

How Students Utilize Social Media In Achieving Academic Success?

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ABSTRACT

This study aims to find out how students utilize social media to achieve academic success. Social media influences can bring positive and negative effects on people. It can be used for entertainment, work, research and even for school work. The methodology that is used to analyze how social media are affected towards achieving academic success is based on the questionnaires that consisted of 12 questions that used a five-point Likert scale and were distributed online using Google Forms. The total respondents for this survey is 162 people. The findings of the study revealed that social media are mostly used for entertainment purposes and they have also influenced a lot of their studies. Most respondents also agree that they use social media as their research engine to conduct research for assignments and read educational articles. It is evidently clear that academic success can be achieved if students utilize social media correctly.

Keywords: academic performance, social media, academic success, students, studies

INTRODUCTION

Social networks have significantly impacted students' academic success in recent years. For students in a variety of areas, these networks present both opportunities and risks in plenty because of social networking addiction and its impact on students' academic performance. The researcher developed and carried out this study. The goal of this study was to look at the connection between student academic performance and social networking addiction.

Despite their drawbacks, social media's development has dominated practically all areas of human effort. People are inclined to believe that these social applications and social media have the ability to further increase learning and information sharing among students and teachers, because the educational environment is not excluded from this. It has been noted that students all around the world use social media, devoting a significant amount of their online time to visiting different sites. Many people are really concerned about how much time students are spending on social media, especially given that they are spending more time online and frequently multitasking by visiting multiple websites and accessing large amounts of content.

In spite of physical distance, students can collaborate academically, access course materials, and interact with instructors thanks to mobile devices and social media (Gikas & Grant, 2013). Both benefits and drawbacks come with using social media and mobile devices, with the majority of the former being related to obtaining course materials, videos, transferring instructional notes, etc. Overall, students believe that social media and mobile devices are the most accessible and affordable means of learning about current topics. Online social media use for collaborative learning has been shown in studies conducted in western countries to significantly improve students' academic performance and happiness (Zhu, 2012).

Students' use of social media not only encourages them to study but also significantly affects their academic performance and creativity. The use of social media as a forum for people and students to talk about their work, themselves, and accomplishments motivates others to do well and advance their skills. According to Lau et al. (2017), students can collaborate and communicate with professionals using social media, which improves their academic achievement. What effects does social media use have on students' motivation, and how does motivation affect creativity and academic performance? Students that utilize social networking sites for school are more likely to be inspired, innovative, and successful in their studies. In this regard, Razak and See (2010) reaffirmed the importance of students being motivated to learn because it is exceedingly challenging for unmotivated students to demonstrate strong academic accomplishment.

Social media platforms may also bring negative effects and positive effects for students. According to Habes et al. (2019), social media applications enhance the student's ability to use technology and social features are important in influencing digital learning. The use of social media provides fast access to not just study and work information, but also leisure stuff. Students may suffer if there is no restriction on the amount of time spent on social media, which may exceed the acceptable usage time. Such features keep students involved in social media, resulting in them spending many hours on the platform. Based on data acquired over a seven-day period, many strongly feel that social media help them to gain internet access to academic content. Surprisingly, there is a large disparity between the highest and lowest numbers picked,

with a 71 difference between the two. As a result, the purpose of this study is to determine how students use social media to achieve academic achievement and whether or not social media have an influence on student academic performance.

LITERATURE REVIEW

As we are entering the new era of gadgets and technologies, social media has become a platform that gives everyone a chance to stay connected with any access by just using the tips of their fingers. Social media can give many things that help everyone other than become a channel for communication. According to Wang et al. (2011), social media is a means of connecting networks of people. Social media also can give help that someone needs such as in academic performance. According to Obi, Bulus, Adamu, and Sala'at (2012), social media use and using shorthand to communicate with loved ones have a substantial impact on students' ability to communicate in English, both in writing and speaking. As social media helps students through benefits, there are also bad consequences that social media affects the students' academic success.

