ORIGINAL RESEARCH

Impact of social media on the academic performance of B.SC. Nursing students

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Research Problem: Descriptive study to assess the impact of social media on the academic performance of B.Sc. Nursing students in Desh Bhagat University, School of Nursing, Mandi Gobindgarh, Punjab

Objectives of the study:
1. To assess the impact of social media on academic performance of the B.Sc. nursing students of Desh Bhagat University School of Nursing.
2. To find an association of impact of social media on the academic performance of students with their selected demographic variable.
3. To find an association of social networking sites on the academic performance of B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

HypothesesH_1: There will be significant association between impact of social media on the academic performance with selected demographic variables.**H_2:** There will be significant association between the social networking sites with their impact on the academic performance of the B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

Research methodology: In this descriptive design was adopted for the study. Purposive sampling technique was used to select 200 students. The population of the present study was B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh. Validity of the research tool was established under the guidance of various experts from the field of mental health nursing. Reliability of personal choice information networking questionnaire and 5 point likert scale was established with the use of split half method. The pilot study was conducted for the feasibility of study.

Data collection procedure: The data was collected by using self structured questionnaire

Sample Characteristics: It consist of ten items i.e. age groups, gender, marital status, family type, residential area, educational status of father and mother, occupation of the father and mother and income.

Analysis of the data: was done by using both descriptive and inferential statistics. The impact of social media on the academic performance of students was assessed.

Key words: Social media, academic performance and B.Sc. Nursing students

Introduction
Social media is forms of electronic communication (as websites for social networking and microblogging) through which users create online communication to share information, ideas, personal messages and other content. These are computed –mediated technologies that

facilitate the creation and sharing of information, career interests and other forms of expression via virtual communities and networks.

Divya Goel (2016) conducted a quantitative study on impact of student's attitudes towards social media use in education on their academic performance in universities of Delhi, NCR region. A total sample of 237 management students were drawn from 3 private colleges and 2 private universities by using purposive sampling technique. Data was collected by self designed seven-point likert-scale questionnaire. The results revealed considerable support for the hypothesized relationships between positive beliefs and attitudes towards social media for exchanging academic activities and the academic performance of students. The study results also indicated that management students used social media mainly for sharing their assignments, projects and learning experiences with their colleagues.

Rana and Singh (2014) conducted a study to highlight the potentials of social media in the academic setting and provide the benefit of the student's academic performance and career making through professional courses in youth of selected from the urban areas of Lucknow district of Uttar Pradesh, India. A total sample of 120 youth were taken for this study. The results shows that social networking plays a positive role in youth academic life and social websites used in terms of understanding lecture assignment work and project work were mostly used by male during college hour and female used it for understanding lecture, frequently both used for assignment work and occasionally done project work.

In this regard**, Purva G.Sharma and santosh kumar vishvakarma (2016**) reported that the evolution of internet has changed the information world in terms of speed, storage, sharing and retrieval of information in, whatever from regardless of persons location. The internet has made numerous revolutions through which various emerging technologies are in front of us. And this web technologies has given a platform to share their views, feelings and emotions on online environment named as social media networks .Social media has transformed and impacted on communication, learning, research and education of students.

Need for the study

Education is the most important part of our life without which we cannot develop our personality freely and fully, while education has another significant aim which is to provide the vocation to an individual. This study aims to explain the importance of the proper usage of social networking sites. It aims to point out particularly adverse effects it poses to the student's daily lives. These sites evidently have a lot of positive effects, but they also have their share of negative impact .In order to provide much help, this study would like to give enlightenment to the said phenomena.

Divya Goel and Jamia Millia Islamia (2016) On the basis of the reviewed literature, there seems to be a lot of work done in the area of social media and its effect on children and adolescents. Various studies have also investigated the feeling of students and their general attitudes toward e-learning. However, despite the fact the change in technology impinges upon a change in learning and teaching styles also, there had been lack of studies that focus on understanding the student perspective towards the use of social media in education. Also, there seems to be a limited research done to understand the relationship between student`s attitudes towards usage of social media and their academic performance specifically in the Indian context. There is a scarcity of research on social media usage in education in India and due to this needed focus; the present study is an attempt to fill the gap.

