
Impact of Social Media Towards Students Academic Performance in Covid-19 Period with Special Reference to Chennai District

Dr.R.ANITHA

*Principal and Research supervisor in Management studies,
Dr.SNS Rajalakshmi college of Arts and Science, Coimbatore.*

&

Ms.PL.SWERNA

*PhD (Part Time) Research Scholar in Management studies,
Dr.SNS Rajalakshmi college of Arts and Science, Coimbatore.*

Abstract

In India is one of the fastest developed countries in worldwide. In this way enough facilities available all the sectors like Primary, Secondary and Services sectors. This growth makes it very essential for the communication and improves student's professionalism. In this regards, social media to exchange the information very fast and accurate. In present scenario social media platform is very crucial part of all the students to gathering and sharing information in anytime and anywhere. In this pandemic period most support to social media to improving skills and sharing the knowledge between students and teachers. Therefore social media is very essential part of academic performance growth and sustainability. The researcher to investigate about the impact of social media and the satisfaction of the social media use on student academic performance by conducting a survey on students' academic performance in covid-19 period with special reference to Chennai district.

Keywords: *Social Media, Communication, Academicians, Networking, Online Platforms.*

INTRODUCTION

In present scenario, most of the people is connected with social networking to sharing the communication or business aspects. In social media the most commonly utilized method of communication is social media networking. It is being used by individuals belonging to every walk of life. Almost a decade ago, social media was widely accepted by public. There are numerous online networking platforms that include but are not limited to Facebook, twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, Snapchat. Social media networking has changed numerous businesses, however the most striking impact of it is in the classrooms and the overall education system.

BRIEF DESCRIPTION OF THE RESEARCH TOPIC

In recent trends, everyone touch with online platform to gathering information and increasing knowledge. In this aspect social media are very popular and important to all the fields like education, marketing and hospitalized using business and personal. Therefore numerous online platforms of social media channels available day to day aspects. But in this pandemic period students, academics and businessman using many ways to social media applications and its first primary chance increasing knowledge and business. In this regards, social media more helpful to all the fields and achieving many thing's. Therefore academicians using social media like Google Classroom, Zoom Application, Microsoft Teams etc., helps to increase knowledge and updating new things.

STATEMENT OF THE PROBLEM

In these pandemic periods many academicians and students affected to educational aspects without any moments increasing professional aspects. Therefore everyone convert to regular class to online platform to updating knowledge and continues aspects. Social media are becoming most helpful as academician and students in the pandemic periods. Because there is no chance to learning and knowledge sharing to one person to another person for valuable times. In these aspects, social media are very boon of all the academics to increasing as usual communications like sharing the email, notes and conducted seminars, conference and meetings. Therefore the researcher analysis to what are the aspects social media impacts and how much of academicians satisfaction?

OBJECTIVES OF THE STUDY

1. To know the overview of Social Media in India.
2. To analysis the impact of social media and online class practices towards Students Learning Process in Covid-19 Period with special reference to Chennai District.
3. To offer summary of findings, suggestions and conclusion.

HYPOTHESIS

The present research study consists of three hypotheses, which have been formulated according to their relevance and importance. Formulated hypothesis have been tested with appropriate statistical tools.

Chi- square for association between age and actively participated. One-way ANOVA for testing the significant difference about Increase Knowledge and age, there is no association between student's satisfaction and impact of social media.

REVIEW OF LITERATURE

A literature review is a text of a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Any research work needs a background information which helps to understand the nature of the issues associated with the particular topic and its significance in the future studies. With this aspect review of literature part has been framed to study various literatures relating to the particular problem and identified the gap.

The present review of literature consists of three important parts which are mainly related to the research work.

1. Social media Performance
2. Social Media Necessary
3. Social Media Impacts

Merry Borgohain and **Angkita Borpatra Gohain (2020)** suggested that Social Media, the driver of every minute information has established a tremendous pace among the youths. Social media has become a daily necessity in this area. No doubt it has given a great platform for any individual to exchange ideas and grab information from worldwide.

Monia Ouedera and **Inam Abousaber (2018)** explain that use of social media has met a rapid growth among the few past decades. In fact, these social websites can be a good manner to exchange the information between students and even with their teachers. However, excessive social media can affect the student academic performance and make this use in question.

