

IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE AT UNDERGRADUATE LEVEL IN ISLAMIC SOCIETY

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Masooma Kazam¹

Dr. Asma Islam²

<drasmaislam@gmail.com>

Nida Rasheed³

¹Lecturer in Education University of Education Lahore, (campus) Faisalabad.

²Assistant Professor, Department of Sociology, RIPHAH International University, Faisalabad.

³M.Phil research scholar, Department of Education, RIPHAH International University, Faisalabad.

ABSTRACT

Computer-based technology called social media with the result that enables customers to communicate via online forums and exchange knowledge, concepts, and viewpoints. The most frequent users of social platforms are juveniles. This paper involves the impact of social media on academic performance in Islamic society, in Punjab, Pakistan. Data was collected from students of Riphah International University, Faisalabad. A structured examination was used to collect primary data. The finding demonstrates a consequential association between social media and academic performance. Social media has both positive and negative impacts on students' academic performance. Some social networking sites are useful for academic purposes. By excessive use of social platforms, pupils don't focus on their studies and spend the majority of their time online.

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Social platform, positive impacts, negative impacts, students, academic performance.

Introduction

In the age of modern technology, when people are attached to tangible goods, services, and consumption, it is challenging to persuade them to return to an invisible realm, such as Deen and Aakherat. Modern IT equipment may be a more effective tool for Islamic Da'wah in this strategy. social, when traditional methods of communication were slow and expensive, modern media such as Instagram, WhatsApp, Facebook, Twitter, YouTube, Skype, LinkedIn, Google+, Tumblr, Instagram, WhatsApp, IMO, Telegram, etc. have become simple to use, smooth connections, live broadcasts, and live calls that can be made cheaply from any location on the planet. The study was conducted using a qualitative methodology. There was used as a tool for data collection. Similarly, journals, books, and

the internet were used for. Social media is one of the most important aspects of building new social contact using modern information technology among friends, family, and individuals. All things in the world were created by Allah, who created humans, with their welfare in mind. All creatures were made with the goal that people would serve others in order to honor Allah, one of whose most popular forms of service. The contemporary era has benefited from technology.

This study aims to promote the role of social media in Muslim culture. Additionally, its application in relation to social welfare and Islam.

Social networking has many definitions. The social platform according to the Cambridge Dictionary, is a "media type that let people communicate and exchange information through the internet or other smartphones." As we understand it, a social platform is essentially an age that facilitates sharing ideas, facts, and virtual networks and groups. Social platforms are operating digital communication between humans in exciting content together with texts, films and pics, and so forth. College students interact with social media through web-based software or apps on their laptops, mobile phones, etc., often using it to communicate.

Social networking has more negative effects than good. (Woods and Scott, 2016). Based on this, college students tend to spend more time on social media in addition to completing their studies. This tends to distract them from the learning environment, thereby affecting their pedagogical development. (Bekalu et al., 2019; Hettiarachchi, 2014). In addition, reducing time spent on social networking sites reduces sedentary lifestyles and daily physical conditions that contribute to non-communicable diseases, including weight problems, diabetes, and high blood pressure. (Melkevik et al., 2015; Zou et al., 2019; Hu et al., 2001). Moreover, using social networks can have dire consequences for mental health and can lead to depression and stress. Therefore, due to the increasing number of such sites and the excessive demand for social media among college students, it is important to study the purpose of using social networking sites.

1.1. Social networking in education

Social networks have turned the world into a "global village". You can contact from one corner of the world to the other corner. Many social networking applications and sites are being used by people, but mostly by pupils. They spend a lot of time using these applications. These sites also play a very important role in education. Students have many opportunities to learn and get up-to-date information. Students can also share and get information by connecting with different people. There are more networks for looking for information on the internet. Mankind has discovered that the internet can be used to connect different people for business or business purposes, to make new friends, or to reunite old friends and long-lost relatives. An example of modern communication technology commonly used by students is social media, also known as a social media platform. The rise of social networks has made this process easier as they don't require a huge network, understanding, or experience and include a huge selection of codecs and

professional titles. This means that everyone can connect through social networks. (Sudha and Kavitha, 2016). These are all positive impacts of social platforms.

