

## Effects of Social Media to Academic Performance

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**Abstract** - *This study entitled, “Effects of Social Media to Academic Performance” aimed to determine the effects of social media to the academic performance of the criminology students; to test significant relationship between the profile of respondents and the effects of social media to academic performance and to propose intervention measures based on the results of the study. The researchers used the descriptive type of research. A sample of 85 criminology students were included to answer the self-made questionnaire as primary instrument to gather data. The study revealed that Facebook on cellphone thru WiFi connection is the common access; saving a lot of time because of easy access and transfer of data due to collaboration with others using social networking sites were the observed effects of social media to academic performance however, academic performance is not affected by the respondents’ profile. The researchers recommended that school may strictly monitor the implementation of the prohibition for cellphone usage during classroom discussion, and the faculty members may intensify consultation of students regarding their academic performance.*

**Keywords:** *Social media, Criminology students, Academic Performance*

### INTRODUCTION

Being in to our society nowadays include having account on various Social Networking Sites (SNS) where in profiles, themes and walls, posts and pictures are uploaded based on map or location on real time. SNS can be used 24/7 for updates, citing status, tagging pictures, group chatting which group of students or classmates and their friends would enjoy. In this site, there is no prohibition as to how many times the account shall be updated or

what topic shall be discussed. To some students, they use this site to exchange academic information and flag their school achievements. There are also teachers or faculty members who utilize e-mail to submit requirements of students aside from hard copy. There are some colleges or institutions that use SNS as effective means to disseminate information to their students, alumni and prospective schools.

Social Networking is one of the most active web based activities in the Philippines. It is already a part of Filipino cyber culture. Power to the people wave-3 (2008) declared that 83% of the Filipinos are members of a social network. Filipino also ranked top on photo uploads and web video viewers and second on member of blog readers. Social networking in the Philippines is used in education, election campaign material, media to propaganda and one of the aids in criminal investigation. Since, Filipinos has high regard for family connection and communication usage of this account is highly emphasized. With the birth of this SNS that allows real time conversation and comments, more and more become engaged to it including not only families abroad, but all those who has access to the internet. It is for this reason that Philippines has been tagged as the Social Networking Capital of the world due to popularity of Friendster, Facebook, Instagram and Twitter. Before, only celebrities and high profile personalities are those followed in the internet. But now with these media, an ordinary person may enjoy celebrity status due to massive sharing, likes, posts and comments of his friends, acquaintance or from other netizens.

As internet penetration in the country increases, not only an individual person has its owned account but also some group organizations like the Batangas City and Sangguniang Kabataan and others Municipalities or LGU, NGO's or private officers. Batangas City has its own account and there are several followers who are aware and interested on their activities. They are enjoying the activities of Batangas City which are posted on its wall. Sangguniang Kabataan has its own account and there are also several followers who want to know their programs and projects designed to enhance the social political, economic, cultural and intellectual, moral, spiritual and physical development of an individual. In the academic world, use of internet is also

significant. It offers broader range of perspective, various reference obtained at one click. Lyceum of the Philippines University for instance provides Wi-Fi and internet connections to students and faculty members. Bonafide students and employees can access several accounts and search engines. Criminology students are one of the many students who connect to this portal. Based on the Facebook account of the college, there are 125 connected students who upload, posts, comments, likes and tags to the group. This can be evidenced by the date and time of use when comment or any action was made.

On the other hand, based on the interview with a faculty member of the College of Criminology, academic performance is the key measure of school success. It can be determined based on the result of the students' quizzes, major examinations and classroom participation. Its primary factor is the students study habit. It can be also affected by level of the students' compliance to school requirements such as projects, assignments, attendance and recitation. It can be further affected by students' distractions such as peers, personality type, level of students' interest to the subject and other outside factors like computer gaming and engaging on various SNS.

Students use SNS like Facebook for the purpose of exchanging ideas with others and asking about the topics they were discussed during class by creating group chats. With this, the grades of the students will not decrease or become lower because they use SNS for academic purpose. On the other hand, some students use SNS for chatting with others to play games online and finding some friends. Using SNS for these purposes, student's grades will become lower because they waste their time in playing games online instead of studying their lessons and instead of using SNS for academic purpose.

