



**THE IMPACT OF SOCIAL MEDIA ON ACADEMIC  
PERFORMANCE OF HINDUSTAN COLLEGE OF ARTS AND  
SCIENCE, CHENNAI**

**\*E. KALAICHELVI, \*\*Dr. S. JAYAKANI,**

\*Research Scholar, (UP21P9551011/2022), Department of Commerce, School Management  
Studies and Commerce, VISTAS Pallavaram, Chennai – 600 117

\*\*Associate Professor, (Research Supervisor & Guide), Department of Commerce  
School Management Studies and Commerce, VISTAS Pallavaram, Chennai – 600 117

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### **Abstract**

The present paper focused on the outcome of social media on academic work performances for Hindustan College of Arts and Science in Chennai. This study is based on primary data collection through a Google form from college students during the 2022–2023 academic years. The study revealed that nowadays both male and female students addicted in social media, and most of the students use Instagram 57% of social media sites. Therefore, the results revealed that the students spent a maximum of 2 to 3 hrs per day in social media groups. Moreover, the results of the study show that most students (98%) do not use social media for educational working or to develop their knowledge.

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### **Introduction**

Students use social media technology that allows them to share information, ideas, and thoughts through online communities. It provides students with multiple ways to interact with others (family members, their friend circle, etc.). It refers to interact with other people by sharing and getting information from them like face book, Instagram, YouTube, Twitter, etc. It covers a huge universe of applications and platforms that allow a maximum number of users to share messages, images, emojis and communicate with others online.

Why do students use social media?

There are countless opportunities for young students to connect with social media. Students use social media in many ways for their interests, communities, friends, and family members.

- ❖ To share funny moments with friends, family members, etc. through memes or videos.
- ❖ To engage in local and global activity, school and college students go on strike.

- ❖ To communicate and connect with others.

- ❖ To follow popular culture, such as sports and fashion technology.

A list of social media used by students and the most popular social media currently include: Facebook, Instagram, Snapchat, YouTube, TikTok, etc.

### **Review**

**Panbuselvan** (2018) in this study used stratifies random sampling and used to selected 102 sample from the on the whole population. This study used the ANOVA statistical tool. The results concluded that stronger positive association between the social media groups and academic performance appraisal. **Johnkaviarasan et al.** (2019) used primary data from a questionnaire collected from first and second year undergraduate students during the 2017-2018 academic years. Finally, the researchers collected data from 357 respondents in Loyola College. It concluded that association of college students among social media has been indivisible, and they

seek to use it negatively, improving Academic Performance Assessment.

**Sivakumar** (2020) effects of social media on academic performance of the students investigated this study used review method was adapted to collect the relevant data for the study. Finally, the researcher used a random sampling technique to collect 1000 samples of respondents from school students in the Cuddalore district. The results of this study indicated that social media affects students' academic performance. However, the study shows that there is a positive difference among academic achievement and the impact of social media on students.

Ghewari, Anute, (2021) Youtube is observed as the most useful source of information about e learning organizations. Customers are highly satisfied from the information about e-learning organization available on facebook, Instagram and youtube but satisfaction level is moderate about linkedin and twitter.

#### Problems of the study

- ❖ What is social media, and why do students use it?
- ❖ How much time do students spend using social media?
- ❖ What is the impact of social media on students' academic performance?

#### Objectives

- ❖ The study focuses on the impact of social media on the academic performance of Hindustan college students.
- ❖ Examining the major motives for using social media platforms by college students.

#### Methodology

The present study used primary data collection through a Google Form from Hindustan College of Arts and Science College in Chennai during the 2022–2023 academic years and finally collected from 79 students.

#### Results and Discussion

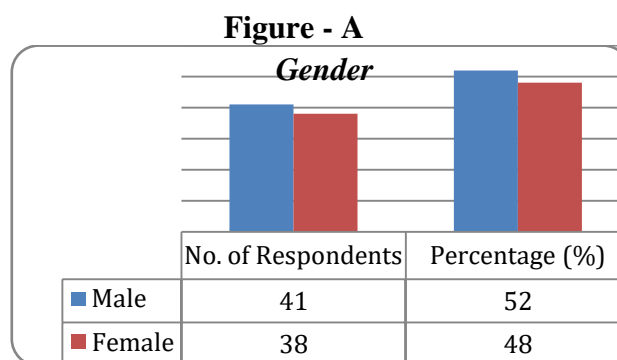
Table 1 show that nowadays both male and female students use social media. The results show 52% of male students are addicted to social media, compared to 48% of female students.