NEGATIVES OF SOCIAL MEDIA TOWARDS STUDENTS

Social media addiction: Its impact, mediation, and intervention are based on a research report. written by Wang, Q., Hou, Y., Xiong, D., Jiang, T., Song, L. This study looked at the effects of social media addiction on the mental health and academic performance of college students. It also examined the role of self-esteem as a mediating factor in these interactions and examined the efficacy of interventions in reducing social media addiction and its potential side effects. Through the study findings, there are negative correlations between social media addiction and college students' mental health and academic performance, which highlights the significance of self-esteem as an underlying mechanism for the association between social media addiction and mental health. Use the academic success of the student. Based on other research paper written by Seyyed Mohsen Azizi shows the relationship between social media addiction and academic achievement among Iranian students. The students' level of social networking addiction was moderate, and male students were more addicted than female students were. Given the negative effects of social networking on students' academic performance, social networking addiction should be carefully considered.

Based upon a research paper titled 'Use and Impact of social media on Academic Performance of Kurukshetra University Students' written by Dr. Bharat Dhiman, the results of this study showed that the students' use of social media websites and mobile applications had a significant negative impact on their academic performance and that there was a connection between their use of social media websites and their academic performance. Based on The Correlation Between Emotional Intelligence, Academic Achievement, and the Use of Social Media in Senior High School Students written by Mulawarman Mulawarman, Fahmi Nuzulul Huda. Suahrso Suharso, Muslikah Muslikah, Social media use and academic success are negatively correlated and statistically significant. According to the data, students use social media less frequently when they perform well academically and more frequently when they perform poorly.

According to research paper 'The Relationship between Social Media and Academic Performance: Facebook Perspective' written by Mahmoud Alghizzawi have shown that a lot of college students rely on social media, especially Facebook, and that this widespread usage of social media makes students lose interest in their academic work and affects their grades. Other than that, According to the research paper by Kingsley Osei Boahene, Jiaming Fang, and Frank Sampong titled "Social Media Usage and Tertiary Students' Academic Performance: Examining the Influences of Academic Self-Efficacy and Innovation Characteristics," there are both positive and negative relationships between social media (like Facebook and WhatsApp) and academic achievement.

POSITIVITY OF SOCIAL MEDIA TOWARDS STUDENTS

Based on Hugues Sampasa-study Kanyinga's article School connectivity and academic performance among middle and high school students were proven in a study by Jean-Philippe Chaput and Hayley A. Hamilton titled Social Media Use, School Connectedness, and Academic Performance Among Adolescents. The authors advocate for limiting children's use of social media in order to improve academic performance and school involvement. Facebook is the most well-known social media network that students utilize for academic purposes, per Fasae and Adegbilero's (2016) Iwari research. The study by Cao and Hong (2011) found that students all across the world utilize social media for fun, education, and learning. Students' use of social media for educational reasons was also covered in studies by Cao et al. (2013) and Churchill (2011).

Based on the research article entitled "Using social media to support teaching and learning in higher education: an analysis of personal narratives" by Nurten Kara, Begum Cubukcuoglu, and Alev Elci (2020). The goal of this study was to examine and consider two lecturers' accounts of their positive and negative interactions with social media and Web 2.0 tools in the context of their teaching and learning (T&L) contexts. The findings demonstrate how social media (SM) virtual learning settings aided students in developing their zeal and engaging with peers in aggressive ways, which enhanced their involvement.

The study by Ali Mugahed AlRahmi, Alina Shamsuddin, Uthman Alturki, Ahmed Aldraiweesh, Farahwahida Mohd Yusof, Waleed Mugahed AlRahmi, and Abdulmajeed A. Aljeraiwi entitled "The Influence of Information System Success and Technology Acceptance Model on Social Media Factors in Education" (2021) finds indicated that perceived usefulness, perceived usability, perceived technological fit, and perceived information quality were all positively and significantly connected with students' happiness, indicating an increase in usage intentions and an impact on students' performance. Thus, it suggests that students consider if social media will fit their academic needs and be relevant to their education before electing to use it. Previous research suggested that social media could promote social learning, which could enhance learning.

