster Dictionary, 2014). Similarly, social media are web-based platforms where users create and share messages via virtual communities and social networks (Chen et al., 2017). People use social media for their communication, they send and resend messages, and they create and distribute contents through social communication online. All messages and individuals' behaviours recorded by social media data.

Additionally, Manning (2014) mentioned two common characteristics which defining what is social media. Firstly, social media allows some form of participation. Even if social networking sites such as Facebook may allow passive viewing of what others are posting. Usually, a profile account must be created that allows for the beginning of the potential for interaction. Secondly, social media involves interaction. This interaction can be with established friends, family, or with new people who share common interests. In a nutshell, Social media is a group of Internet-based applications that technically build based on Web 2.0 and allow its content produced by users to be created and shared. People can communicate with others virtually and create or share pictures, videos, or other kinds of information to their community.

**SURVEY ENGAGED WITH THE STUDENTS ABOUT SOCIAL MEDIA**

Attitudinal research is the methodology used in this study which is a cognitive approach where the participants give their opinion based on their experience to the questions that are posed to them. The questions are categorized based on the objectives of the study as students' Awareness, Understanding and Usage. A Questionnaire is used by the researcher to understand the participants' knowledge about what they have acquired or understood from the subject. The questions are edited based on the study the researcher wants to analyse the result. The questionnaire used was prepared through Google forms with the questions framed to fulfill the objectives of the study. The students answered the questionnaire individually without discussion with their peers.

The quantitative analysis style was chosen because the main and substantial methodology of the study. In a quantitative methodology, the researcher collects analyses and interprets completely different form of information obtained from an oversized population.

15 questions were given to students of undergraduate. All questions are about how they are using the social media and how social media is helpful for learning language. Questions that I used in questionnaire are,

1. I use my Social Media account for Academic work.
  - A. Strongly Agree
  - B. Agree
  - C. Neutral
  - D. Disagree
2. I participate actively in online forums related to the subject I study.
  - A. Very Often
  - B. Often
  - C. Moderate
  - D. Rarely
  - E. Never
3. I participate in Online learning Programs
  - A. Very Often
  - B. Large Extend
  - C. Moderate Extend
  - D. Sometimes
  - E. Extend
4. Average time that you spend on social media.
  - A. Less than 30 minutes
  - B. An hour

- C. 1-2 hours  
D. 3-4 hours  
E. More than 4 hours
5. Which one of the following aspects is not positive in social media?  
A. Increasing Socializing  
B. Decreases Spelling and Grammar efficiency  
C. Increases connections in the real world
6. What effect does Social Media have on the use of Grammar and Spelling?  
A. Positive  
B. Negative  
C. None
7. Which one of the following social media is best for education?  
A. Skype  
B. YouTube  
C. Pinterest  
D. LinkedIn  
E. Facebook
8. How many educationists & teachers do you follow on social media?  
A. 0  
B. 0-5  
C. 5-10  
D. 10-20  
E. More than 20
9. Social media is a distracter for my studies.  
A. Agree  
B. Disagree  
C. Neutral
10. I don't allow Social Media account to influence my academics.  
A. Large Extend  
B. Neutral  
C. Extend  
D. Moderate  
E. Never
11. How often do you post pictures, comments etc. on your social media accounts?  
A. Very Often  
B. Often  
C. Moderate  
D. Rarely  
E. Never
12. When do you access social media websites?  
A. During my free time  
B. While at college  
C. During social occasion  
D. During meal times  
E. Any spare time
13. Which of the following is a positive way that social media can influence students?  
A. Multi-tasking reduces academic performances  
B. Social Media creates a non-proper attitude towards Spelling and Grammar  
C. Social Networking has increased the rate and quality of collaboration for students
14. How often do you use the chat app on your social media account?  
A. Very Often  
B. Often  
C. Moderate  
D. Rarely  
E. Never
15. How long do you spend daily in social media for study purpose?  
A. Less than 30 minutes  
B. 30 minutes  
C. 60 minutes  
D. 120 minutes  
E. More than 120 minutes
- These 15 questions expressed the usage of social media for language learning, and positive and negative aspect of social media in academics. Regarding the survey previously, researcher believe that social media has many positive effects on our life. It also happens in the education field. Many studies showed the positive influence of social media in English classroom. Akram& Kumar (2018) stated

that the students could use social media as a social platform where they can exchange ideas and learn new things from many sources and developing their skills for their future. Further, social media can be a communication tool among teachers and students. Having a good connection between teacher and students helps to better understand the students' learning difficulties (Faizi et al., 2013).

Questionnaire is created in Google Form and sends it through WhatsApp and mail (social media) to students. Three section of undergraduate students responded enthusiastically. They use mobile as a tool to fill the google form. Here both researcher and students are using the social networking site to do the survey.

### CONCLUSION

The study predominantly focused on the positive and negative aspects of social media in English language learning. The characteristics of social media were analysed by the questionnaire given to the students through the online mode. Social media and internet are relevant field of education technology and this is still has a long period of evolution. Based on the above findings the study concludes that students of Department of English, St. Joseph's College are moderately associated on the benefits of using social media in education and language learning. The majority of the respondents are moderately aware of their ethical level in dealing with issues and trends which has an impact in their academic performance and their use of social media. The profile and also the use of social media in some aspects influence the technology ethics choices of the students. Some social media utilization affects the technology ethics choices of the students. Understanding the ethical and moral

reasoning of the respondent cannot be totally realised by merely knowing their particular choices through a questionnaire however by knowing the reasons or context behind through a lot of in-depth studies.

The Study through the provided responses to the questionnaire proves that English language learning through social media according to the Students was agreeable for enhancing their language learning. The Students do prefer a classroom surrounding as their idea of mode of study was face to face interaction but the students have also agreed to the fact that they can learn the English language better through social media. Thus the study shows that social media is positive according to the learner's perspective is admissible.

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