Effect of Social Media on Educational Performance of Youth

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Abstract- *Social media is for sharing human emotions in the virtual screen. People started to centralize with virtual screens rather than face to face or physical for communications. Technology has completely altered the way young people interact with one another and the world around them. Today, millions of users are hooked in hundreds of social media platforms and along with that, benefits and risks are emerging. Mainly the impact of social media on the youth's educational performance is the major concern among parents and academics. This research aims to offer inside on pros and cons of social media usage and to assess the significance of social media in the education of youth. This review outlines the social media and its effect on the educational performance of youth. The research concludes that students have already been using social media since its evolution and now the time has come for educational institutions to incorporate in the educational sector and teachers, and parents to familiarize with them. In addition, the prevailing benefits and risks of social media depend upon the individual how it is performed but the risks can be mitigated by proper handling and monitoring of its use by parents and teachers.*

Keywords: Educational Performance, Effect, Impact, Social Media, Youth.

I. INTRODUCTION

The cultural swing of human's interaction to the digital era has ever brought changes in their lifestyle than any other time. The development of web and technology has kept the youth in front spot and considerably altered youth's communication form (Collin et al., 2011). Plenty of researchers worldwide have already claimed that youth are heavy users of social media than anything else today. Billions of people use Facebook daily. Since hundreds of freely available social media with different features and technology, choosing a few of them is quite common in the virtual world. As a result, the multi-networking has raised from three in 2012 to almost seven in 2016 and youth of 16 to 24 age group are in the forefront to this trend (Mander, 2016). According to the report by Statista, the number of social media users worldwide counts double in six years from 1.2 billion in 2011 to 2.46 billion in 2017.

Social media is for sharing human emotions on the virtual screen. It comprises of activities that involve socializing and networking online through words, pictures, and videos (Nwazor & Godwin-Maduike, 2015). The recent phenomenon of social media is turning to be a social activity. It has shifted the prevailing society into e-society and its role is tremendously gaining momentum (Mbodila et al., 2014). According to Vancouver from Hootsuite, half of the world's population are internet users while 37% are active social media users. This growing trend has created people to centralize with virtual screens rather than physical for communications. The addiction is mainly spread over younger generations where a matter of query exists if not exist in social media. This has created lack of attentions on their studies (Khurana, 2015). Numeral researches showed that most of the students are engaged in the social media especially for socializing and entertainment than for academic purpose. This lead parents and educators to concern about potential negative outcomes on youth despite numerous benefits of social media.

The popularity of social media recorded may not essentially imply that it does not have threats. As social media endorse in many sectors such as education, entertainment, business, society, communication etc. it is to be considered as a safe platform for young students to learn because they are the frequent users of social media. Therefore, the possible risks and benefits of social media and its effect, particularly in the educational performance of youth are under consideration in this research.

II. OBJECTIVES

The objectives of the study are:

i. To identify the pros and cons of social media.

ii. To assess the effect of social media in the educational performance of youth.

III. STATEMENT OF THE PROBLEM

The researcher studied the pros and cons of social media usage and its effect on youth's educational performance.

IV. METHODOLOGY

The methodology used for the research is a literature review. The source of data collections employed for the research methodology was secondary data. Mainly, research articles from various sources such as journals, websites, conference papers, thesis etc. were collected and reviewed in order to fulfill the objectives of the research.

V. EFFECT OF SOCIAL MEDIA

There is evidence of a wide range of effects associated with the social media usage in different sectors such as education, business, society, economy, health, psychology etc. The popularity of social media is in rise despite its drawbacks. Nevertheless, risks and benefits linked with social media practices are interdependent (Collin et al., 2011). As everything has two faces, we discuss here some of the pros and cons of social media too.

Positive Effects of Social Media

Social media reach is more than one-third of the world's population. The reason behind its popularity is its numerous benefit aspects. In a short span of time, social media have certainly altered the nature of communication among people. Social media technologies are capable of reaching audiences all over the world (Baruah, 2012). Some of the benefits of social media, in general, are listed below:

- A platform for sharing user-contents in various form of text, photos and videos.
- A tool for communication, marketing, entertainment, information etc.
- Builds strong and meaningful relationship virtually
- No geographical boundary for networking and sharing
- Faster networking and communications than any other form of media
- Real time communication
- Interactivity features, builds trust and mutual inter-bonding
- Branding, advertising, public relations etc. for business
- Updating information and updating knowledge.
- Teaching and learning platform for teachers and students
- Creates awareness in the society
- Health and individual growth
- Ease to use by anyone in fingertips
- A good way to release pressure, kill the boredom

- Majority are free to access
- Civic engagement for achieving specific goals
- Enhance informal education
- Sense of belonging and collective identity
- Media literacy
- Creative, self-expressive and identity
- Strengthens interpersonal relationships.

Negative Effects of Social Media

While social media use is an integral part of the daily life of adolescents, there is a number of risks/ criticisms associated with social media use. Some of the negative side effects of social media include the following:

- Reliability and trustworthiness of information
- Privacy of information
- Cyberbullying (threatening, harassment, humiliating etc.)
- Texting/sexting
- Online sexual predators
- Easily accessible platforms
- Lack of social capital
- Addiction, multitasking weakens concentration in work, effects interpersonal relationship
- Ownership of media content
- Weak or poor language and writing skills
- **Reduced learning and research capabilities, weakens creativity**
- Poor educational performance in students
- Affects physical and mental health
- Negative comment leads to destruction
- Time-consuming for businesses
- Adult and violent contents spoils youngsters
- Easily exposure to unauthentic information
- Behavior disparity
- **Time wastage, unproductive**
- **Misunderstanding, a dispute in family and society.**

VI. LITERATURE REVIEW

The bulk of research has been conducted to ascertain youth's educational performance relating to social media. Since

this technology is novel, deployment of it as a tool for educational purpose (teaching and learning) is in an early developmental stage. However, users are conscious of a diversity of social media software (LeNoue, 2012; Kenchakkanavar & Hadagali, 2016).

