



## A STUDY ON THE IMPACT OF SOCIAL MEDIA ON HIGHER SECONDARY SCHOOL STUDENTS KOVILPATTI

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### ABSTRACT

Students increased usage of social media in secondary school has sparked worries about their wellness and academic achievement. The main objective of this study is to investigate how social media affects students at Kovilpatti Higher Secondary School. For this study, 252 students in higher secondary schools in Kovilpatti were the subjects of an analytical cross-sectional analysis using probability-based stratified sampling procedures with four boarding schools as strata. The study employed self-administered questionnaires with seven sections that addressed demographic information, social media use, academic achievement, social interaction, psychological well-being, cyberbullying, and parental engagement. Additionally, the questionnaires had a clear framework. All necessary ethical permissions were obtained before the trial began. The data was analyzed using chi-square, regression analysis, and descriptive analysis. More research is recommended to fully comprehend the complex interaction between social media use, academic achievement, and parental participation. According to the study, parents, teachers, and other authority figures must give guidance and supervision in order to prevent detrimental effects on students' academic achievement and parental participation. Researchers may suggest models such as emotional intelligence to enhance self-awareness, self-management, empathy, and communication. Appropriate guidelines and models are badly needed to prevent serious issues with pupils' use of social media.

**Keywords:** Secondary school students, social media use, wellbeing, and academic performance.

## 1. Introduction

The use of social media has grown dramatically in the last several years. Social media refers to websites and online technologies that facilitate user interactions by allowing people to share interests, expertise, and ideas. People use social media for many different things, including communication, entertainment, and information collection. Teenagers and young people, in particular, are using social media, texting, online networking sites, and video games increasingly often. Indeed, some academics have conjectured that social media has altered the ways in which people engage in groups as well as the individual and collective behaviours of its users worldwide. Today's students live in a world where technology permeates every aspect of life, including education, and they are exposed to computers and cell phones. They spend time online using the social networking programs that are included with these PCs and smartphones. Social media use and academic achievement may be related because social media helps people who are separated by distance. Given the rise in usage of social media over the past 10 years, it is imperative to evaluate any potential implications on motivation.

## 2. Statement of the Problem

The quick development of media technologies has significantly impacted

the way individuals communicate on a daily basis. It is impossible to overstate how prevalent social media use is among today's youth. For people from all over the world, social networking has become an indispensable aspect of modern living. Social networking is mainly utilized for user interaction, education, information sharing and receiving, and entertainment and entertainment. There are many different types of social media, but they are all connected to, among other things, forums, blogs, social bookmarking, photo and video sharing, podcasts, and widgets. Social networking among students has grown in popularity over time. It is a means of connecting with pals outside of school as well as on campus. People might feel more a part of a community by using social networking. Because of its growing popularity, academics and economists are wondering if kids' grades will be impacted by how much time they spend on these websites. Concerns about students spending too much time on Instagram and other social media platforms and not having enough time to study are common among parents and guardians. Many students still use social networking sites on a regular basis, despite parents' concerns about their children's excessive use. Therefore, "this research seeks to explore the impact of social media on secondary school students in Kovilpatti."



3. Study Objectives

- 1. To assess the frequency and patterns of social media use among higher secondary students.
2. To examine the correlation between social media usage and academic performance.
3. To investigate the impact of social media on the social interaction and relationships of hr .sec school students.
4. To identify the prevalence and effect of cyberbullying on social media platforms.
5. How do higher secondary students utilize Google services for educational purposes, and what impact does this have on their academic performance?

4. Methodology

In this study, we used primary data. Stratified sampling will be used in this study to select participants from Kovilpatti. Slovin's formula is used to calculate the sample size necessary to achieve a specific confidence interval when sampling a population. This formula is used when you don't have enough

information about a population's behaviour (or the distribution of behaviour) to know the appropriate sample size otherwise. The population is divided into strata, also known as subgroups, and a random sample is taken from each subset in stratified random sampling. In this research, a secondary school student will be the population, while the subgroups will be the private and government schools. A total of 252 secondary school students will be chosen to participate in this study. Out of the 252, 127 will be private schools, and the other 125 will be government school participants. The sample will be chosen at random based on the subgroups identified.