Social media can possibly affect the academic performance of the students. Social Networking Sites can bring good effects to the students, but the students do not know that it can also bring bad effects for the students especially to their academic performance. There are few students who are presently observed to have been commenting, posting or using SNS during class hours. This can be evidenced by the time and date the action was made. Upon the researchers' observation, the academic performance of these

students showed gradual decrease specifically after-class discussion quiz, absent mindedness or memory loss during class recitation. As co-students and SNS users, the researchers intended to determine if frequency of social media use can affect the academic status, and more importantly, the knowledge gained by students. This becomes a significant consideration, since criminology is a broad program.

### **OBJECTIVES OF THE STUDY**

This study aimed to determine the effects of social media to the academic performance of the criminology students. Specifically, it aims to determine the profile of the respondents according to year level, age, sex, most visited social media, frequency of using social media, means of accessing social media, and general weighted average; to determine the effects of social media to academic performance of respondents; to determine the significant relationship between the profile of respondents and the effects of social media to the academic performance; and to propose intervention measures based on the results of the study.

### **METHODS**

#### **Research Design**

This study used the descriptive type of research. Descriptive research also known as the statistical research, describe data and characteristics about the population or phenomenon being studied. Descriptive research answers the question who, what, when, where and how (Shields et al., 2013).

The data description in this kind of research is factual, accurate and systematic. The description will use frequently averages and other statistical calculations.

#### **Participants of the Study**

The participants of the study were the Criminology students of LPU who are currently enrolled for the school year 2014-2015. With a total population of 170 (excluding fourth year students), a sample of 85 was included in the study. The participants were selected at random using stratified proportional allocation.

### **Instrument**

The researchers used a self-made questionnaire as their primary instrument to gather information and data. They also conduct some interview with the criminology students to inquire about the topic information needed by the researchers to satisfy their objective consisted of first hand sources in order for them to get accurate results.

Part I of the questionnaire contains the profile of the respondents according to year level, age, sex, most visited social media, medium used, frequency of using social media, means of accessing the social media and the general weighted average.

Part II contains the items about the effects of social media use to academic performance. The questionnaire was also validated by experts.

### **Procedure**

This study was conceptualized by the researchers through the help of their adviser. They went to the library where books, internet, journals, published and unpublished thesis were used. Then, the researchers make questionnaire supported by their literature and the respondents were briefly oriented about the purposes of the study and distributed it to them. After answering the questionnaire, it was retrieved for tallying and interpreting purposes.

### **Data Analysis**

The needed data were tallied, encoded and interpreted using different statistical tools. These include frequency distribution, weighted mean and Chi-square test. The above mentioned statistical tools will be used according to the objectives of the study. All data were treated using software, PASW version 18 to further analyze the result with 0.05 alpha level. The given scale was used to interpret the result of the data gathered: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = (Disagree)DA; 1.00 – 1.49 = Strongly Disagree (SD)

## RESULTS AND DISCUSSION

**Table 1. Percentage Distribution of the Respondents Profile**

<b>Profile Variables</b>	<b>f</b>	<b>%</b>
<b>Year Level</b>		
First	36	42.4
Second	24	28.2
Third	25	29.4
<b>Age</b>		
15 - 16	7	8
17 - 18	52	61
19 - 20	20	24
21 - 22	3	3.5
23 above	3	3.5
<b>Sex</b>		
Male	43	51
Female	42	49
<b>Most visited social media</b>		
Facebook	82	48
Twitter	13	8
YM	9	5
Friendster	1	1
My Space	1	1
Youtube	48	28
Blogs	0	0
Skype	7	4
Instagram	5	3
Others	4	2
<b>Medium used</b>		
CP	53	62
PC/laptop	22	26
<b>Means of accessing social media</b>		
Use of broadband stick on PC/laptop	11	13
Use of WiFi on CP/phablet	49	58
Network promo subscription on CP/Tablet/phablet	6	7
Personal internet at home	19	22
<b>General Weighted Average</b>		
1.26 - 1.00	2	2
1.56 - 1.25	6	7
1.76 - 1.55	11	13
2.01 - 1.75	11	13
2.26 - 2.00	19	22
2.51 - 2.25	9	11
2.76 - 2.50	16	19
3.00 - 2.75	11	13

Table 1 shows the percentage distribution of the profile of respondents according to year level. Most of them were first year students with percentage of 42.4% followed by second year with percentage of 28.2%. Lastly were the third year students with percentage of 29.4%. This level of percentage can be attributed to the number of enrolled students in the college and their availability during the distribution of questionnaire.