Gowtham Aashirwad Kumar and **Ravi Kumar (2020)** says that in this field to fulfill its role in helping humanity leading to the good sized medium of interaction within the social world in addition to in teaching and learning. Over the years those in higher training has discover the exciting possibilities new technology carry to institutions, educators and students. **Mohammad Aslam Malik** and **H.J. Narke (2018)** concluded that social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's student success equation. In this way, to assess students' use of social media and its effect on academic performance college students.

Sivakumar (2020) examine that Social Media are growing rapidly among the young generation of the world. School age students widely engaged using Social Media. The impact of students' use of social media on their academic performance. As a result, the Students who has spent between 5 to 6 Hours per day on the social media sites have more academic performance than the counterpart.

RESEARCH METHODOLOGY

The present research study is descriptive in nature with the use of Primary and secondary data. Primary data were collected with the help of structured interview schedule's which were distributed to the respondents of the impact of Social Media towards academic performance in Pandemic Period. Secondary data were collected from the reports of Websites, Journals, etc.

SCOPE OF RESEARCH WORK

The present research work is one of fact finding with respect to the impact of social media towards students' academic performance in covid-19 period with special reference to Chennai district

Sample Size Calculation

Sample size was calculated according to Slovin's formula. Total population is 1,67,257, based on the formula; required sample size is 124 which is considered as sample respondents.

Table No. 1.1

Sampling size calculator was applied to determine the sample size of the research study;

S. No	District	Name of The Villages	No. of. Respondents Selected (8)
1.	Chennai	Anna Nagar	31
2.		Chrompet	31
3.		Egmore	31
4.		Perambur	31
Total Respondents			124

Source: *Primary Data*

Population Size : 1,67,257

Confidence level : 95%

Confidence Interval: 8.8

Sampling Size : 124

Where:

- n = Sample size
- N = Population size
- e = acceptable sampling error * 95% confidence level
- $p = 0.5$ are assumed

Table No.: 1.2
Top Social Media Platforms and Mobile Apps in India 2021

Platform	Percentage	Mobile apps	Percentage
Youtube	85.80%	Chat Apps	91.60%
Facebook	75.70%	Social Networking Apps	89.50%
Instagram	70.60%	Entertainment & Video Apps	75.00%
Twitter	50.60%	Shopping Apps	72.20%
LinkedIn	37.70%	Maps Apps	67.60%
Pinterest	34.30%	Game Apps	57.00%
Reddit	22.10%	Music Apps	53.60%

Source: the-global-statistics.com/india-social-media-statistics

Table No.: 1.2, explains that top social media platforms and mobile apps in India 2021, according to the highest 85.80 percent of respondents using YouTube, moderately 50.60 per cent of respondents using Twitter and lowest 22.10 percent of the respondents using Reddit.

Table No.: 1.3
Popular Messenger Apps and Browser in India 2021

Messenger app	Percentage	Browser	Percentage
Whatsapp	74.60%	Chrome	83.10%
Facebook Messenger	55.00%	Opera	4.00%
Snapchat	33.70%	Safari	2.30%
Skype	29.30%	Firefox	1.70%
Telegram	28.50%	Samsung Internet	1.70%
Helo	22.90%	Microsoft Edge	0.90%
Wechat* (banned in India)	22.50%	Internet Explorer	0.10%
Hike	21.30%	Others	6.20%

Source: the-global-statistics.com/India-social-media-statistics

In this Table No.: 1.3, shows that popular messenger apps and browser in India 2021, the highest 74.60 and 83.10 percent of the respondents using WhatsApp messenger and Chrome browsers, moderately 29.30 and 1.70 percent of the respondents using Skype and Firefox and lowest 21.30 and 0.10 percent of the respondents using Hike and Internet Explorer.

Table No.: 1.1
Demographic Profile of the Respondents

S. No	Profile	Variable	Respondents	Percentage	T.R	T.P
1.	Gender	Male	69	55.6	124	100
		Female	55	44.4		
2.	Age	Below - 15 years	17	13.7	124	100
		16 - 18years	40	32.3		
		19 - 22 years	48	38.7		
		23 - 25 years	19	15.3		
3.	Educational Qualification	School Level	10	8.1	124	100
		ITI	14	11.3		
		Diploma	31	25.0		
		Under Graduate	69	55.6		
4.	Location	Rural	27	21.8	124	100
		Semi Urban	28	22.6		
		Urban	69	55.6		
5.	Using Smart Phone	Rarely	25	20.2	124	100
		Frequently	63	50.8		
		Never	36	29.0		

Source: Prime Data (T.R=Total Respondents, T.P =Total Percentage)

On the whole Table No.1.1, shows that, majority of the respondents are male (55.6%), majority (38.7%) of them belong to the age group of 19-22 years, majority (55.6%) of them have under Graduate, education, majority (55.6%) of them belong to the urban area and majority (50.8) respondents using smart phone frequently aspects.