**Table - 1**  
**Social Media Addiction With Respect To Gender**

| Sl. No.      | Gender | No. of Respondents | (%)        |
|--------------|--------|--------------------|------------|
| 1            | Male   | 41                 | 52         |
| 2            | Female | 38                 | 48         |
| <b>Total</b> |        | <b>79</b>          | <b>100</b> |

Source: Google Form

Figure A shows social media addiction with respect to gender at the Hindustan College of Arts and Science in Chennai.



Source: Google Form

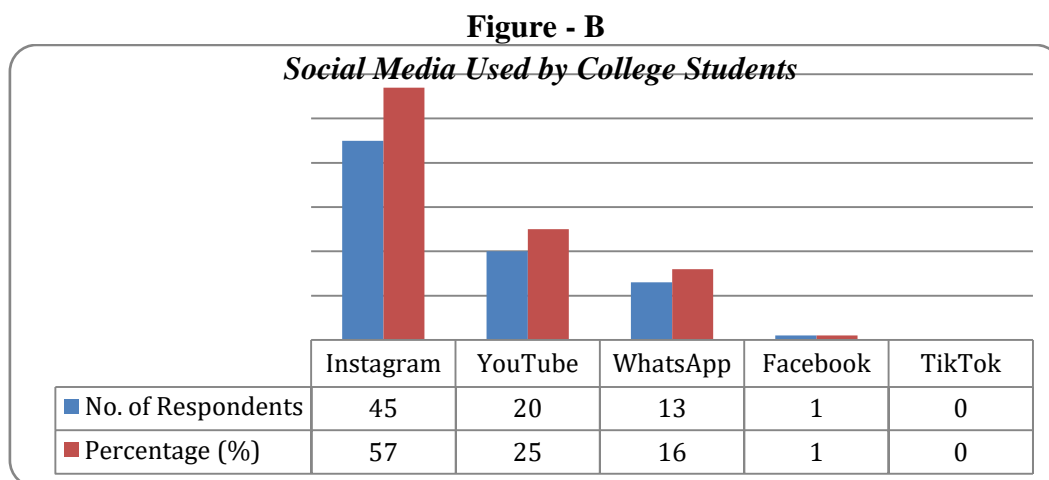
The above table 2 showed the most of the respondents use Instagram 57% and YouTube 25% while 16% and 1% of them use Whatsapp and Facebook. Moreover, it shows that none of the respondents use TikTok among social media.

**Table - 2**  
**Social Media Used by College Students**

| Sl. No.      | Social Media | No. of Respondents | (%)        |
|--------------|--------------|--------------------|------------|
| 1            | Instagram    | 45                 | 57         |
| 2            | YouTube      | 20                 | 25         |
| 3            | WhatsApp     | 13                 | 16         |
| 4            | Facebook     | 01                 | 1          |
| 5            | TikTok       | 0                  | 0          |
| <b>Total</b> |              | <b>79</b>          | <b>100</b> |

Source: Google Form

Figure B shows the social media platforms used by all students at Hindustan College of Arts and Science, Chennai.



Source: Google Form

The table 3 shows that five of the respondents representing 6% indicated that they spent less than 30 minutes and more than 5 hours in a day, 30 respondents representing 38% spent between 30 minutes to 1 hour in single day, 33 respondents representing 42% spent between 2 – 3 hours in a day and last group of six respondents representing 8% they spent between 4 -5 hours in a day on the social media sites. Therefore, the results of social media sites revealed that the respondents spent a maximum of 2–3 hours and 30 minutes to an hour per day.