The following table shows the percentage distribution of the profile of the respondents according to age. Most of the students were 17-18 years old with percentage of 61% followed by 19-20 years old with 24%. 8% of the respondents were 15-16 years old. Lastly were 21-22 years old and 23 above with percentage of 3.5%. It shows that most of the respondents were 17-18 years old and they are very young but we noticed that even they are young; they occupied the highest percentage of the respondents according to age who use social media.

Most of the youngster nowadays own cellular phones, and tablets which they use to participate in various social media activities. Apart from that, communication networks such Sun Cellular, Smart Communications, and Globe Telecom are giving away promos for social media use and internet surfing for various limits of time depending on their subscriptions.

Moeller (2012) noted that mobile phones, those always-on, pocket- and purse-sized media platforms, are reshaping what the world is coming to. The vibrating and beeping non-stop push notices of posts and messages and tags are prompting young adults to think about connecting to their virtual lives more than to the world around them. And this is not just an American trend - this is happening globally.

The next shows the percentage distribution of the profile of the respondents according to sex. Most of the respondents were male with percentage of 51 percent followed by female with percentage of 49 percent. It shows that males have the highest percentage among the respondents.

Criminology is a program that mostly gears its graduates to security profession which includes, law enforcement, private security, jail and crime prevention wherein most are employed upon by male population. Be it as a male dominated program, it is included in RA 8551, wherein for every law enforcement officer's

hiring, 10 percent of its total quota is already delegated for female applicants.

Whereas to the mostly social media, majority visit is Facebook with percentage of 48 followed by Youtube with 28 percent. Eight percent (8%) was obtained by of 4 and Instagram got 2 percent. Others got 2% and 1% was obtained by Friendster and MySpace. Facebook obtained the highest percentage.

Social media continues to be an integral part in the lives of Filipinos who have increased access to the internet via mobile devices. And of course, we can say that we remain as the social media capital of the world. Social media penetration up from 32% to 40%. (Social Media Stats of the Philippines 2015 from wearesocial.sg) With regards to medium utilized for social media usage. Most of the students use cellular phones or CP in accessing social media with percentage of 62% followed by PC/laptop with percentage of 26%. Lastly was the tablet with percentage of 12%. Most of the students use cellphone because it can be brought anywhere. They can access social media even without wifi because of network promo subscription on cellular phone.

The next shows the percentage distribution of the profile of the respondents according to frequency of using social media. Most of the respondents use social media every break time in school with percentage of 41% followed by 38% which they use social media whenever they have load. 10% of the respondents stay always online and lastly, they use social media 24/7 with percentage of 8%. This table shows that most of the respondents use social media every break time in school and they use their vacant time in using social media.

According to Section 2 Article 14 of the LPU Student Manual, use of electronic gadgets including but not limited to cellular phone, walkman, digital camera, MP3, MP4 and PSP that disturb/disrupt on-going classes or the operation and services of the INMC and other offices of this University.

The seventh table shows the percentage distribution of the profile of respondents according to means of accessing social media. Most of the respondents access the social media by the means of using WiFi on CP/phablet with percentage of 58% followed by personal internet at home with percentage of 19%. 13% of the respondents access the social media through the use of



broadband stick on PC/laptop and network promo subscription on CP/Phablet/tablet is the least among the means of accessing social media with percentage of 6%. It shows that WiFi on CP/phablet is the means use by most of the respondents on accessing social media.

The institution provided wifi on various floors and of every building inside the campus. Among them are the LPU JPL lobby, second floor, SHL ground and SHLRC, LPU main gate where most students connect to access Facebook and other media.