May (2015) revealed that educational institutions have a practice of social media usage for communicating with internal and external users to disseminate information, recruit and engage and retain the student. Social media provides great opportunities to bridge the gap between informal learning and formal learning too. It can serve students as the informal educational resources (Greenhow & Robelia, 2009). The three different concepts i.e. informal learning, social networking and learning management can collaborate for e-learning in higher education, called social collaborative e-learning (Otto & Williams, 2014). In contrary to that, the student suffered from social media's benefits due to its restriction by an educational institution (Kenchakkanavar & Hadagali, 2016; Ahn, 2011).

Social media today is not for social interactions alone. Educators can use it as a tool for educating the students in educational institution replacing the traditional practices of teaching and learning. Youth mostly use social media for networking (Nwazor & Godwin-Maduike, 2015) and communication (Ali et al., 2016; Helou & Rahim, 2014). This is consistent with Kenchakkanavar & Hadagali (2016) results that scholars also use social media for communicating and interacting with professionals in their respective field by sharing educational and job-related information. Zgheib (2014) found that higher education faculty members (41%) are vigorously engaged in teaching and learning with the aid of social media. Social media encourage student engagement in higher levels of intellectual developments and knowledge.

Regarding the impact of social networking tools as traditional learning pattern on Omani students, AI-Mukhaini et al. (2014) revealed the significance of social media as an educational tool for an effective way of teaching and learning practices for student's academic growth. The students also believed that their educational performance would improve by the social media. As the students are capable of handling their time for social media use and study, their academic performance is not weak because of social media usage (Ahmed & Qazi, 2011). However, high frequency of its use will steadily lead to the poor academic performance of students (Thuseethan & Kuhanesan, 2014; Apuke, 2016). In line with that Kshirsagar & Kulkarni (2015), Ali et al. also added that excessive use of social networking sites degrades health and day-to-day activities too. Kuppuswamy & Narayan (2010) also claims that social networking sites distract students from their studies, but

under the guidance of teachers, they can be useful for education. In addition, they have both positive as well as negative effect on the youth's education, which relies on one's interest to use it in a constructive manner or vice versa.

Youth are highly encouraged towards entertainment (Rithika & Selvaraj, 2013; Khan, 2012) and networking than any other (Khurana 2015). Khan explored that youth focused on entertainment has weakened their academic scores. A study by Nwazor & Godwin-Maduike (2015) revealed that 28% Nigerian students use social media (Facebook) for their academic purposes and their academic performance was found to have a negative effect. Discouraging factors determined by Holder-Ellis (2015) while implementing social media tools for teaching and learning were trustworthy, interference to cognitive growth, cyber bullies, privacy etc.

Many of the mainstream social media are focused on young users. Gok (2016) revealed that the digital technologies and social media have negative effect on students' studying habits. Normally, social influencer plays a significant role in motivating students for using social networking sites (Khan, 2012; Rithika & Selvaraj, 2013). Considering it in a positive perspective, social media encourage students in creating a platform for the learning environment and job opportunities (Ali et al., 2016). Holder-Ellis (2015) revealed some encouraging factors like learning freedom, development in inferential skills, ease of communication etc. According to the National School Boards Association, America (2007), young people talk often about education-related topics as 60% talks about education and 50% about schoolwork. This indicated that social media is just another side of youth in their social and school activities. Regarding collaboration and engagement, social media has a significant impact and can be used as an educational tool to succeed in their academic activities (Mbodila et al., 2014). There is a positive influence of social media on the educational performance of the student (Soomro & Soomro, 2015; Helou & Rahim, 2014).

VII. CONCLUSION

In today's digital generation, human activities are inseparable from the internet (Thukseethan & Kuhanesan, 2014). The unexpected rapid social media growth have occupied vigorous opportunities in youth's life (Khurana, 2015). Sharing of daily activities over social media has become an integral part of youth. As new social technology has significantly altered social interaction and information distribution. Social media have mixed responses on various fields such as education, business, society, youth, psychological etc. Although the emerging researchers showed the positive

aspects of social media thereby weighing heavier when compared to the negative ones (Khurana, 2015), parents and educators remain fearful about negative outcomes and effects on their children's development (Ahn, 2011). The new trend of technology use can influence the educational performance of students positively or adversely (Ahmed & Qazi, 2011) but proper handling and monitoring of the technology use can mitigate the risks of social media.

Social media offers people a great convenience for networking and communications. Besides that, it is giving students better learning opportunities to enhance their educational performance (AI-Mukhanai et al., 2014). Mbodila et al. (2014) revealed that social media has a significant impact on collaboration and engagement and can be used as an educational tool to succeed in their academic activities. Thus, an educational institution should collaborate new trends of teaching and learning practices along with the traditional practices for the betterment of student's educational performance, irrespective of some of its cons.

The research concludes that students have already been using wide ranges of social media since its evolution in the way they perceived, which lead to the existing risks and benefits. Now, the time has come that teachers and parents should familiarize themselves with the latest technology, social media and monitor young people for its implementation in an exact way. This would certainly lead to mitigate the potential risks of social media and create the environment for enhancing the better educational performance of the youth.

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