COVID-19 AFFECTS STUDENTS ACADEMIC SUCCESS

Based on their research, Javed Iqbal, Naima Qureshi, Muhammad Azeem Ashraf, Samma Faiz Rasool, and Muhammad Zaheer Asghar wrote an article titled "The Effect of Emotional

Intelligence and Academic Social Networking Sites on Academic Performance During the COVID-19 Pandemic" that discussed how ASNS can act as a mediator to influence academic performance both directly and indirectly. According to research paper 'Breaching Learners' Social Distancing through Social Media during the COVID-19 Pandemic' by Muhammad Zaheer Asghar, Ayesha Iqbal, Pirta Seitamaa-Hakkarainen and Elena Barbera claimed that during the Covid-19 pandemic crisis, student socialization was influenced by social media use, and this influenced raising students' academic performance. Social media use among students during the crisis was associated with increased socialization, which boosted academic achievement. The socialization of higher education students on social media during the COVID-19 epidemic increased both their academic performance in face-to-face learning environments and their academic performance in hybrid online environments. This was due to the usage of blended learning methodologies.

Few even prioritize media use over their regular student activities, such attending courses, according to Walsh et al. (2013). The way that education is delivered is changing, especially in the wake of COVID-19, when many parts of the world switched to online learning. There have also been reports of Covid-19's negative effects, including an increase in social media use, stress, and poor academic study participation (e.g., Islam et al., 2021; Luo et al., 2021). Based on Lee et al. (2017) Social media users struggle with self-control, which results in failure in general. Due to the pandemic outbreak, people are using the internet excessively and using social media to communicate and interact with one another (Dong et al., 2020).

"Usage of Social Media for E-Learning During COVID-19 Pandemic" by Syed Rizvi and Lavina Jadhav (2022) is a research paper with the aim to identify Indian higher education students' views about using social media for e-learning. As a result of their evaluations of social media's utility and ease, the students claimed to be happier with it. Students think their overall academic performance is considerably improved by social networking sites. People with advanced degrees are more likely than those with bachelor's degrees to utilize social media. Social media has the ability to improve pedagogy, encourage learning, and increase engagement and participation.

RESEARCH METHODOLOGY

This study used quantitative methods of research. For the purpose of the study, we distributed 1 questionnaire consisting of 12 questions, of which 183 were retrieved from the respondents. 72 of 183 respondents were incomplete, in which students did not finish the survey, making the remaining number 162. The questionnaire was distributed online, and the respondents were asked to fill it in to obtain their feedback on how they utilize social media, and their view of their influence on academic performance. A questionnaire based on the Likert scale was designed for this investigation that ranges from 1 = strongly disagree to 5 = strongly agree. All the questionnaire items were adapted from previous research. Most respondents are more than 20 years. 11.1% of respondents were between the ages of 16 and 17. 30.2% of respondents were between the ages of 18 and 20, 30.9% were between 21 and 25.

FINDINGS AND DISCUSSION

Researchers were able to accomplish the study's goals, which included figuring out how students utilize social media for their studies and figuring out whether or not social media has an impact on students' academic performance, according to the findings of this conceptual paper. The descriptive statistics for the respondents' answers regarding the topic of how students utilize social media in achieving academic success are shown in Table 2 below. All 162 respondents answered these questions. The number and percentage of respondents who responded to each question can be seen at Table 1 and Table 2.

Table 1: Demographic Profile

Items	Description	N	Percentage (%)
Gender	Male	68	42
	Female	94	58
Age	13-15	2	1.2
	16-17	18	11.1
	18-20	49	30.2
	21-25	50	30.9
	26-30	4	2.5
	31-35	10	6.2
	36-40	1	0.6
Educational level	41 and above	28	17.3
	SPM	50	30.9
	STPM	9	5.6
	Diploma	61	37.7
	Bachelor Degree	32	19.8
	Master Degree	4	2.5
	PhD	2	1.2
	Others	4	2.5
The intensity of social network addiction	Natural Use	73	45.1
	Mild Addiction	42	25.9
	Moderate	41	25.3
	Addiction	6	3.7
	Severe Addiction		