The institution installed wifi for the relaxation time of the students, employees and others. There is wifi zone at the cashier for the students who are enrolling or waiting to lessen their boredom. Through wifi, the students can access internet with the use of their cellular phones, tablets or laptops. While they are waiting for something at the cashier especially at the time of the enrolment, they use the wifi installed by the institution to let the time passed by for them not to feel bored.

In addition, the general weighted average of the students was 2.00 – 2.26 which obtained the highest percentage of 22, followed by 2.26 – 2.00 got the highest percentage of 22, followed by 2.76 – 2.50 which obtained 19 percent. Thirteen percent was obtained by 1.76 – 1.55, 2.01 – 1.75 and 3.00 – 2.75. 11% was obtained by 2.51 – 2.25 and 1.56 – 1.25 got seven percent. Lastly was 1.26 – 1.00 which obtained 2%.

One of the threefold functions of the institution is Instruction, wherein the student should obtain a high performance on their professional subjects. With reference to the Measurement, Analysis, Instrumentation (MAI) report of the college, it was able to get GPA above the target for three consecutive academic years, from 2011-2013. General weighted average (GWA) determines the academic performance of the students. Banquill et.al (2009) found a continuing drop of grades among student users of SNS.

It can be gleaned from Table 2 that the respondents agreed mostly to the items stated with the composite mean of 2.84. Specifically, they agreed to the item which states that the easy access and transfer of data in the internet can save a lot of time than using traditional method of gathering information obtained the highest weighted mean of 3.11.

**Table 2. Effects of Social Media to Academic Performance of Students**

	<b>Indicators</b>	<b>WM</b>	<b>VI</b>	<b>Rank</b>
1.	The time for studying my lesson is lessen due to the excessive usage of social media	3.00	Agree	3.5
2.	It minimizes my participation in spiritual and moral activities in school.	2.81	Agree	10
3.	My vision blurs due to radiation which affects my reading capability.	2.72	Agree	11
4.	It reduces my concentration span during classroom discussion due to lack of sleep	2.64	Agree	13
5.	My study habits has changed due to lack of interest and spends my time using SNS	2.86	Agree	8
6.	Instead of attending minor subjects, I spend my time on using SNS	2.48	Disagree	15
7.	During class recitation, I suffer from loss of memory	2.67	Agree	12
8.	I cannot pass my after class discussion quiz due to spending my time using SNS during class.	2.54	Agree	14
9.	The comments and suggestions of my friends online motivate me to study well	2.99	Agree	5
10.	It is easier to develop academic projects and assignments due to collaboration with others using SNS.	3.04	Agree	2
11.	It is easy to obtain information when I cannot understand our topic.	2.92	Agree	7
12.	I gain more friends who help me to improve my knowledge.	2.96	Agree	6
13.	It helps me in exchanging ideas with others and asking about the topics we have discussed during class.	3.00	Agree	3.5
14.	Group chats made studying easier because of pool of information is light mode.	2.82	Agree	9
15.	Because of the easy access to information, I can save a lot of time than using traditional method of gathering information.	3.11	Agree	1
<b>Composite Mean</b>		<b>2.84</b>	<b>Agree</b>	

Teenagers now use the Internet for the majority of their daily activities and information gathering, as opposed to older generations who used resources like the television or newspaper (Lewis, 2008). Study of Kist (2008) revealed that approximately 90 percent of teens in the United States have Internet access, and about 47 percent of these teens use the Internet more than once per

day and approximately half of all teens are also members of social networking sites, and use the Internet to make plans and socialize with friends.

Respondents also agreed that they find it easier to develop academic projects and assignments due to the collaboration with others using social networking sites (3.04). The popularity of social networking in the Philippines can be traced in the Filipinos' culture of "friends helping friends. (Social Networking in the Philippines 2010). Schools and universities may promote the academic usage of SNS by giving or submitting assignments through them instead of using syllabus management systems such as Moodle (Kirschner & Karpinski, 2010).

Obtaining similar weighted mean of 3.00 are the items stating that use of SNS helps them in exchanging ideas with others and asking questions previously discussed during the lesson. Social media is "the relationship that exist between people" (Walter & Rivera, 2004). In the last ten years, the online world has changed dramatically. Through Social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010).