On the other hand, students of different age groups waste a lot of their time by using these networking sites and applications. Social media also affects the mental, emotional, and psychological well beings of these students. They spend their time on social media during the night. So, they cannot concentrate on their studies and also, and they can't focus on their lectures during the day in universities. Previous research has found that students who disburse more time on social networking sites may have poorer academic performance overall. This is because they spend their time chatting online and making friends on social platforms rather than analyzing books. Extreme utilization of social applications leads to harmful effects on the academic achievements of students.

Nowadays, most students have accounts on many social networking websites such as WhatsApp, Twitter, Instagram, and Facebook. Mobile has become a primary source of distraction for students mainly due to these social media platforms and these platforms are one of the major contributors behind why many students are performing badly in their studies these days. While there are many benefits of being on social media platforms such as informative videos and gaining more knowledge on any particular area of interest but it all depends on the way a person uses these platforms. Most people are joining social media just to spend their free time and then after joining these platforms, they waste their time doing stuff like watching funny videos, and making online friends, by shifting their major attention to social media platforms 24/7 rather than focusing on developing skills and focusing on themselves. Also, social media has done major damage to the way people write English as most of the time on these platforms, people are using short forms of different things which are deteriorating their English writing skills as well.

Human interactions have been significantly changed in recent years by the introduction and expansion of computers and networks. Social interactions will start at the same time as the internet. Social networks are used for relationship-building and communication (Bandura, 1986).

Social media is being utilized in all sectors of modern life. Muslims have embraced more social media trends in recent years, just as other groups of people. It has sparked changes that could have a significant effect on Muslim society, both individually and collectively. Public communication is possible on social media, which is very easy to use and pick up. (Davis, 1989).

It is examined how social media affected Muslim society during the uprising. Everyone is aware that social media is an excellent tool for expanding one's audience and promoting public discourse. We have primarily used verbal and nonverbal communication in recent years to express our messages. Certain customs were less developed, therefore there was less likelihood that they would change, thereby limiting the extent of Islamic influence. (Akbar, 2005).

By ensuring that social media activities and attitudes are changing, the majority of underlying issues can affect future generations of Muslims. However, due to a lack of

regulation and just practices today, these tools are exploited to spread the anti-crime, anti-Islamic morals that Islam preaches.

However, we also discuss some of Islam's positive effects, as well as how to use both its positive and negative aspects. The goal of this study is to maximize the use of social networks in the service of Islam and increase the future of Muslim and Da'wah men. Positive advice for the benefit of mankind, particularly the necessity to use it, according to the Qur'an and Sunnah. Scientists claim that youths are particularly at risk from social networks because they develop the mistaken notion that friendship and love are easy to obtain and as easy to lose.

In addition, the reality could seem overly mundane to younger people who are accustomed to the fast-paced internet lifestyles.

Others assume that students primarily use social media for talking rather than researching and that they merely divert them from the learning process.

Islamic Perspective:

In Islam, number of versus and in Ah-Dees , Muslim were forced to save themselves from all evils. Following are some versus of Quran and Aha-dees.

وَ مِنَ النَّاسِ مَن يَشْتَرِي لَهْوَ الْحَدِيثِ لِيُضِلَّ عَن سَبِيلِ اللَّهِ يَبْغِرُ عِلْمًا * وَ يَتَّخِذَهَا بُزُورًا أُولَئِكَ لَهُمْ
عَذَابٌ مُّهِينٌ **سورة لقمان (31:6)**
إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ وَإِيتَاءِ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ وَالْبَغْيِ يَعِظُكُمْ لَعَلَّكُمْ
تَذَكَّرُونَ. (التخل ، 16 : 90)
وَلَا تَقْرَبُوا الرِّثَاةَ إِنَّهُ كَانَ فَاحِشَةً وَسَاءَ سَبِيلًا (سورة الإسراء: 32)

Hadees:

