

The Impact Of Social Media On University Going Students In Lahore, Pakistan

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Abstract

Social media has become increasingly important in our daily lives as Internet and telecommunications technology have advanced. Allowing people to exchange information regardless of distance or time constraints, promotes social interaction. Every sector of society, particularly higher education, has been affected and modified throughout time by the application of this media. This media is being used by matric students as well as students in higher education for both academic and non-academic purposes. This article's goal was to evaluate how social media affects the university going students. When asked if social media had an impact on their education, a total of 150 students responded. Out of them, 71 (47.33%) responded positively, while 79 (52.66%) responded negatively. It demonstrates how positively using social media has an impact on students' education. The implication is that social media use has helped these students' academic achievement. The main platform used by students were Instagram, WhatsApp, Facebook, Twitter, Tiktok, and YouTube. To achieve this, the study recommended that social media should be used for educational purposes as well; that social networking sites should be expanded; that new pages be created on existing social networking sites; and that students' use of social networking sites should be observed by teachers and parents.

Keywords: Social media; Academic performance; Students; University

Introduction

In the modern era, social networking has become a widespread practice. It is a tool for creating social networks and connections online. It is frequently used to send and receive information in the form of text, audio, video, and photos. People use social media in virtually every aspect of their lives, including education, sociability, communication, and entertainment (Simsek et al., 2019; Clark et al., 2017; Al-Azawei et al., 2019;

Li et al., 2021; Bamberger et al., 2020). Individuals can communicate with their friends and family using social media. In terms of the workplace, social media enables users to increase or broaden their expertise in a particular topic and develop their professional networks by getting in touch with other experts in the same area. Individuals of all ages use social media platforms like Facebook, Instagram, Whatsapp, and Twitter (Zhao, 2021; Balakrishnan et al., 2017; Li and Chen, 2014; Balakrishnan et al., 2017).

This is how social networks and social media are financed; users can register for free on social networking sites like facebook.com and linkedin.com, among others. After registering, people interact with one another and submit news, information, false information, and other content, such as movies and images, etc. Although social networks can be used for beneficial purposes, they are typically used for taking digital photos, disclosing demographic information, disclosing securities, and having online conversations because many communities encourage users to engage in these types of inappropriate behavior, which has almost tarnished the reputation of social media and networks (Tariq et al., 2012). For every student, education is the most important thing in the world. Education is a very vital element of one's life. Students of today are increasingly interested in using social media. More than 90% of college students, according to previous studies, utilize social media and networks. Small communication devices, including laptops, pocket computers, iPads, and basic mobile phones (which enable the internet), have been produced by technology at a

Table 1. Socio-demographic characters of students.

Variables	Number of students	Percentage
Sex		
Male	96	64
Female	54	36
Age		
18-20	71	47.33
20-22	79	52.66
Location		
Urban	103	68.66
Rural	47	31.33
Parental occupation		
Teacher	40	26.66
Farmer	60	40
Trader	50	33.33
Family status		
Poor	74	49.33
Middle	41	27.33

rapid rate, yet these devices can be used to access social networks from anywhere at any time. Technology is undoubtedly a step in the right direction, but it can be problematic for social network junkies if it makes social networks easier to use.

Methodology

A cross-sectional survey was conducted in Lahore Leads University, Pakistan from January 2022 to June 2022 to determine the impacts of social media on education by using a self-designed questionnaire. A total of 150 students (male and female) from the surveyed university were randomly selected for interview. The questionnaire was circulated among the selected students. The questionnaire consists of two parts, socio-demographic characteristics of the students and the impact of social media on education. The collected data were arranged in an excel sheet and analyzed statistically based on the objectives of the study.

Results

High 35 23.33

A total of 150 students including 96 males and 54 females participated in this study. Among the total 71 (47.33%) and 79 (52.66%) belonged to

the age groups of 18-20 and 20-22 years, respectively. The majority of the students were from urban areas and were aware of social media.

Table 2. Time spent by students on social media on daily basis.

Responses	Number of students	Percentage
< 1 hour	33	22
1 hour	27	18
2 hour	20	13.33
2.5 hour	18	12
3 hour	15	10
4-5 hour	13	8.66
> 5 hour	24	16
Total	150	100

It was recorded that the majority 33 (22%) of students spent < 1 hour followed by 1 hour 27 (18%), > 5 hours 24 (16%), 2 hours 20 (13.33%),

2.5 hours 18 (12%), 3 hours 15 (10%), and 4-5 hours 13 (8.66%) as given in table 2.

Table 3. Purpose of use of social media.

Purposes	Number of students	Percentage
Socialize	21	14
Make new friends	32	21.33
Collaborate with study and fellow students	24	16
Source of relaxation and recreation	43	28.66
Remain updated about what is trending	30	20
Total	150	100

The main purpose of social media use was a source of relaxation and recreation 43 (28.66%) followed by making new friends 32 (21.33%), remaining updated about new trends 30 (20.00%), collaborating with the study and fellow

students 24 (16.05%) and socialize 21 (14.00%) (Table 3). The main platform used by students were Instagram, WhatsApp, Facebook, Twitter, Tiktok, and YouTube as shown in figure 2.