Research statement

A descriptive study to assess the impact of social media on the academic performance of B.Sc Nursing students in Desh Bhagat University, School of Nursing, Mandi Gobindgarh, Punjab.

Objectives
1. To assess the impact of social media on academic performance of the B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.
2. To find an association of impact of social media on the academic performance of students with their selected demographic variables.
3. To find an association of social networking sites on the academic performance of B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

Research design
A descriptive design is adopted to assess the impact of social media on the academic performance of the students in Desh Bhagat University School of Nursing, Mandi Gobindgarh.

Research setting
The setting is Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

Target population
The target population for the present study consists of B.Sc. nursing I^{st}, IInd, IIIrd and IVth year students studying in Desh Bhagat University School of Nursing, Mandi Gobindgarh.

Sample and sampling method
The present study was conducted on a sample of 200 B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh. The sample was drawn using non probability purposive sampling technique.

Description of the tool
The tool comprised of 3 sections:
Part A: Socio- Demographic data
It comprises of 10 times related to demographic profile of B.Sc. nursing students of Desh Bhagat University, School of Nursing such as age, gender, marital status, family type, residence, education of father, education of mother, occupation of father, occupation of mother and family income.

Part B: Personal Choice Networking Information questionnaire
It comprises of 14 items related to personal choice information of B.Sc. nursing students of Desh Bhagat University, School of Nursing. The scoring was divided into positive and negative impact.

Part C: 5 point Likert scale
It comprises of 7 items related social networking sites to identify the impact of the social media on the academic performance of students in Desh Bhagat University School of Nursing, Mandi Gobindgarh. The scoring was divided into positive and negative impact.

Analysis and interpretation
Section – A
Table - Frequency and percentage distribution of socio demographic variables of B.Sc. nursing students

N=200

Sr. No.	Socio demographic variable	Frequency(f)	Percentage (%)
1.	**Age group**		
	18 years	09	4.5
	19 years	29	14.5
	20 years	62	31
	21 years	96	48
	22 years	04	02
2.	**Gender**		
	Male	47	23.5
	Female	153	76.5
3.	**Marital status**		
	Married	00	00
	Unmarried	200	100
	Divorced/Separated	00	00
	Widow	00	00
4.	**Family type**		
	Nuclear	136	68
	Joint	63	31.5
	Extended	01	0.5
5.	**Residence**		
	Rural areas	141	70.5
	Urban areas	36	18
	Town	23	11.5
6.	**Education of father**		
	8th	09	4.5
	10th	78	39
	12th	62	31
	Graduate	35	17.5
	Post Graduate	16	08
7.	**Education of Mother**		
	Illiterate	10	05
	8th	20	10
	10th	101	50.5
	12th	44	22
	Graduate	14	07
	Post Graduate	11	5.5
8.	**Occupation of father**		
	Government job	52	26
	Private job	44	22
	Business	27	13.5
	Other	77	38.5
9.	**Occupation of Mother**		
	Government job	21	10.5

	Private job	15	7.5	
	Housewife	164	82	
10.	**Family Income**			
	>Rs 40,430	79	39.5	
	Rs 20,210–40,429	56	28	
	Rs 15,160–20,209	29	14.5	
	Rs 10,110–15,159	28	14	
	Rs 6060–10,109	03	1.5	
	Rs < 6060	05	2.5	