" الحياء من الإيمان والإيمان في الجنة والبذاء من الجفاء والجفاء في النار سنن الترمذي .
عَنْ أَبِي هُرَيْرَةَ قَالَ قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ صَنَعَانِ مِنْ أَهْلِ النَّارِ لَمْ أَرَهُمَا قَوْمٌ مَعَهُمْ سَبِيحَاتٌ
كَأَذْنَابِ الْبَقَرِ يَضْرِبُونَ بِهَا النَّاسَ وَنِسَاءٌ كَالسِّيَاطِ غَارِيَاتٌ مُّيَلَّاتٌ مَاثَلَاتٌ رُءُوسُهُنَّ كَأَسْنِمَةِ الْبُخْتِ
الْمَائِلَةِ لَا يَدْخُلْنَ الْجَنَّةَ وَلَا يَجِدْنَ رِجْحَهَا وَإِنْ رِجْحَهَا لَبُيْعَتْ مِنْ مَسِيرَةٍ كَذَا وَكَذَا
صحيح مسلم ٢١٢٨

Objectives

The clear objectives of the paper are:

- This research paper aims to find out how the use of social networks affects students' academic achievement.
- This study aims to explore students' daily spending time using online platforms.
- This study aims to tell us the beneficial effects of online platforms.
- This study aims to tell us the baneful impacts of online platforms.
- This study aims to determine which social networks students are most frequently in contact with, and how it affects their academic performance.

Methodology:

Researchers use basic quantitative methods to examine the effects of online networking on pupils' academic achievements. In this chapter, the following section has discussed the methods, techniques, strategies, and procedures used in this research.

2.1 Research Design:

The phrase "survey technique" describes a rigid methodology that emphasizes quantitative analysis and requires data collection from a variety of companies using established data collection methods, mail-in surveys, and telephone interviews. Yes, and this data is analyzed using statistical techniques. (Gable, 1994).

The voting procedure provides venues to accommodate huge groups distributed around a specific area, which is often not practical at this time. It provides access to a sizable population through mail, email, telephone interviews, surveys, and the Internet. The behavior of a large group of consultants can be examined using survey methods, and conclusions can be made about consultant behavior. (Pinsonneault & Kraemer, 1993).

The study's objective remained to examine the impact of social media on pupils' academic achievement at Riphah International University, Faisalabad and the questionnaire was used to gather data for that reason.

2.2 Universe

The universe of the research is composed of the Riphah International University Faisalabad.

2.3 Sample

To gather statistics for this study, primary data remained used. The main purpose of this study is to understand how online networking affects pupils' academic achievements. 40 students who frequently use social media partaken in this research. The learning will focus on pupils to easily access data at the Riphah International University, Faisalabad.

2.4 Method of data collection

Structured Questionnaire:

A structured questionnaire was adopted as an efficient technique in the survey to assemble the required and accurate statistics from pupils who participated as the primary responders.

2.5 Techniques of data analysis

A Quantitative method was used to collect the data. In the demonstration and examination of the statistics gathered for the exploration, basic tables, frequencies, and percentages

were used. These statistical methods were used because they provide an effective method for deconstructing and examining the generated data.

2.6 Field experience

The fieldwork experience was incredible. The researcher went out into the field for two days to gather data. Some of the responders didn't take the survey seriously and didn't respond. But, the majority of the responders were cooperative. It was a wonderful experience all around.

Result and Discussion

In this chapter, the impacts of online platforms on academic achievements will be discussed by the researcher. Social platforms have adverse impacts on the academic performance of scholars as well as positive impacts. A questionnaire was used to obtain the information. The researcher examined the quantifiable statistics, arranged them in tables, and later analyzed them to understand them better.

A: Sociodemographic Details

Figure 3.1 shows the age of the responders. Figure 3.2 shows the gender of the responders. Figure 3.3 shows the kind of family structures the respondents belong to.

B: Academic details

Figure 3.4 shows the course of the respondents in which they are currently enrolled in. Figure 3.5 shows the current academic year of the respondents. Figure 3.6 shows the favorite leisure activity of the respondents.

C: Use of social media

Figure 3.7 shows the preference of the respondents to connect with people. Figure 3.8 shows that are social networking sites useful. Figure 3.9 shows the most frequently used service by the respondents.