What is your favorite social media platform? (can choose more than one)	WhatsApp	100	61.7
	Facebook	36	22.2
	Twitter	44	27.2
	Instagram	89	54.9
	TikTok	95	58.6
	YouTube	93	57.4
Times spent on social media in a day?	30 minutes – 1 hour	37	22.8
	2-3 hours	47	29
	4-5 hours	50	30.9
	> 6 hours	28	17.3
Why do you use social media mainly?	Chatting	35	21.6
	Entertainment	96	69.3
	Academic works	21	13
	Others	10	6.2

Table 2: Factors Influencing Intention to use Social Media

Items	Likert Scale	N	Percentage (%)
Social media helps increase my grades	1	12	7.4
	2	13	8
	3	61	37.7
	4	52	32.1
	5	24	14.8
Using social media has affected my schoolwork	1	11	6.8
	2	16	9.9
	3	60	37
	4	55	34
	5	20	12.3
Has the use of social media influenced your studies?	1	9	5.6
	2	10	6.2
	3	54	33.3
	4	68	42
	5	21	13

Have your grades improved since you began using social media?	1	10	6.2
	2	13	8
	3	65	40.1
	4	53	32.7
	5	21	13
Using social media, I conduct research for my assignment and read educational articles	1	8	4.9
	2	7	4.3
	3	23	14.2
	4	64	39.5
	5	60	37
Learning becomes more interactive as a result of social media	1	10	6.2
	2	11	6.8
	3	37	22.8
	4	62	38.3
	5	42	25.9
My academic activities and concentration in the class had suffered as a result of my use of social media	1	27	16.7
	2	24	14.8
	3	63	38.9
	4	34	21
	5	14	8.6
My academic performance has nothing to do with social media	1	18	11.1
	2	32	19.8
	3	55	34
	4	31	19.1
	5	26	16
Social media allows me to complete my coursework quickly and easily	1	10	6.2
	2	15	9.3
	3	42	25.9
	4	51	31.5
	5	44	27.2
Social media has helped me learn skills that are not taught in class	1	4	2.5
	2	5	3.1
	3	28	17.3
	4	58	35.8
	5	67	41.4

Social media allows me to gain	1	4	2.5
online access to academic	2	5	3.1
materials	3	24	14.8
	4	54	33.3
	5	75	46.3
Do you think social media can	1	5	3.1
impact the quality of	2	5	3.1
education?	3	33	20.4
	4	60	37
	5	59	36.4

The findings showed that using social media aids the respondents in raising their grade point averages. The respondents also agreed that social media has affected their schoolwork and assignments. The findings showed that social media indeed influenced the respondents' studies. The findings revealed that the respondents agreed that utilizing social media caused their grades to rise. The results also indicated that the respondents agreed that social media helped them to conduct research for their assignments and read educational articles. The findings also showed that learning becomes more interactive because of social media. The respondents answered that their usage of social media had not interfered with their academic activities and concentration in the class. The findings showed that the respondents agreed that social media has little influence on their academic success. Most of the respondents concurred that using social media to accomplish their assignments may be done quickly and easily. Furthermore, the results showed that social media has aided the respondents in learning skills that are not covered in the classroom. The results showed that social media enables the respondents to access academic resources online. Most respondents who were asked if social media may affect educational quality said yes. The findings revealed that respondents mostly agreed that social media can have a positive impact on their academic performance.

CONCLUSION

Social media has become an integral part of the student's life, taking up most of their spare time. Most of the respondents' time spent on social media has a positive effect on academic performance. Computer technologies, including mobile phones, have greatly expanded the scope of both positive and negative factors influencing the spiritual and intellectual development of the younger generation. As a result, social media, also known as social networks or the web, targets students as potential victims. It is possible to conclude that social media have a dual impact on student achievement, and that adolescents' use of social networks must be approached with extreme caution. In no case should we overlook the negative consequences of excessive social infatuation. Based on the findings and conclusions drawn, the following recommendations are made. Institutions should teach students how to utilize social media such as by promoting them as a tool for not only communication and entertainment, but also learning. Finally, students must be aware of the potential harm from

excessive use of social media and approach the learning process and academic results responsibly.

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