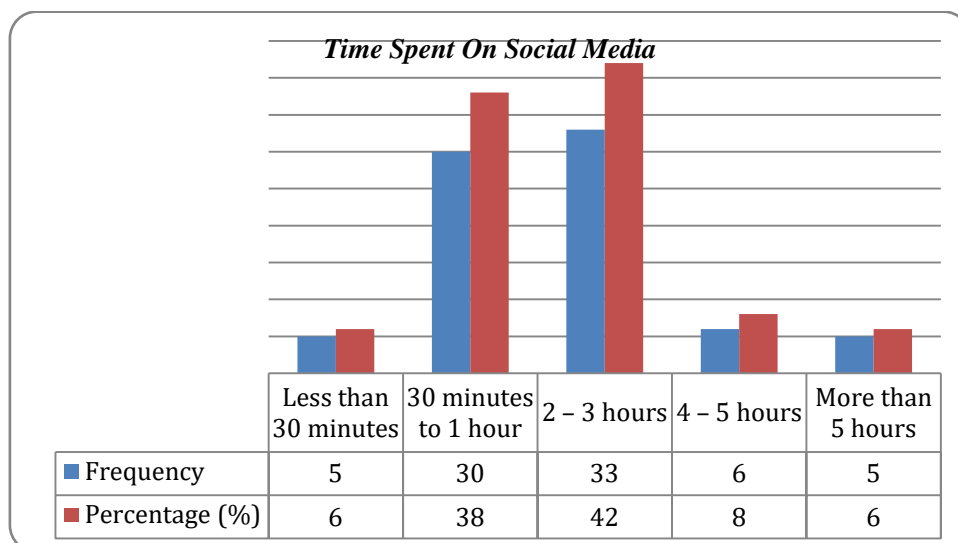
**Table - 3**  
**Time Spent on Social Media**

| Time                 | Frequency | (%)        |
|----------------------|-----------|------------|
| Less than 30 minutes | 05        | 6          |
| 30 minutes to 1 hr   | 30        | 38         |
| 2 to 3 hrs           | 33        | 42         |
| 4 to 5 hrs           | 06        | 8          |
| More than 5 hrs      | 05        | 6          |
| <b>Total</b>         | <b>79</b> | <b>100</b> |

Source: Google Form

Figure C shows how many times the college students spend a day on social media sites at Hindustan Arts and Science College, Chennai.

**Figure - C**



Source: Google Form

Table 4 shows that 80% of respondents use social media to watch videos, music, and movies; 18% of repliers said they use social media to chat with their contacts; Only a limited number of respondents said they use social media for academic activities such as reading, writing, and sending documents, Word files, PDFs, and PowerPoint presentations to their friends. Also, most of the students (98%) have never used social media for education or knowledge.

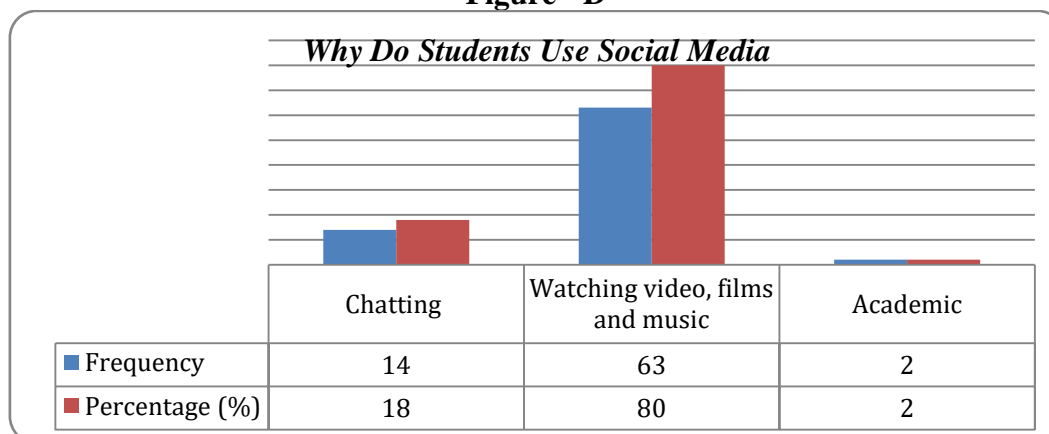
**Table - 4**  
**Why Do Students Use Social Media**

| Behavior                        | Frequency | (%)        |
|---------------------------------|-----------|------------|
| Chatting                        | 14        | 18         |
| Watching video, music and films | 63        | 80         |
| Academic                        | 02        | 2          |
| <b>Total</b>                    | <b>79</b> | <b>100</b> |

Source: Google Form

Figure D shows why students use social media at Hindustan College of Arts and Science, Chennai.