D: Impact on academic performance

Figure 3.10 shows that are social networking being used by the respondents for their academic purpose. Figure 3.11 shows that on Twitter, students provide study materials that support other students who are weak academically. Figure 3.12 shows that the respondents use social networking services to contact classmates and friends for guidance with their tasks or projects. Figure 3.13 shows that the online social network addiction is a severe problem that influences the academic career of the respondents.

Figure 3.14 shows that the respondents get distracted by online social networks from their studies. Figure 3.15 shows that since the respondents started using these sites, their grades have not increased. Figure 3.16 shows how long the respondents spend online each day. Figure 3.17 shows what the respondents usually browse for. Figure 3.18 shows what joy the respondents can acquire from online browsing. Figure 3.19 shows how the academic achievements of the respondents were influenced by the usage of online networking sites. Figure 3.20 shows that do respondents usually delay their academic assignments for spending extra time on social media?

RESULTS

A: Sociodemographic details

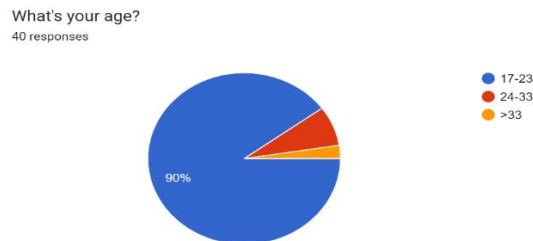


Figure 1

The research shows that 36 respondents' age is between 17-23 years, 3 respondents' age is between 24-33 and one respondent's age is >33.

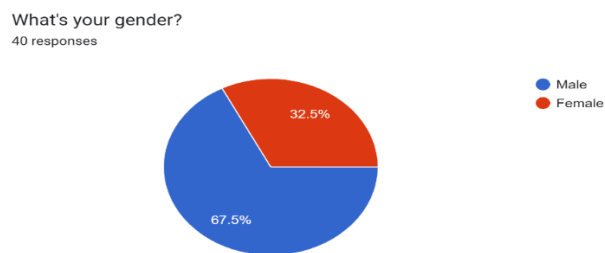


Figure 2

The research demonstrates that 27 of the responders are male while 13 are female.

What kind of family structure do you belong?
40 responses

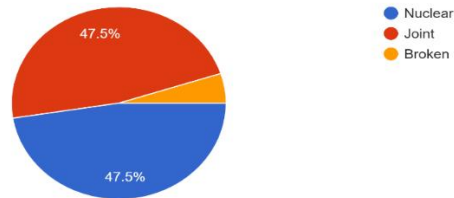


Figure 3

The research shows that 19 of the respondents belong to a nuclear family, 19 from a joint family and 2 of the respondents belong to a broken family.

B: Academic details

Which course are you currently enrolled in?
40 responses

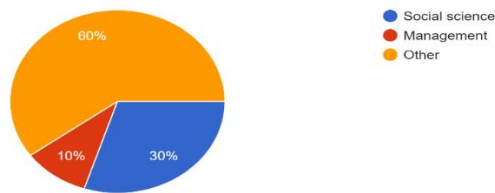


Figure 4

The research demonstrates that 12 of the participants are enrolled in social science, 4 are enrolled in management and 24 of the respondents are from other departments.

Your current academic year?
40 responses

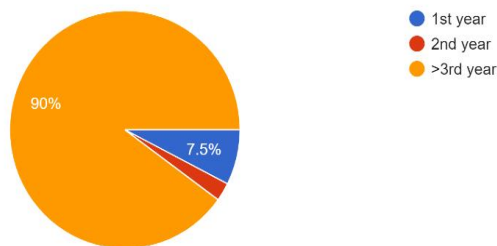


Figure 5

The research shows that 3 of the respondents are from 1st year of their academic year, 1 of the respondents is from 2nd year and 36 of the respondents are from 3rd or 4th year.

