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The Impact of social media on Academic Performance: A Case Study of Nāgānanda International Institute for Buddhist Studies

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Abstract: The purpose of this case study is to determine the pros and cons of the effects of social media usage by students of Nāgānanda International Institute for Buddhist Studies on the academic performance of these students. By conducting a case study using the mixed methods approach and collecting data by administering the Google Forms to 54 respondents mainly belonging to the Faculty of Computing and Information Technology, this study determines the effect of social media usage on the students' performance. The results of the study indicate that although the usage of social media platforms such as WhatsApp, YouTube and Facebook in excess for entertainment purposes negatively impacts the study routine of students, social media has several positive academic advantages.

Index Terms: Academic Performance, Collaborative Learning, Higher Education, Social Media, Undergraduates

1 Introduction

Social media has become a lifestyle in the young generation all over the world with the technological revolution of the 21st century. These online platforms facilitate sharing, creating, communicating and entertaining. Facebook, LinkedIn, YouTube, Instagram, WhatsApp, Telegram and TikTok are examples of the social media platforms [1]. However, this technological influence has badly affected the Education Sector, and it has especially affected the educational progress of the students who are involved in the Higher Education Sector. It is a highly socialized fact that the excessive usage of social media affects learning and is a huge time-wasting method [2].

However, it is also said that social media usage could be used for positive results in Education targets. The main purpose of this case study is to observe on Positive, negative effects of social media on the Students of the Nāgānanda International Institute for Buddhist Studies (NIIBS). It is planned to observe deeply the patterns of the social media usage of the students, the daily time duration spent on social media, and the way of effects on Education [3].

Through this case study, the practical examples on the ways of managing social media for the students' learning progress.

2 Literature Review

There is a huge amount of research done by various countries on the Impact of social media on Academic Performance. Most research shows that it has a bad impact on Education by the high usage of social media.

According to research done by P & Kumar [2], it shows that spending a long duration on social media is a reason to reduce the student's study period and the academic progress negatively. Research by Rao, Kalyani, & David [3] shows that Examination results of Students who spent 4 hours or more on social media are considerably lower than other students. It is also identified that the addiction to social media is having a negative effect on sleep [4].

However, it shows positive impacts as same as negative effects. The research of Eid & Al-Jabri [5] and Salari, et al. [6] shows that social media platforms are supportive for students for teamwork, communication, student gatherings, sharing study material, as an example, communication of students (Student groups), sharing educational supportive resources through Platforms like WhatsApp, Facebook groups. It is highly dependent on the purpose of using social media by the students for their academic progress. Students who use social media for academic purposes rather than entertainment are more successful than other students [7]. There are a number of opinions and conclusions observed by these research studies on The Impact of social media on Academic Performance.

It is to observe the Impact of social media on Academic Performance in the special academic environment of the Nāgānanda International Institute for Buddhist Studies.

3 METHODOLOGY

Both qualitative and quantitative research methods were used to complete this case study. The Primary method of data collection was a Google form, and the target group was the students of all faculties of the Nāgānanda International Institute for Buddhist Studies. This form was contained in few sections, the first one which was the question regarding their personal data (age, gender, faculty, academic year) and their academic background and status (undergraduate, postgraduate, diploma).

The second section contained the pattern of using social media. It focuses on the platforms they used, the duration they spent on the platforms, the purpose of they using social media (academic, entertainment).

The third section was to observe on the students' opinion regarding the impact of social media on academic matters [6]. It included questions like "Does social media disturb your study time?", "Has social media affected your studies?" and "Have you delayed or skipped your work because of social media?".

As a final step to get a deep understanding on the own experience of the students it was included, some open-ended questions. A CSV File was used for the analysis of the data gathered by the Google Form. The descriptive statistics method is used to analyze the quantitative data, and this method summarizes the data by using frequencies and percentages. Students' open reactions and the common themes of their reaction data are observed to analyze the qualitative data. It is very supportive to get a comprehensive understanding of the subject area by this combined method.

4 DATA ANALYSIS AND FINDINGS

This section presents the results derived from the quantitative and qualitative data collected via the survey. It covers the demographic profile of the participants, their social media usage patterns, the perceived impact on their academic performance, and their qualitative perspectives on managing social media use.

4.1 Demographic Details of Respondents

According to Fig. 1, there were 54 participants, and 63% of them were female, and 37% were male. Most of them (85% - 46 participants) are 19 years old to 25 years old, and 15% (8 participants) of them were 26 years old to 38 years old. When divided into the faculties, most of them were students of (57% - 31

participants) the Faculty of Computing and Information Technology. 87% of students were undergraduates, most of them were studying (42% - 23 participants) in the 2nd year of the degree. It is specifically focused on the data of the undergraduate students of the Faculty of Computing and Information Technology through this case study.