Table depicts the frequency and percentage distribution of socio demographic characteristics of B.Sc. Nursing students.As per percentage distribution of students according to **age and gender**, it was found that Maximum students were in the age group 21 years (48%), followed by 20 years (31%), followed by 19 years (14.5%), followed by 18 years (4.5%) and 22 years (2%) Majority of students were female (76.5%) and only (23.5%) were male . As per **marital status** percentage distribution of students was found that all the students (100%) were unmarried As per **family type and residential area** percentage distribution of students was found that Maximum students (68%) belong to the nuclear family, followed by joint family (31.5%) and (0.5%) belong to extended family. Majority of the students (70.5%) belong to rural areas, followed by (18%) belong to urban areas and (11.5%) belong to towns .As per percentage distribution of students according to the **educational status of father and mother**, it was found that Maximum education of father was up to matric (39%), followed by 12th (31%), followed by graduate (17.5%), followed by post graduate (8%) and only(4.5%) were 8th (**Figure 7**). Maximum education of mother was up to matric (50.5%),followed by 12th standard (22%), followed by 8th standard(10%) , followed by graduate (7%) , followed by post graduate (5.5%) and only (5%) were illiterate . In relation to **occupation of the father and mother** percentage distribution of students was found that Most of the occupations of father were belong to others (38.5%), followed by government job (26%), followed by private job(22%) and only (13.5%) were belong to business . Majority of the occupation of mother were housewife (82%), followed by government job (10.5%) and only (7.5%) were belong to .private job .In relation to **family income** of students, Maximum number of students were having family monthly income of > Rs 40,430 (39.5%), followed by Rs 20,210 – 40,429 (28%), followed by Rs 15,160– 20,210 (14.5%), followed by Rs 10,110–15,159 (14%), followed by < Rs 6060 (2.5%) and only (1.5%) were having Rs 6060–10,109 .Hence, it is concluded that maximum students (48%) were in the age group of 21 years, of which (76.5%) were female. All the students (100%) were unmarried. Maximum students (68%) belonged to nuclear families and were form rural areas (70.5%). Maximum educational status of father (39%) and mother (50.5%) was upto matric. Maximum occupation of fathers (38.5%) were belong to others and mothers (82%) were housewives and Maximum students (39.5%) were having monthly income of > Rs 40,430.

Section- B
Objective 1: To assess the impact of social media on academic performance of the B.Sc. nursing students.

Table Frequency and percentage distribution of Personal Choice Networking Information Questionnaire

Frequency and percentage distribution of preference of social networking sites

Sr. No.	Social Networking sites	Frequency(f)	Percentage (%)	Rank
1	Whatsapp	171	85.5	1
2	Facebook	136	68	2
3	Instagram	119	59.5	3

4	Snap Chat	66	33	4
5	Imo	50	25	5
6	You tube	44	22	6
7	Skype	26	13	7

Table depicts frequency and percentage distribution of preference of social networking sites. Majority of students preferred Whatsapp (85.5%) followed by Facebook (68%), Instagram (59.5%), Snapchat (33%), Imo (25%), You tube (22%) and Skype (13%).

Hence, it is concluded that out of 200 students, 85.5% preferred Whatsapp over other social networking sites.

Table Chi Square value showing association of selected demographic variables with the impact of social media on the academic performance

N = 200

Socio Demographic Variables		Level of Impact (N=200)		Association with academic performance			
Variables	Options	Positive	Negative	Chi Square value	P value	df	Result
Age	18	2	7	2.6423	0.61	4	Ns
	19	10	19				
	20	12	50				
	21	26	70				
	22	1	3				
Gender	Male	9	38	1.3046	0.85	1	Ns
	Female	42	111				
Marital Status	Unmarried	51	149				
Type of Family	Nuclear	41	95	4.9617	0.84	2	Ns
	Joint	10	53				
	Extended	0	1				
Residence	Rural	37	104	0.2485	0.88	2	Ns
	Urban	8	28				
	Town	6	17				
Education of Father	8th	3	6	5.1441	0.27	4	Ns
	10th	18	60				
	12th	20	42				
	Graduate	9	26				
	Post Graduate	1	15				
Education of Mother	Illiterate	2	8	2.0272	0.84	5	Ns
	8th	4	16				
	10th	30	71				
	12th	10	34				
	Graduate	3	11				
	Post Graduate	2	9				
Occupation	Business	4	23	3.2928	0.34	3	Ns