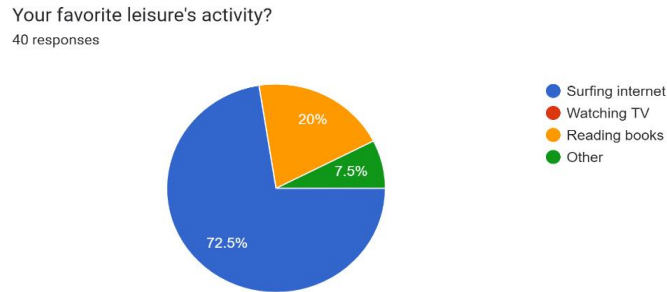


Figure 6

The research shows that 29 of the respondents' favorite leisure activity is surfing the internet, 8 of the respondents' favorite leisure activity is reading books and 3 of the respondents' favorite leisure activity is other/different than the given options.

C: Use of social media

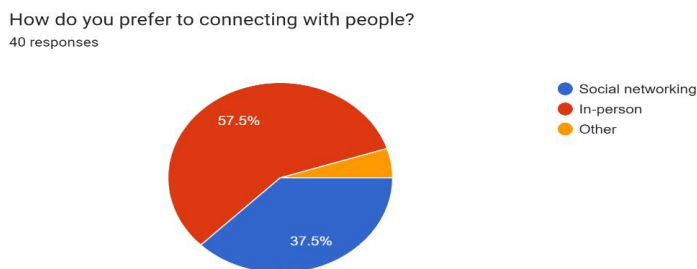


Figure 7

The result explains that 15 of the respondents prefer societal networks for connecting with people, 23 of the respondents prefer in-person connecting with people and 2 of the respondents prefer other ways.

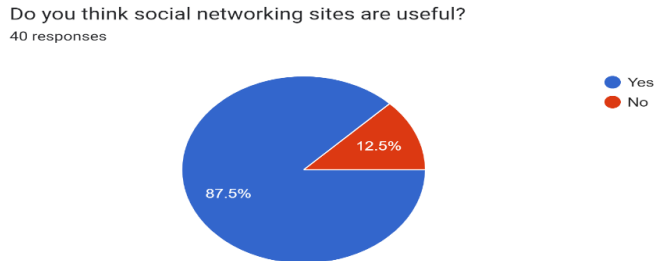


Figure 8

The analysis indicates that 35 of the participants think that online networking sites are useful while other 5 of the respondents think that these sites are not useful.

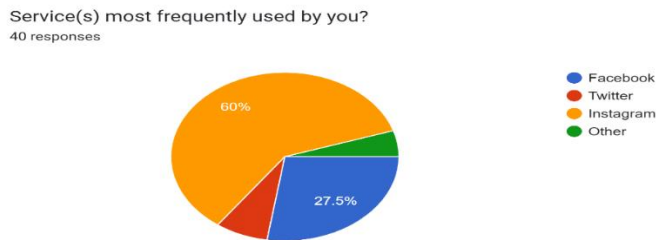


Figure 9

The study displays that 24 of the respondents use Instagram, 11 of the respondents use Facebook, 3 of the respondents use Twitter while remaining 3 use other sites.

D: Impact on academic performance

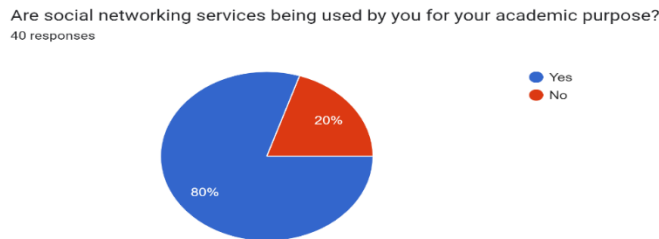


Figure 10

The exploration shows that 32 of the participants use online networking sites for their academic purpose while 8 of the participants don't use online networking sites for their academic purpose.

On twitter, students provide study materials that support other students who are weak academically.
40 responses

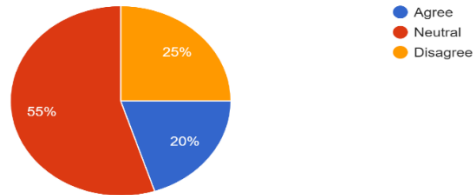


Figure 11

The research shows that 8 of the respondents agree with the study material provided on Twitter for the support of other students, 10 of the respondents disagree and 22 of the respondents are neutral.