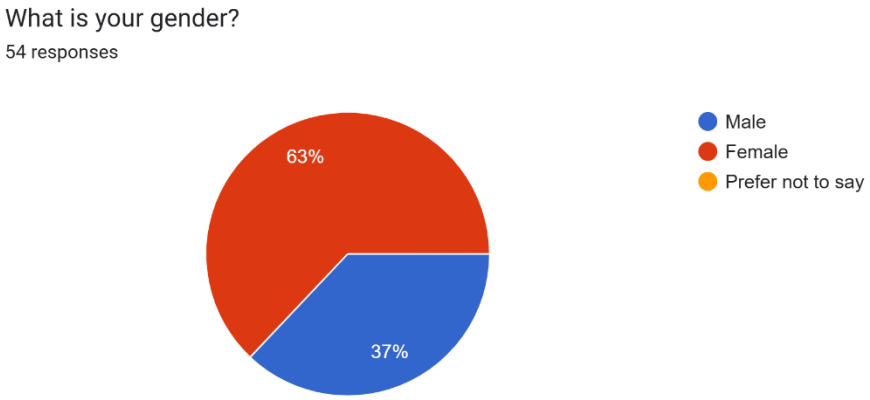

Fig. 1. Gender based analysis - Pie chart showing 63% Female, 37% Male

4.2 Social Media Usage Patterns

According to Fig. 2, it is identified that most students are using WhatsApp (98%), YouTube (92%), Facebook (87%), TikTok (63%) and Instagram (63%). It is confirmed that these platforms have become a lifestyle for the students.

Daily spending duration on social media:

- Less than 1 hour: 1% (1 student)
- 1 - 2 hours: 20% (11 students)
- 2 - 4 hours: 33% (18 students)
- 4 - 6 hours: 29% (16 students)
- 6+ hours: 14% (8 students)

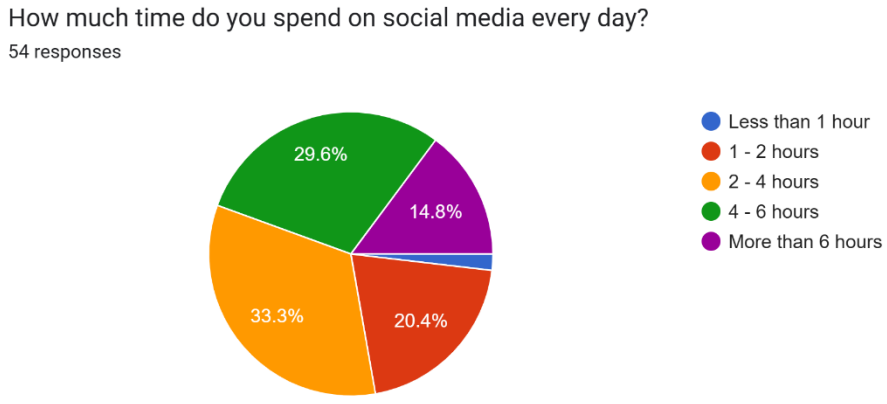

Fig. 2. Daily spending duration on social media - Pie chart corresponding to the percentages above

According to these data, it clearly shows that a reasonable number of students (76%) are using social media more than 2 hours per day. 43% of students are using social media more than 04 hours per day is a special

fact.

When observing the purpose of using social media, 52% of participants (30) were using social media "For fun and entertainment". According to this fact, it shows that the purpose of using social media for entertainment purposes is more than academic purposes. Fig. 3 illustrates the percentage of respondents using each social media platform, confirming that WhatsApp, YouTube and Facebook remain the most widely used platforms among the students.

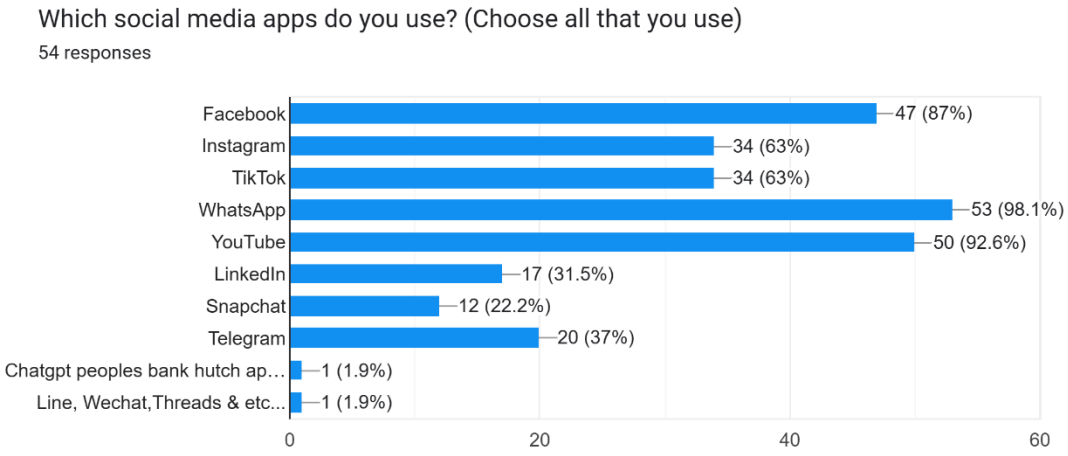

Fig. 3. Types of social media - Bar chart corresponding to the platform percentages

4.3 Impact on Academic Performance

57% of students (31 participants) agreed that it disturbed their studies by responding as Sometimes/may be to the question of "Does social media disturb your study time?". 3% of participants are saying that social media is always disturbing their studies. It shows that Students cannot focus on their studies due to the impact of using social media.
66% of participants (36 participants) said that social media has "Helped my studies" as an answer to the question of "Has social media affected your studies?". 25% of participants say that "No change" is the answer to the above question. 7% of participants say that social media "Harmed my studies".