Table No.: 2.1
Actively participates online Class and Age

Ho: There is no association between Actively Participates and Age of respondents.

Age (in years)		Actively participates online Class				Total	Chi – square value	p-value
		S.A	Agree	Neutral	Disagree			
Below – 15	Numbers	17	12	0.0	0.0	29	243.579**	0.000**
	Row (%)	58.6	41.4	0.0	0.0	100		
16-18	Numbers	9	7	6	0.0	22		
	Row (%)	40.90	31.81	27.27	0.0	100		
19-22	Numbers	0.0	14	40	0.0	54		
	Row (%)	0.0	29.2	74.1	0.0	43.5		
23-25	Numbers	0.0	0.0	0.0	19	19		
	Row (%)	0.0	0.0	0.0	15.3	15.3		
Total	Numbers	17	48	40	19	124		
	Row (%)	13.7	38.7	32.3	15.3	100		

Note: **Denotes significant at 1% level; p<0.01

As for Actively participates online Class, out of 29 respondents in the age group of below – 15 years, 41.4 per cent of respondents (12) are at agree and 58.6 per cent of respondents (17) at Strongly agree.

It is found that among the 22 respondents between 16- 18 years, 27.27 per cent of respondents (06) are at neutral, 31.81 per cent of respondents (7) are agree and 40.90 per cent of respondents (9) are strongly agree.

It is clear that of the 54 respondents between 19-22 years, 74.1 per cent of respondents (40) are neutral, 29.2 per cent of respondents (14) are agree

It shows that among the 19 respondents between 23-25 years, 15.3per cent of respondents (19) are disagree

Table No 2.1 indicates the Actively Participates and Age of respondents. The values of chi – square test (243.579**) at low p- value of (0.000) indicate that the null hypothesis is rejected at 1 per cent level of significance. Hence, it may be concluded that there is no significant association between Actively Participates and Age of respondents.

Table No: 2.2
Increase Knowledge and Age

Ho: There is no significant difference between Increase Knowledge and Age.

Source of Variation	Sum of Squares	Df	Mean Square	F	Significant
Between Groups	66.935	3	22.312	334.677	0.000**
Within Groups	8.000	120	.067		
Total	74.935	3			

Note: ** Denotes significant at 1 % level.

The above table number 2.2 reveals that the p-value is less than 0.01; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between Increase Knowledge and Age. (F= 334.677; p<0.01).

Table No: 2.3
Inter Correlation among the Factors of Online Class Practice

Factors	Online Class Practices	Actively Participate	Audio & Video	Supportive Online Community	Time Mgt.	Understanding Teaching
Online Class Practices	1					
Actively Participate	0.875**	1				
Audio & Video Uses	0.642**	0.686**	1			
Supportive Online	0.857**	0.858**	0.744**	1		

Community						
Time Mgt.	0.876**	0.867**	0.714**	0.857**	1	
Understanding Teaching	0.945**	0.872**	0.658**	0.837**	0.852**	1
Total No of Respondents	124	124	124	124	124	124

Note: ** Correlation is significant at the 0.001 level.

The above table number 2.3 indicates that the correlation was undertaken among the factors of the online class practices. The output confirms that a significant positive relationship exists between the various forms of online class practices and actively participates and online class practices, Audio & Video uses, and actively participates, online class practices, Audio & Video uses, online class practices, actively participates, Audio & Video uses, supportive Online Community, online class practices, actively participates, Audio & Video uses, supportive Online Community, Time Management and online class practices, actively participates, Audio & Video uses, supportive Online Community, Time Management and Understanding Teaching.

Table No: 2.4

Students Satisfaction in the Multiple Regression Analysis on Social Media

Dimension	Un standardized Coefficients		Standardized Coefficients	t	p-value
	B	Std. Error			
Constant	.331	.105			0.000**
Safety & Security	-.068	.115	-.072	-.589	0.001**
Increase Knowledge	-.053	.125	-.044	-.428	0.000**
Connect any Time	-.101	.105	-.082	-.959	0.000**
Gathering Enough Information	.504	.133	.509	3.785	0.000**
Using academic Purpose	.509	.110	.615	4.610	0.001**
Multiple R- value	0.950				
R square value	0.903				
F- value	117.527**				
p- value	0.000**				

Note: ** Denotes significant at 1 % level. * Denotes significant at 5 % level.