Social networking assist us to contact friends and classmates for guidance with our tasks or projects.
40 responses

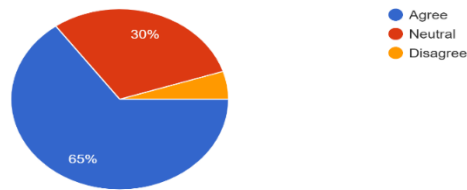


Figure 12

The research shows that 26 of the participants agree with the fact that these online networking sites are used to contact friends and classmates for guidance with our tasks or projects, 2 of the respondents disagree while 12 of the respondents are neutral about this fact.

Online social network addiction is a severe problem that influence my academic career.
40 responses

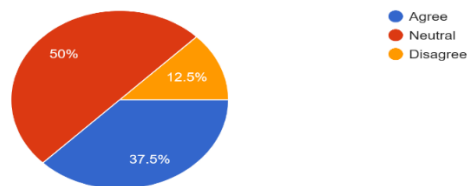


Figure 13

The research shows that 15 of the respondents agree with the fact that online social network addiction is a severe problem that influences their academic career, 20 of the respondents are neutral and 5 of the respondents disagree with this fact.

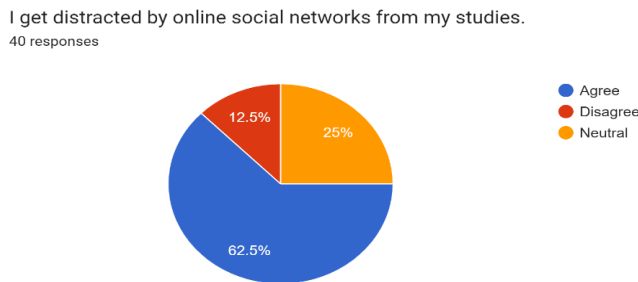


Figure 14

The research shows that 25 of the answerers are agree that online networks distract them from their studies, 10 of the respondents are neutral and 5 of the respondents disagree.

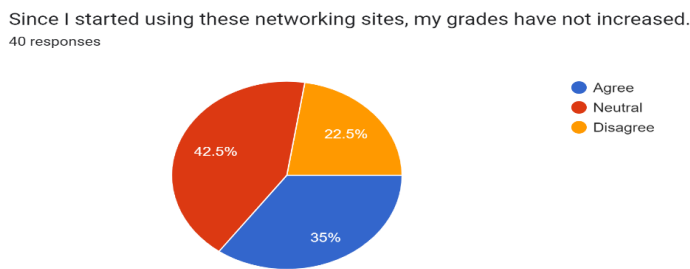


Figure 15

The research shows that 14 of the respondents agree with the fact that since when they started using these networking sites, their grades have not increased, 9 of the respondents disagree and 17 of the respondents are neutral about this fact.

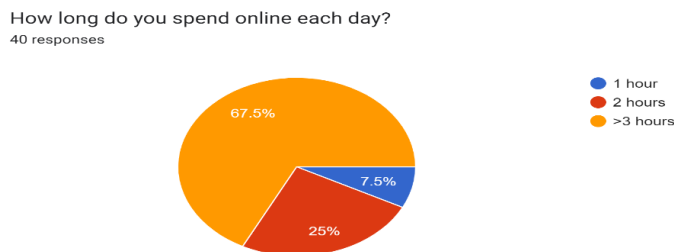


Figure 16

The research shows that 3 of the respondents spend 1 hour online each day, 10 of the respondents spend 2 hours online each day and 27 of the respondents spend 3 or more than 3 hours online each day.

