A QUANTITATIVE RESEARCH PAPER ON THE IMPACT OF THE USAGE OF SOCIAL MEDIA ON STUDENT PERFORMANCE

Introduction

Social media is a computer-based technology that facilitates sharing ideas, thoughts, and information through a virtual and community network (Raut, 2016, p.282). Over the years, there has been a significant improvement in technology. People from all walks of life can now share photos, information and post motivational thoughts on the internet. With this advent of social medial globally, many students have up their games in terms of learning and utilizing media for leisure or personal use (Heffina, 2016, p.29). Meanwhile, many devote most of their time to things that have no constant impact on their academic life, such as chatting with friends or relatives, watching movies through YouTube, or uploading different pictures. Social media comes with both advantages and disadvantages as we know interesting things are ever one-sided. There have been views on major advantages brought up by social media in higher levels of education. These include; learning motivation improvement, development of collaborative abilities, and enhancement of relationships. Also, Heffina (2016) argued that students could interact socially and share experiences on different topics through social media (p.24).

Research has proven that with social media and social network sites (SNSs), 90% of all tertiary school students use those sites (Raut, 2016, p.285). Due to this increased popularity of social media, there is growing concern over the possible influences the media use could have on the overall performance of students. In this regard, his research investigates the impact of social media on student's performance academically in a quantitative way. The results of this paper can be of great help and importance for educational purposes as the study reveals that most students use social media, spending precious time which displaces their time to study.