

“Effect of social media on the Study and Sleep Habit of Master Level Students: A Study Conducted at Universities of Islamabad”

Afshan Munir

M.Phil Research Scholar with Allama Iqbal Open University Islamabad

Abstract

This study deal with the “Effect of social media on the Study and Sleep Habit of Master Level Students: A Study Conducted at Universities of Islamabad” The phenomena of social network is quite simple to understand, it is a web based facility which allows individual user to build a profile identity and generate subjective associations and connections among himself and list of other friends and communicate with them at a central location. It was tentative estimate that it is more likely that social media has bad effects on students health. In present study total 100 respondents has been taken for survey research from the two universities. These students are belonging to the Master levels classes. Stratified sampling technique was used to assess the target population and for collection of data. Findings show that social media has more negative effects than the positive on students.

Introduction

Internet is a very essential part of life from shopping to electronic mails and education, internet is very important. It is a very large community which is using internet for pure education but unfortunately we have also a very large number of people including majority of youth and teenager using Internet only for social networks. Internet is very big evolution of technology but when we talk about the social networks it is extremely dangerous for youth and become enormously common and widespread in past few years. The phenomena of social network is quite simple to understand, it is a web based facility which allows individual user to build a profile identity and generate subjective associations and connections among himself and list of other friends and communicate with them at a central location. The definition of social media is “the relationships that exist between networks of people¹.”

Schill (2011) states that the social media sites encourage negative behaviors for teen students such as procrastination

(catching up with friends), and they are more likely to drink and drug. However, every day, many students are spending countless hours immersed in social media, such as Facebook, MySpace, World of Warcraft, or Sim City. At first glance this may seem like a waste of time; however it also helps students to develop important knowledge and social skills, and be active citizens who create and share content. At present, whether social media is favorable or unfavorable, many students utilize these sites on a daily basis. As social media sites continue to grow in popularity it is our belief that technology is a vital part of today's student success equation. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their college students are spending too much time on Facebook and other social media sites and not enough time studying. Therefore, our research ascertains the relationship between the social media and students' study efficiency. The impact of the Internet on education is an important issue that has caught both educators' and practitioners' attention in recent years

According to Harasim three new modes of education delivery make online education distinctive. They are (1) adjunct mode: using networking to enhance traditional face-to-face education or distance education; (2) mixed mode: employing networking as a significant portion of a traditional classroom or distance course; (3) pure online mode: relying on networking as the primary teaching medium for the entire course or program. Among these three education delivery modes, the pure online mode has caught the most attention. Several successful cases or critical factors of pure online education have been reported. The measurement of student performance is certainly open to many definitions. Depending upon the content of the course and the nature of the students, successful completion of a course, course withdrawals, grades, added knowledge, and skill building are some of the ways by which performance is measured.

Literature Review

College students have great interest in social media. For the purpose of this study, social media was defined as Facebook, YouTube, Blogs, Twitter, MySpace or LinkedIn (Martin, 2008). The study is providing a

detailed perspective on social media use among university students and underscoring that such use can produce both positive and negative consequences. According to a Nielsen Media Research study, in June 2010, almost 25 percent of students' time on the Internet is now spent on social networking websites (Jacobsen, & Forste, 2011). Facebook is the most used social network by college students, followed by YouTube and Twitter.

Moreover, Facebook alone reports it now has 500 active million users, 50% of whom log on every day. In addition, according to a study by Online PhD, students spend roughly 100 minutes per day on Facebook. In 2007, the number of students who used Facebook was already enormous: 92 percent of college students had an account on Facebook which raised to 99 percent in 2008. That is quite a large amount considering the service was only opened in 2006 to everyone. On one hand, the positive aspect of online communities is that youths can utilize them for academic assistance and support (Lusk, 2010). Due to the ability of social media to enhance connections by making them easily accessible, social media can yield many

benefits for the young, including providing a virtual space for them to explore their interests or problems with similar individuals, academic support, while strengthening online communication skills and knowledge. "Students who may be reluctant to speak up in class are participating in book discussion blogs and writing for real audiences. There are new Web tools emerging all the time that are enhancing learning (Brydolf, 2007)." On the other hand, "Our findings indicate that electronic media use is negatively associated with grades. We also find that about two-thirds of the students reported using electronic media while in class, studying, or doing homework (Jacobsen, & Forste, 2011)." This multitasking likely increases distraction, something prior research has shown to be detrimental to student performance. As social media websites, such as Facebook, YouTube and Twitter gain popularity, they are also becoming increasingly dangerous as they create modes to procrastinate while trying to complete homework. Hence, in a survey of 102 students, 57% stated that social media has made them less productive.

As to the relationship between social media and grades, a study released by Ohio State University reveals that college students who utilize Facebook spend less time on studying and have lower grades than students who do not use the popular social networking sites (Kalpidou, Costin, & Morris, 2011). Regarding the relationship between using social media with the grades of college students, concurrent with past studies that find that online communication is linked to time spent in offline relationships, “our findings indicate that Social Networking Site (SNS) use and cellular-phone communication facilitates offline social interaction, rather than replace it (Jacobsen & Forste, 2011)”. Students commonly commented that connect should be invaluable for making friends and supporting each other, especially within the first few weeks after arriving at the University (Oradini & Saunders, 2007). Furthermore, “The relationship between Facebook and well-being appears to become positive over the college years, possibly because upper-class students use Facebook to connect socially with their peers and participate in college life (Kalpidou, Costin,

Analysis of data

& Morris, 2011). “We need to keep in mind that the benefits of this interactive technology far outweigh the risks,” says Leri. “When it’s used in a positive way, it can be an extraordinary tool (Brydolf, 2007).”