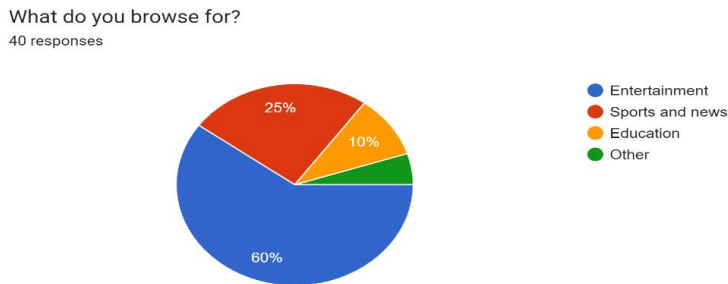


Figure 17

The research shows that 24 of the answerers browse for entertainment, 10 of the answerers browse for news and the sports, 4 of the answerers browse for education, and 2 of the answerers browse for other purposes.

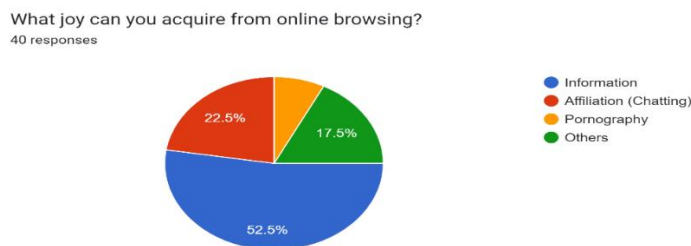


Figure 18

The research shows that 21 of the respondents acquire information joy from online browsing, 9 of the respondents acquire affiliation joy, 3 of the respondents acquire pornography joy and 7 of the respondents acquire another kind of joy from browsing.

How has your academic performance influenced by the use of social media?
40 responses

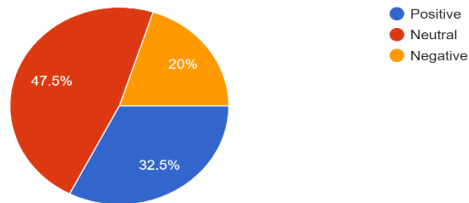


Figure 19

The research shows that 13 of the respondent's academic performances were positively influenced by the usage of online networks, 8 of the respondent's academic achievement were negatively influenced by the use of social media while 19 of the respondent's academic performance was influenced neutral by the usage of online networks.

I usually delay my academic assignments for spending extra time on the social media.
40 responses

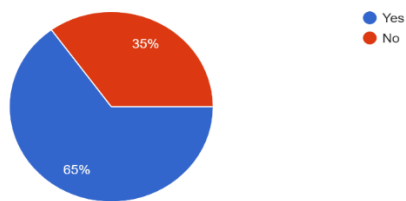


Figure 20

The research shows that 26 of the respondents delay their academic assignments for spending extra time on social media while 14 of the respondents don't delay their academic assignments for spending extra time on social media.

SUMMARY AND CONCLUSION

Summary

This study examines the advantages and disadvantages of online networks on pupil academic achievement. The results of the analysis show that most students consider online networking to be a very valuable tool for their education and a source of Islamic information. Thus, they can expand their university-related activities. Respondents identified online networking as a teaching tool in their research. Therefore, online networking is expected to have a positive impact on pupils' academic performance. Also,

as they describe online networks as useful communication tools, pupils can use them to collaborate effectively with their peers to overcome difficulties in the classroom in Islamic society.

Since the majority of respondents consider social platforms to be a beneficial and useful tool in their learning process, this study also explores the adverse impact of social platforms on pupils' academic performance. However, pupils believe that excessive use of social platforms is a waste of time and money and affects their studies.

Accordingly, this conclusion suggests that increased use of online networks may consume pupils' money 'n time and lead them to become uninterested in their academics. Pupils also said that since when they started using these social networking sites, their grades have not increased. Therefore, it is advised to limit your use of the online network.

Conclusion

The purpose of the research was to determine how students' academic performance was impacted by social media. Although numerous pupils use social media as a beneficial tool for communication and statistics gathering. The study found that many of the pupils also use online networking services for enjoyment and fun, which is not in their best interests. The latter frequently wasted time, which frequently hurt their studies. The results show that, social media use by students can have both positive and negative impacts. Social networking sites help students to gather information related to their topics. While excessive use of online networks led pupils to disregard their assignments and their interest in studies.

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