Data analysis was conducted using SPSS (Statistical Package for the Social Sciences, version 20), R (a programming language and environment for statistical computing, version 4.1.2), and Excel (spreadsheet software, version Microsoft Excel 2013 MSO (15.0.4420.1017) 32-bit). These software tools were utilized to perform various statistical analyses and data manipulation tasks.

5. STATISTICAL ANALYSIS

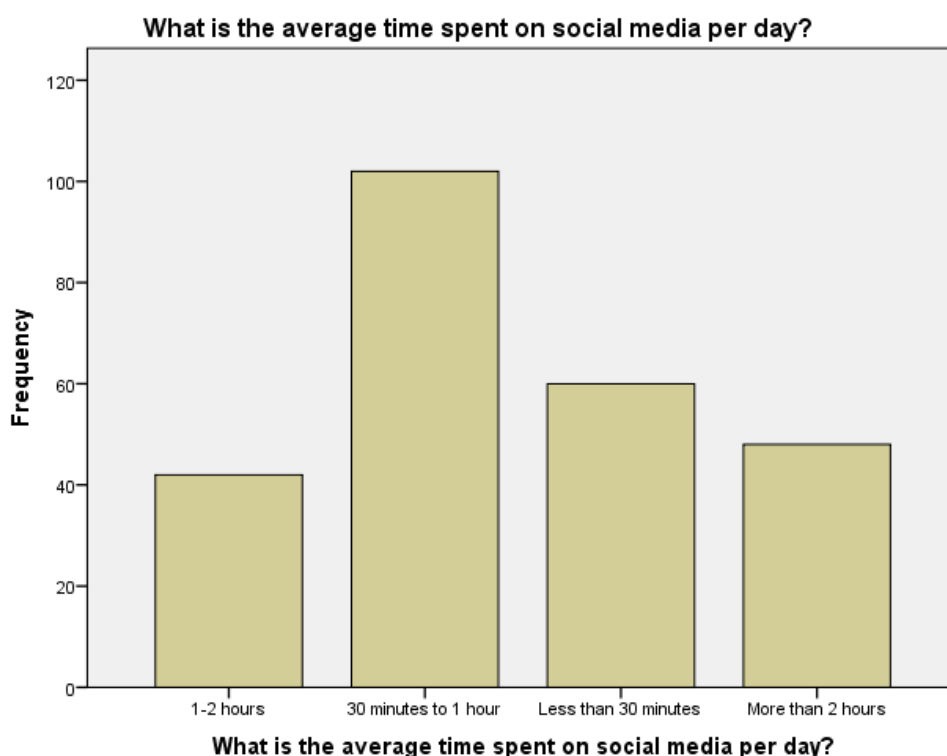
What is the average time spent by the students on social media per day?

Table No 5.1: What is the average time spent by the students on social media per day?

Table with 5 columns: Category, Frequency, Percent, Valid Percent, Cumulative Percent. Rows include 'Valid' for '1-2 hours' and '30 minutes to 1 hour'.

Less than 30 minutes	60	23.8	23.8	81.0
More than 2 hours	48	19.0	19.0	100.0
Total	252	100.0	100.0	

Table 5.1 shows that the maximum number of respondents is 30 minutes to 1 hour.