of Father							
	Govt. service	15	37				
	Private service	9	35				
	Other	23	54				
Occupation of Mother	Housewife	41	123	0.1366	0.93	2	Ns
	Govt. service	6	15				
	Private job	4	11				
Income	>Rs 40,430	20	59	9.2081	0.10	5	Ns
	Rs 20,210-40,429	19	37				
	Rs 15,160-20,209	4	25				
	Rs 10,110-15,159	5	23				
	Rs 6060-10,109	0	3				
	< Rs 6060	3	2				

Ns- Not Significant (p >0.05)

Table depicts calculated Chi Square value showing no association of selected Demographic Variables of B.Sc. nursing students with the impact of social media on their academic performance. The findings revealed that there was no significant association found with age group, Gender, Type of Family, Residential Area, Educational status of Father and Mother, Occupation of Father and Mother and Income.

Hence, research hypothesis H_1 was rejected, showing no association between impact of social media on the academic performance of students with their selected demographic variables.

Objective 3: To find an association of social networking sites on the academic performance of B.Sc. nursing students.

H_2: There will be association between the social networking sites and academic performance of the B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

Table Association of social networking sites and academic performance of the B.Sc. nursing students
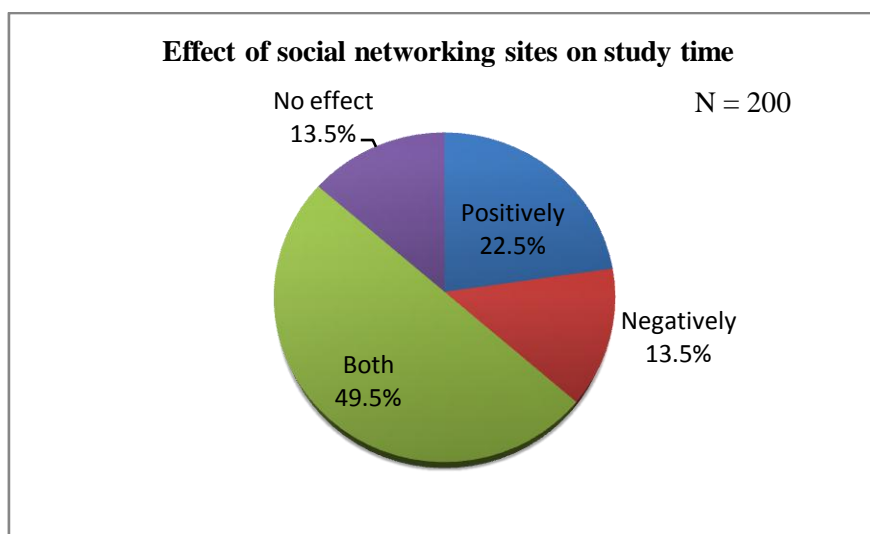
N = 200

Social Networking Sites	Impact on academic performance	N	Mean	Std. Deviation	ANOVA F	P Value
Facebook	Negative	51	13.02	3.94	89.71	<0.001
	Positive	149	17.93	2.91		
	Total	200	16.68	3.84		
Whatsapp	Negative	51	16.31	4.27	46.01	<0.001
	Positive	149	19.58	2.37		
	Total	200	18.75	3.28		
Google +	Negative	51	14.80	4.10	29.89	<0.001
	Positive	149	17.25	2.11		
	Total	200	16.63	2.95		

Youtube	Negative	51	7.35	2.58	29.37	<0.001
	Positive	149	9.38	2.21		
	Total	200	8.87	2.47		
Instagram	Negative	51	5.69	2.61	33.09	<0.001
	Positive	149	8.50	3.14		
	Total	200	7.79	3.25		
Snapchat	Negative	51	12.33	4.76	23.93	<0.001
	Positive	149	16.21	4.92		
	Total	200	15.22	5.16		
Effects on students	Negative	51	13.37	3.33	17.43	<0.001
	Positive	149	15.27	2.60		
	Total	200	14.79	2.91		
Total	Negative	51	82.63	9.74	188.70	<0.001
	Positive	149	104.07	9.58		
	Total	200	98.61	13.41		