Hypothesis of the Study

- It is more likely that social media has bad effects on students health.
- It is more likely that social media is very helpful for students study.

Methodology

In present study total 100 respondents has been taken for survey research from the two universities of Islamabad. Further the respondents have been divided in 50 males and 50 females’ students. These students belonged to the Master levels classes. To meet the prerequisite of this study, stratified sampling was used for specification of the demographic characteristics and for collection of data from the target population. The data is presented by univariate frequency in shape of graphics and tables along with interpretation to make it understandable. For the analysis of data SPSS software has been used.

Using the social media is helpful for interaction with peers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	26	26.0	26.0	26.0
Agree	41	41.0	41.0	67.0
Undecided	11	11.0	11.0	78.0
Disagree	18	18.0	18.0	96.0
Strongly Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Table no 1 showed that 26 students strongly agreed with this statement and 41 agreed with it while 11 percent students remained undecided, 18 percent disagreed and 4 students strongly disagreed with it whereas total respondents was 100 for this study.

Use of social media help me to improve my academic performance

Q 2	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	26	26.0	26.0	26.0
Agree	42	42.0	42.0	68.0
Undecided	24	24.0	24.0	92.0
Disagree	6	6.0	6.0	98.0
Strongly Disagree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table no 2 showed that 26 students strongly agreed with this statement and 42 agreed with it while 24 percent students remained undecided, 6 percent disagreed and 2 students strongly disagreed with it whereas total respondents was 100 for this study.

se of social media consume precious time of students

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	25	25.0	25.0	25.0

Agree	40	40.0	40.0	65.0
Undecided	17	17.0	17.0	82.0
Disagree	11	11.0	11.0	93.0
Strongly Disagree	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Table no 3 showed that 25 students strongly agreed with this statement and 40 agreed with it while 17 percent students remained undecided, 11 percent disagreed

and 7 students strongly disagreed with it whereas total respondents was 100 for this study.

Social media is cause of failure in examinations for students

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	28	28.0	28.0	28.0
Agree	40	40.0	40.0	68.0
Undecided	24	24.0	24.0	92.0
Valid Disagree	4	4.0	4.0	96.0
Strongly Disagree	3	3.0	3.0	99.0
6	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table no 4 showed that 28 students strongly agreed with this statement and 40 agreed with it while 24 percent students

remained undecided, 4 percent disagree and 1 student strongly disagreed with it whereas total respondents was 100 for this study.

Social media has bad effects on students health

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	40	40.0	40.0	40.0
Agree	36	36.0	36.0	76.0
Valid Undecided	10	10.0	10.0	86.0
Disagree	13	13.0	13.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table no 5 showed that 40 students strongly agreed with this statement and 36 agreed with it while 10 percent students remained undecided, 13 percent disagreed

and 1 student strongly disagreed with it whereas total respondents was 100 for this study.

Positive use of Social Media can enhance the skills of students

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	25	25.0	25.0	25.0
Agree	43	43.0	43.0	68.0
Undecided	17	17.0	17.0	85.0
Disagree	12	12.0	12.0	97.0
Strongly Disagree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Table no 6 showed that 25 students strongly agreed with this statement and 43 agreed with it while 17 percent students remained undecided, 12 percent disagreed

and 3 students strongly disagreed with it whereas total respondents was 100 for this study.

Social media is best platform for students Study

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	38	38.0	38.0	38.0
Agree	28	28.0	28.0	66.0
Undecided	17	17.0	17.0	83.0
Disagree	16	16.0	16.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table no 7 showed that 38 students strongly agreed with this statement and 28 agreed with it while 17 percent students remained undecided, 16 percent disagreed and 1 student strongly disagreed with it

whereas total respondents was 100 for this study.

Summary

It has been found from the analysis of the data that social media has both good and bad effect on students. It is the most influencing tool throughout the world including Pakistan. Social media not only help out the students in academics but it also cause failure of students. When the students were asked about social media as social interaction platform, 26 students strongly agreed with this statement and 41 agreed with it while 11 percent students remained undecided. Then students were asked about social media use on their academic performance, the findings came out as 26 students strongly agreed with this statement and 42 agreed with it while 24 percent students remain undecided. Similarly, when students were asked regarding social media a cause of failure, results showed 28 students strongly agreed with this statement and 40 agreed with it while left 24 percent students undecided. From these results it can be concluded that social media has the ability to enhance skills while it can also involve students in useless activities and affect grades.

References

[1] Aacobsen, W. C., & Forste, R. (2011). *The Wired Generation: Academic and Social Outcomes of Electronic Media Use Among University Students*

[2] berst, L. (2010). *The 6S Social Network*. Retrieved from: <http://sixsentences.ning.com/profile/LindsayOberst>

[3] Brydolf, C. (2007). Minding MySpace: Balancing the benefits and risks of students' online social networks. *Education Digest*, 73(2), 4

[4] Jacobsen, W. C., & Forste, R. (2011). *The Wired Generation: Academic and Social Outcomes of Electronic Media Use Among University Students*

[5] Kalpidou, M., Costin, D., & Morris, J. (2011). The relationship between Facebook and the well-being of undergraduate college students. *Cyberpsychology, Behavior & Social Networking*, 14 (4), 183-189. doi:10.1089/cyber.2010.0061

[6] Lusk, B. (2010). Digital natives and social media behaviors: An overview. *Prevention Researcher*, 173-6.

[7] Lusk, B. (2010). Digital natives and social media behaviors: An overview. *Prevention Researcher*, 173-6

[8] Schill, R. (2011). *Social Networking Teens More Likely to Drink, Use Drugs, Study Finds*. Retrieved from: <http://jjie.org/teens-on-facebook-more-likely-drink-or-use-drugs-study-finds/20713>