The co-efficient of Determination R-Square

The co-efficient of Determination R-Square measures the goodness –of-fit of the estimated regression in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation.

Thus, the value of R square is 0.903. It simply means that about 90% of the variation in students' satisfaction is explained by the estimated SRP that uses Safety & Security (X_1), Increase Knowledge (X_2), Connect any time (X_3), Gathering Enough Information (X_4) and using academic purpose (X_5) as the independent variables and R-square value is significant at 1 % level. ($F = 117.527$; $p < 0.01$).

FINDINGS

1. To identified that, majority of the respondents are male (55.6%), majority (38.7%) of them belong to the age group of 19-22 years, majority (55.6%) of them have under Graduate, education, majority (55.6%) of them belong to the urban area and majority (50.8) respondents using smart phone frequently aspects.
2. To found that, there is no significant association between Actively Participates and Age of respondents.
3. To conclude that there is a significant difference between Increase Knowledge and Age.
4. To observing that, a significant positive relationship exists between the various forms of online class practices and actively participates.
5. To examine that 90 percent of the students' satisfaction in social media helpful to increasing knowledge.

SUGGESTIONS

In present scenario Social media has boon of student's platform contribute to studies and improve with their studies at comfortable place. While Social media networking sites updating education related new application day to day, like Zoom, Microsoft-Teams, Google Classroom, YouTube etc., are very much helpful to pandemic period students continue their studies with online platform. The students are able to clear their doubts any time and where to connect with through mentors with support to social media. In these aspects, government should take more responsibility to secure the data and sharing information one person to another person. To provide enough facility and improve the fast developing skills to grow up student academic performance. In this way, social media educational application to control

the unwanted advertisement, pictures and videos to take responsibility cybercrime team and Ministry of Electronic and Information Technology.

CONCLUSION

Social media is one of the supportive platform of students to improve their studies and knowledge. In this pandemic period most of the students utilized social media educational application. In all over world, students and academicians could not move to any education place while facing problems to learn because it's happened Covid -19. In this way, educational institutions change to their activities to conducted classes, seminars, conference, and workshop only online platform. In addition that, many students affected to online platforms like, lack of connectivity, network issues, financial burden and lack of awareness about modern technology students are facing basic problems. In this way, most of the students affected to eyes and ears continue watching and hearing mobile phone and laptop. Therefore government should take necessary step to control the Covid -19, and start up again offline classes it's highly contribute to all the students.

REFERENCE

Website

www.en.m.wikipedia.org/wiki/literature -review

<https://www.theglobalstatistics.com/india-social-media-statistics/>

Report

Abdulwahaab Alsaif (2016). Investigate The Impact of Social Media on Students. Department of Computing & Information Systems, Cardiff School of Management Cardiff Metropolitan University.

Journal

1. Gowtham Aashirwad Kumar and Ravi Kumar (2020). A Study On Impact Of Social Media On Academic Performance. *International Journal of Management (IJM)* Volume 11, Issue 1, January 2020, pp. 15–21.
2. Merry Borgohain and Angkita Borpatra Gohain (2020). Impact of Social Media in The Student's Academic Performance: An Analysis of The State Universities of Assam. *European Journal of Molecular & Clinical Medicine*, Volume 7, Issue 10, pp 2597- 2606.
3. Mohammad Aslam Malik and H.J.Narke (2018). Impact of Social Media on College Students in Kashmir. *The International Journal of Indian Psychology*, Volume 6, Issue 1,pp46-50.

4. Monia Ouedera and Inam Abousaber (2018). A Study on the Impact of Social Media Usage on Student Academic Performance: University of Tabuk an Example. *American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS)* (2018) Volume 40, No 1, pp 77-88.
5. Shankar R, and Gopal D, L, N. (2021). Online Teaching Effectiveness: Faculty's Perspective. *Review of International Geographical Education (RIGEO)*, 11(7), 3655-3661. Doi: 10.48047/rigeo.11.07.335
6. Sivakumar (2020). Effects of Social Media on Academic Performance of the Students. *The Online Journal of Distance Education and e-Learning*, April 2020 Volume 8, Issue 2, pp 90-96.
7. V. Sivakumar and Shankar R. (2019). Social Media Advertisement and its Consequences on Women Consumers. *International Journal of Emerging Technologies and Innovative Research* 6(1), 624-630.