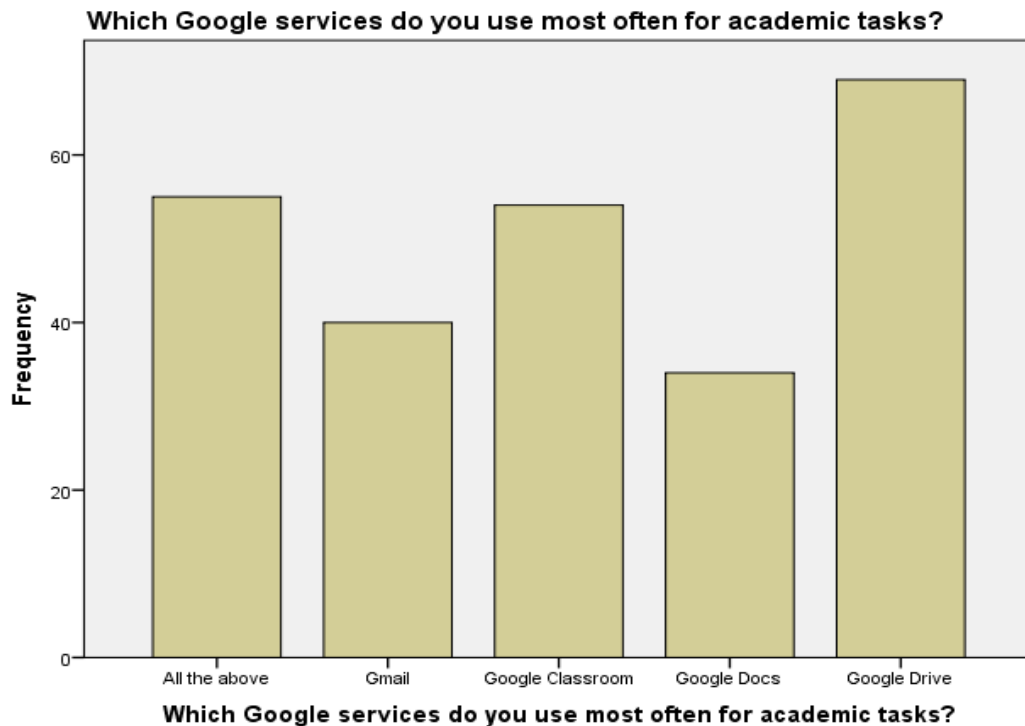
Which Google services do you use most often for academic tasks?

**Table No 5.2: Which Google services do you use most often for academic tasks?**

	Frequency	Percent	Valid Percent	Cumulative Percent
All the above	55	21.8	21.8	21.8
Gmail	40	15.9	15.9	37.7
Google Classroom	54	21.4	21.4	59.1
Google Docs	34	13.5	13.5	72.6
Google Drive	69	27.4	27.4	100.0
Total	252	100.0	100.0	

Table No 5.2 shows that 21.8% of the respondents identify as all the above, 15.9% of the respondents identify as Gmail, 21.4% of the respondents identify as Google Classroom, 13.5 % of the respondents identify as Google Docs, and 27.4% of the respondents

identify as Google Drive. From this analysis, we concluded that the maximum number of respondents use Google Drive **most often for academic tasks**.



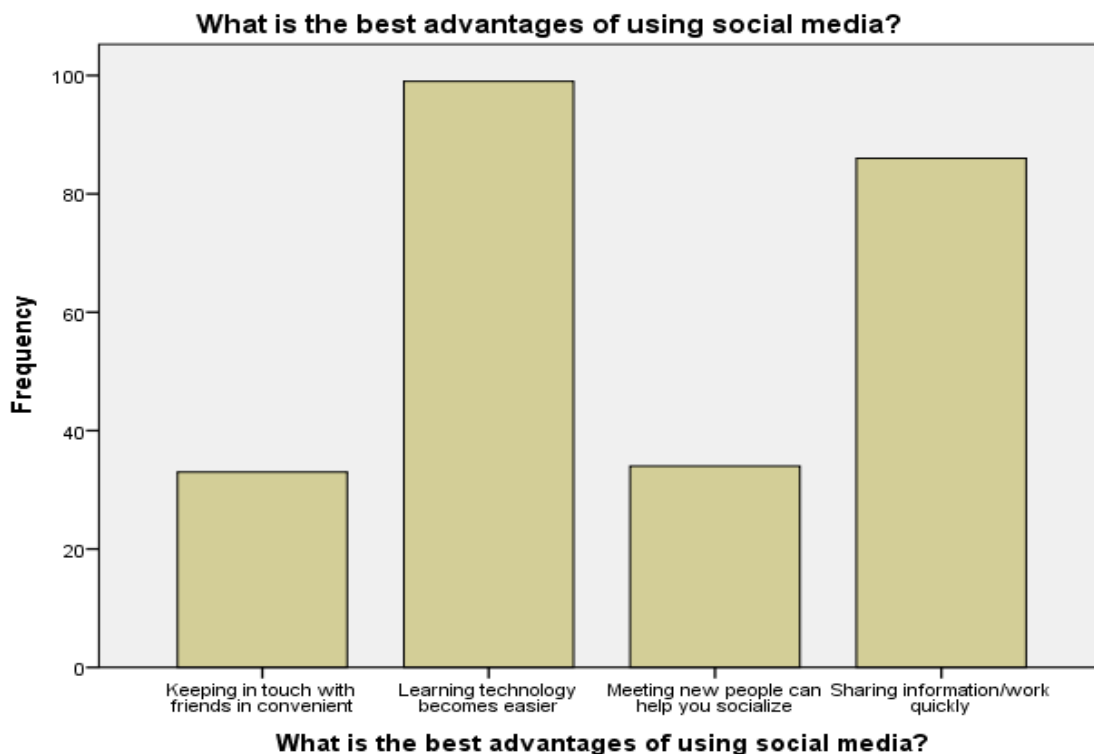
What are the best advantages of using social media?