However, they also agreed that their study time was lessen because of excessive social media use. Banquil and Chua (2009) came up with a conclusion on this study that social networking sites do affect one's academic performance adversely. It directly causes the gradual drop of grades of students.

Some agreed to the item that the comments and suggestions of their friends online motivate them to study well (2.99). In the study conducted by Qingya, Wei and Yu (2011), they stated that social media is attractive; it does not only provide college students another world to make friends, it also provides a good way to release pressure and through social media, students were motivated by their friends to study well.

The respondents disagree on the statement that instead of attending minor subjects, they spend their time on using SNS (2.48). Social networking sites have caused many problems like losing interest in studies as they spent most of the time on these sites. What started out as a hobby for some computer literate

people has become a social norm and way of life for people from all over the world (Boyd, 2007).

Researchers also observed the same with the respondents since they are also students actively engaged in SNS. Going library to look for books to answer assignments or an activity is indeed time consuming unlike in the internet that several topics maybe shared and discussed with friends online.

Respondents also agreed that the comments and suggestions of my friends online motivate them to study well with weighted mean of 2.99. They agreed that they gain more friends who help them to improve their knowledge with weighted mean of 2.96. The respondents disagreed that instead of attending minor subjects, they spend their time on using Social Networking Sites (SNS) with weighted mean of 2.48. Respondents show that even they use SNS, they still attend classes even minor subjects.

**Table 3. Relationship Between the Profile of the Respondents and the Effects of Social Media to the Academic Performance**

Profile Variables	$\lambda 2c$	p-value	Interpretation
Year Level	4.385	0.356	Not Significant
Age	4.876	0.771	Not Significant
Sex	1.527	0.466	Not Significant
Medium used	5.252	0.262	Not Significant
Frequency of Using social media	2.312	0.889	Not Significant
Means of accessing social media	5.709	0.457	Not Significant
General Weighted Average	17.659	0.223	Not Significant

*Legend: Significant at p-value < 0.05*

Based from the result, all computed p-values were all greater than 0.05 alpha level and thus the null hypothesis of no significant relationship between the profile of the respondents and effects of social media to academic performance is retained. This means that there is no relationship exists and implies that the effects of social media to academic performance are not affected by their profile. In addition, the above mentioned profiles were not indicators that make the performance better or poor when using social media.

A student can also study while they are engaged in a social media since they can converse about previous lectures and assignments given to them. Aside from that, a learner can click various search engines or open various tabs while currently

engaged in a group conversation over the internet. Passing and transfer of data can be readily obtained with copy and paste commands. However, quality of learning and retention may be different than that of traditional method.

The researchers observe that with the use of internet or search engines in classroom discussion helps to show and validate several data. Shares and posts of information that maybe of no or little interest to someone but of high regard to another one with which the shared text or photograph maybe treated as trivia. Also, creating a group where all members of the class may be added to join specific discussion about their class activities. Heafner and Friedman (2011) stressed that participation in social media creates a more collaborative and communicative learning environment for students by providing opportunities for discussions and interactions with their peers.

Social networks encourage discovery. If someone is interested in certain books, bands, recipes or ideas, it's likely that their interest will be catered for by a social networking service or group within a service. If users are looking for something more specific or unusual then they could create their own groups or social networking sites. Social networking services can help young people develop their interests and find other people who share the same interests. They can help introduce young people to new things and ideas, and deepen appreciation of existing interests (Fewkes & McCabe, 2012)

## **CONCLUSION**

The respondents are mostly first year students, age of 17-18, male, commonly using Facebook on their cellphone through WiFi connection and with a general weighted average of 2.26-2.00. Saving a lot of time because of easy access and transfer of data due to collaboration with others using social networking sites was the observed effects of social media to academic performance. Effects of social media to academic performance is not affected by the respondents' profile.

## **RECOMMENDATION**

The school may strictly monitor the implementation of the prohibition for cell phone usage during classroom discussion. The

parents may take control regarding their children's use of social networking sites to prevent the abuse of using it. Faculty members may intensify consultation of students regarding their academic performance. Future researchers may conduct similar studies dealing with other variables for further development of the topic on area of knowledge.

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