**Figure - D**



Source: Google Form

The table 5 shows that 47% of the respondents said social media surely affects their academic work, 24% of them say it doesn't affect their work, and 29% say they

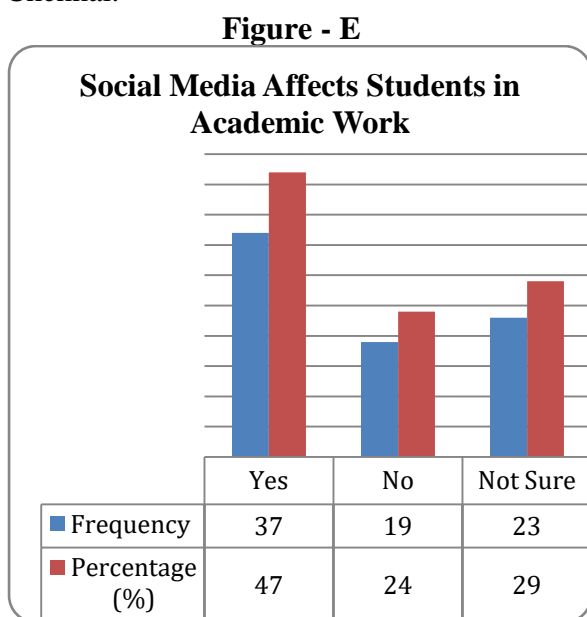
are not sure if it affects their academic work performance.

**Table - 5**  
**Social Media Affects Students in Academic Work**

| Reply        | Frequency | (%)        |
|--------------|-----------|------------|
| Yes          | 37        | 47         |
| No           | 19        | 24         |
| Not Sure     | 23        | 29         |
| <b>Total</b> | <b>79</b> | <b>100</b> |

Source: Google Form

Figure C shows how many times per Day College students spend on social media at the Hindustan College of Arts and Sciences, Chennai.



Source: Google Form

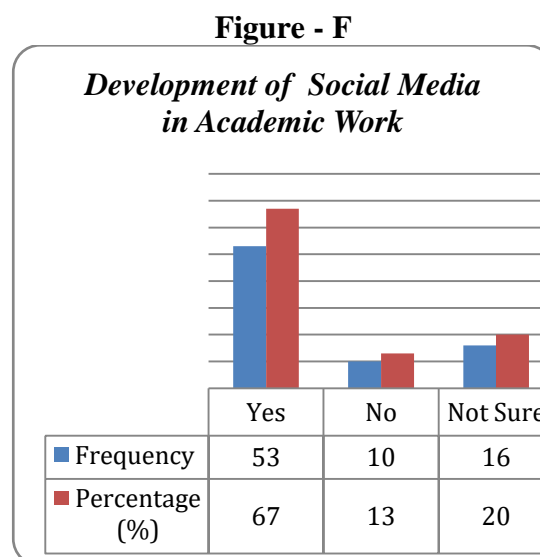
The table 6 above shows that 13% of the respondents say that social media is improving their academic work, 67% say it is not improving their academic work, and 20% are not sure if it is improving their academic work.

**Table - 6**  
**Development of Social Media in Academic Work**

| Reply        | Frequency | (%)        |
|--------------|-----------|------------|
| Yes          | 10        | 13         |
| No           | 53        | 67         |
| Not Sure     | 16        | 20         |
| <b>Total</b> | <b>79</b> | <b>100</b> |

Source: Google Form

Figure F shows any development of social media in academic work at the Hindustan College of Arts and Sciences, Chennai.



Source: Google Form

### Conclusion

The present research paper focused on the impact of social media on academic performance. The study is based on primary data collection through a Google Form. The study found that nowadays both male and female students use social media, and most of the students use Instagram 57% of social media sites. Therefore, the results revealed that the students spent a maximum of 2 to 3 hrs per day on social media groups. Further, the result of the study showed a most of the students (98%) never using social media for academic performance or to develop their knowledge.

### Limitation

- ❖ Primary data was collected from 79 out of 100 students in 2023 through a Google form from Hindustan College of Arts and Science, Chennai.

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