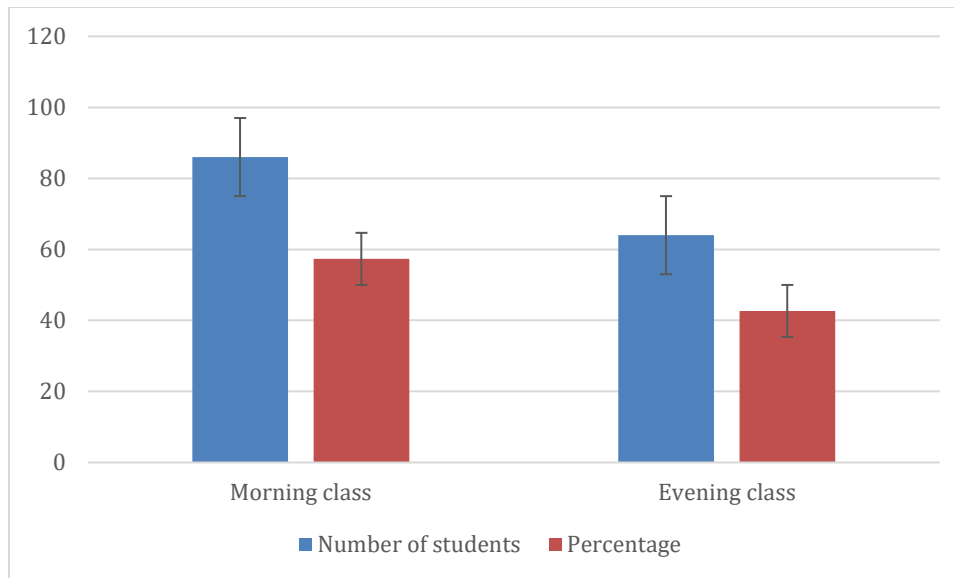


Figure 1. Class timing wise number of students in the study area.

Among the total, 86 (57.33%) students were from morning class, and 64 (42.66%) from evening class participated in this study as shown in figure 1.

Table 4. Impacts of social media on study period and attraction towards social media than studies.

Variables	Number of students	Percentage
Use of social media affected the student's study period?		
Yes	66	44
No	84	56
Social media is more attractive than studying.		
Yes	50	33.33
No	100	66.67
Do students become addicted to social media?		
Yes	72	48
No	78	52

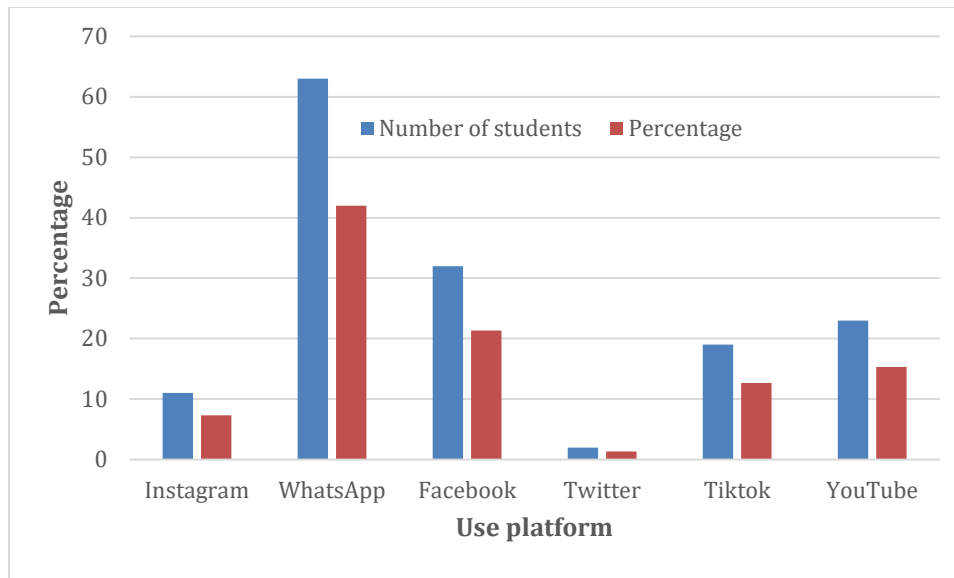


Figure 2. Mostly used platform by students in the study area.

Discussion

Social networking sites and messaging apps are all included under the phrase "social media" (Wartberg et al., 2020). Social media has become a significant component of college students' everyday study and daily lives as a result of the advancement of mobile Internet technology and the widespread use of smartphones. Around 2.46 billion people used social media in 2017, and by the end of 2021, that number is projected to reach roughly 3.09 billion (Statista. 2020).

Adults who use social media have less time for exercise and spend more time sitting down. The physiological system is then more significantly affected by these alterations. Impairment of lipid profiles and glucose uptake, increased energy consumption, larger waist circumferences, and increased mortality risk are all linked to this (Sobaihy 2017; El-Badawy and Hashem, 2015). The use of social media lengthens sitting times. Sedentary behaviors are so frequently seen. The middle school students claimed that they primarily used social media to communicate with their friends, share photos, and learn about what other people were up to. Their most often utilized social media platforms were

YouTube (25%), Snapchat (25%), and Instagram (27%). Due to inappropriate posts, hacking, hurt feelings, lack of privacy, inappropriate images, bullying, negativity, and stalking, these students are wary of social media (Martin et al., 2018; Daly, 2011; Gere, 2018).

To aid them in educating and raising the kids' knowledge of the potential impact social media may have on them, this study will help the school's teachers understand the impact social media has on their pupils. The study is important to parents since it will help them monitor their kids' use of social networking sites by letting them know the potential consequences that social media usage may have on them (Mardiana, 2016; Sivakumar, 2020; Mehmood and Taswir, 2013; Lau, 2017).

Conclusion

Social media has a significant impact on our lives and has both advantages and disadvantages. The positive effects are significant, but there are also drawbacks. Almost everything in the world is now digital. The majority of nations have started to put digital education systems in place. We must ensure that students use these online media

platforms responsibly and don't waste their time by reading pointless content. These platforms support learning and a few extracurricular activities, encouraging students to succeed in all facets of life.

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