The most important fact is that most students believe and their opinion is social media negatively affects their studies. 31% of participants (17 students) said yes to the question of "Have you delayed or skipped your work because of social media?". It is a confirmation of the social media's negative effect on studies [6]. But there are also positive effects also can be covered by the case study.

79% of students (43 participants) answered yes to the question of "Do you use social media to do group work or share study materials. And also, 88% of students (48 participants) answered yes to the question of "Have you learned study topics from social media?". This shows that students use social media for academic purposes too [8].

4.4 Students' qualitative views on social media use

The open-ended question of the research gave a deep understanding of this matter. A student says, "Social media has more negative effects on academic progress because it often distracts students from studying and reduces their focus. However, if used wisely, it can also help with learning and sharing knowledge". This student's response shows that students are considering both sides, the negative and positive sides of social media.

Another student says that "Set a daily time limit for social media, focus on studies first, and use social media only after completing schoolwork". This student's response shows that he is trying to use social media to manage his studies.

57% of students answered as agreed to the question of "Do you think using social media less will help your studies?".

5 Discussion and Recommendations

According to the case study, it is clear that social media has both negative and positive impacts on the students of the Nāgānanda International Institute for Buddhist Studies. As a Main fact, spending time on social media for more than 2 hours per day is affecting the students' studies and also leading to difficulties in focusing. This fact aligns with facts in [4] and [7] as Social Media usage and Academic Performance have a Negative impact.

But it identified that students use social media platforms to share their study material and to communicate. This confirms and aligns with the fact of a positive impact in social media for academic performance [5]. Accordingly, the most reasonable solution for this matter is not the prohibit social media but to manage it to get positive results. Fig. 4 summarizes this overall pattern of social media use reported by the respondents, distinguishing entertainment-driven use from academic and communication-related use, and reinforces why a balanced, managed approach is recommended.

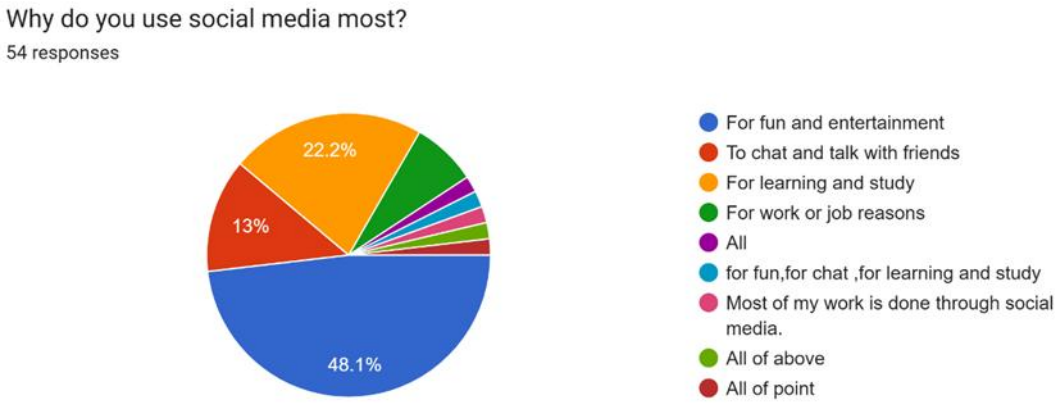

Fig. 4. Social media usage - Pie chart showing usage categories

According to these studies, the following recommendations could be more preferable to the students of the Nāgānanda International Institute for Buddhist Studies:

- Awareness programs for students: Workshops, Seminars, could be arranged to raise awareness the students on the negative impacts on social media usage and the importance of social media.
- Promoting the methods for how to use social media for academic purposes: Students can be motivated to use social media for academic purposes by introducing them to the groups, study pages, and channels related to the study materials [9].
- Self-Regulation: By making confident levels for students to self-regulate and self-awareness to control their own self to limit their social media spending time and only to use when it's their leisure time.

6 Conclusion

In this Case Study, it was confirmed that social media has a reasonable impact on the Academic performance of the students of the Nāgānanda International Institute for Buddhist Studies. Delaying Studies, lack of focus on learning due to higher entertainment, is negative results of social media usage.

However, it can also be used for academic purposes. Therefore, the most reasonable solution for this matter is not the prohibit social media but to teach the students to manage it to get positive results.

Accordingly, based on this research, the Institute could arrange workshops and awareness programmes for students to learn how to manage social media for academic purposes to get positive impact.

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