S- Significant (p <0.05)

Table : depicts association between the social networking sites and academic performance of the B.Sc. nursing students. It shows that high mean score was for Whatsapp, respectively 16.31, 19.58 for negative impact and positive impact, followed by mean score for Facebook, respectively 13.02, 17.93 for negative impact and positive impact, whereas for Google + mean score has found to be respectively of 14.80, 17.25 for negative impact and positive impact, for Snapchat mean score of 12.33, 16.21 for negative impact and positive impact, for Effects on students, mean score of 13.37, 15.27 for negative impact and positive impact, for Youtube, mean score of 7.35, 9.38 for negative impact and positive impact and for Instagram, mean score of 5.69, 8.50 for negative impact and positive impact. These results shown that there is association between the social networking sites and impact on the academic performance of the students and this association were found statistically significant for Facebook (p value < 0.001), for Whatsapp (p value < 0.001), for Google+ (p value < 0.001), for Youtube (p value < 0.001), for Instagram (p value < 0.001) , for Snapchat (p value < 0.001), for Effects on students (p value < 0.001) at ≥ 0.05 level of significance.

Hence, research hypothesis H_2 was accepted, showing statistically significant association between the social networking sites on the academic performance of the B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

Effect of social networking sites on study time

N = 200

No effect 13.5%

Positively 22.5%

Negatively 13.5%

Both 49.5%

Discussion

This chapter presents the major findings of the study and discuss them in relation to similar studies conducted by the other researchers. The purpose of the study was to check the impact of social media on the academic performance of the students. The findings of the study have been discussed as per the objectives along findings of other studies.

1. To assess the impact of social media on academic performance of the B.Sc. nursing students of Desh Bhagat University School of Nursing.
2. To determine the association of impact of social media on the academic performance of students with their selected demographic variable.
3. To determine the association of social networking sites on the academic performance of B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

Impact of social media on the academic performance of the B.Sc. nursing students

The findings of the present study shown that impact of social media on students were positive (77.5%) and negative (22.5%).The findings of the study were consistent with a study conducted by Khalid Hassan on the effect of social networks on Pakistani students. The results revealed that 73% of students had positive impact of social networking sites on their academics and only 27% had negative impact. On the other hand, social networking sites had negative impact 70% on students' physical health and only 30% had positive impact on their health.

Association of impact of social media on the academic performance of students with their selected demographic variable

The findings of present study revealed that there was no significant association found with age group, Gender, Type of Family, Residential Area, Educational status of Father and Mother, Occupation of Father and Mother and Income.

The findings of the present study were in contrast with a study conducted by Amin Zahid, Mansoor Ahmad, Hussain Rabeet Syed and Hashmat Faisal on impact of social media of students's academic performance .The results revealed that there is a moderate positive correlation between social networking sites and students' academic performance.

Association of social networking sites on the academic performance of B.Sc. nursing students

The findings of present study revealed that there is an significant association found with the social networking sites on the academic performance of B.Sc. nursing students.

The findings of the study were consistent with a study conducted by Khalid Hassan on the effect of social networks on Pakistani students. The results revealed that there is an significant association of social networking sites on the academic performance of B.Sc. nursing students.

Summary

This chapter dealt with the analysis and interpretation of data using descriptive and inferential statistics. The findings of study shown that impact of social media on the students' academic performance was positive (77.5%) and showing no significant association of impact of social media with their selected demographic variables. It also shown that there is an significant association between the social networking sites on the academic performance of the B.Sc. nursing students of Desh Bhagat University, School of Nursing, Mandi Gobindgarh.

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