**Table No: 5.3 What is the best advantage of using social media?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Keeping in touch with friends in a convenient	33	13.1	13.1	13.1
Learning technology becomes easier	99	39.3	39.3	52.4
Valid Meeting new people can help you socialize	34	13.5	13.5	65.9
Sharing information/work quickly	86	34.1	34.1	100.0
Total	252	100.0	100.0	

Table No 5.3 shows that 13.1% of the respondents identify keeping in touch with friends as convenient, 39.3% of the respondents identify learning technology as more straightforward, 13.5% of the respondents identify as meeting new people can help you socialize, 34.1% of the respondents identify as sharing information/ work quickly. From

this analysis, we concluded that the maximum number of respondents who are learning technology has become more manageable, which is the best advantage of using social media.



Have you ever been a victim of cyberbullying on social media?

Table 5.4: Have you ever been a victim of cyberbullying on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
No	199	79.0	79.0	79.0
Yes	53	21.0	21.0	100.0
Total	252	100.0	100.0	

Table 5.4 shows that 79% of the respondents identify as no, and 21% identify as yes. From this analysis, we concluded that the majority of respondents (79%) reported not experiencing cyberbullying on social media.

**Chi-Square Test:**

Association of academic performance and the frequency of social media use.

**Hypothesis:**

Null Hypothesis (H<sub>0</sub>): There is no significant relationship between the change in academic performance and the frequency of social media use.



Alternative Hypothesis (H1): There is a significant relationship between the change in academic performance and the frequency of social media use.

Table No:5.5 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.331 <sup>a</sup>	6	.387
Likelihood Ratio	6.721	6	.347
N of Valid Cases	252		

a. The predicted count is fewer than 5 in 2 cells (16.7%). 4.98 is the very minimum anticipated count.

**Inference:**

From the simple linear regression, we observed that the p-value of 0.387 is greater than the significant value of 0.05. Therefore, we accept H0. There is no significant relationship between the change in academic performance and the frequency of social media use.

**6. Conclusion**

Time management is also crucial for students to consider. Most of them spend more than two hours on social media than concentrating on their studies. If schools can help cut the time that students spend on these social networking sites by blocking the websites or giving them a lot of homework to do, it could help students become more focused on their academic issues while at school and at home.

Moreover, no difference between the academic years in addiction and usage of social media. Conclusion: This study has revealed that students with higher levels were less addicted to social media, and those who are addicted

benefit from using social media to improve their grades.

**8. Suggestion:**

Some suggestions can be made based on the study's outcomes: **Promote Moderate-Use Social Media:** Even though this study did not find a direct link between social media use and academic achievement, it is still critical to teach kids how to use social media responsibly and in moderation. Teachers and educational institutions can provide guidance and workshops on time management and digital literacy to help students prioritize their academic responsibilities and make wise judgments regarding their online activities.

**Research diversity:** Given the complexity of the factors influencing academic

accomplishment, more research is required to examine the multiple dimensions of this relationship. Further research might examine other characteristics like study habits, time management, and social media connections to gain a fuller understanding of their impact on academic achievement.

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