

INFLUENCE OF SOCIAL MEDIA ON NURSING STUDENTS' ACADEMIC PERFORMANCE

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ABSTRACT

Introduction: Since the formation of social networking sites, social media usage has got popularity among people. The use of social media is more common in young aged people especially among students. Nursing students also use social media in their daily routine. The use of social media must have some influence on academic performance of nursing students. **Methods:** Cross-sectional descriptive research design was used to conduct the study. Sample of (n=279) was taken from two nursing institutes by using convenient sampling. 5 point likert scale base self-administered questionnaire was used for the collection of data. Data was analyzed by using SPSS version 21. **Results:** The results of this study shows that most of the nursing students (84.9%) are regular daily users of social media, among them most of the nursing students (57%) doesn't consider social media bad toward the study practice as they responded that they have not experienced any disturbance in their study routines due to use of social media instead most of nursing students (70%) reported that social media usage has positively affected their academic performance. **Conclusions:** Students don't consider that social media is putting negative influence on their studies instead they consider that social media is good for the students and use of social media should be promoted because this enables them to interact with peers and teachers which improves their academic performances. Student also use social media to stay updated and they even visit social media when they are not intended to do.

Key words: Nursing Students, Social Media, Academic Performance, English Proficiency

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INTRODUCTION

The information world waved through a new experience by the means of a new web service of storing, personalizing and sharing personal thoughts and data knowing as social media revolution. With passage of time different technologies emerged with time but the one which always got top rank is social media networks.⁷ It shows both sides of coin by affecting people in either positively or negatively. It gives exposure the world with a better experience of sharing and stating. It shows the new fastened and lightened way of getting informed anywhere anytime.⁸ The positive point of this technology

was that it was audience specific, people got notified about what they want to keep notified.¹²

This social media has been proved a handy tool for creating new internet friends and finding old friends.¹⁴ The idea can be made by a simple example that three hundred million twitter account holders are now posting up to seven thousand tweets in just second. Pakistan statistics of 2011 shows that there are 20,431,000 regular base internet users across country.¹⁶ Mostly visitors of these sites are from young age being college and university students. No one can deny the fact that the social media is delivering

news and updates so fast to keep connectors updated. July 2011 statistics suggest that 750 million people are using Facebook worldwide, twitter reached 250 million users benchmark, 50 million users are on Myspace and Google Plus has 25 million users across the globe.¹⁸ Research study conducted in America in 2012 shows that among all internet surfers there are 67% active social media users mostly consisted of young adults of age 18-29. These social media web pages attracts student's attention and divert there interest towards non-educational behaviors.¹

Direct relationship of social media usage can easily be understood on academic performance. An active social media user starts using by mostly (in university level) start visiting study related page where he came across some useless but yet interesting domains.¹³

Another major effect of social media shows on students Grammar and English language skills. Social media plays an important role in learning behavior of ESL students. Some students also reported in earlier studies that the use of social media plays a key role in improving their English proficiency and add a lot in their vocabulary count. Use of jargons and self-made abbreviations is also very common in persons actively participating in online discussion forms. They preferably use short terms in chat rooms which they are adopted to and start using in academic life and even can't get aware of it, "please is replaced by plz", "U takes place of you", "We replaced by V" and "D becomes alternative of the". This ultimately affects their class activity and marks obtained.²

AIMS OF THE STUDY

The aim of this study was to assess the influence of social media on academic performance of nursing students.

SIGNIFICANCE OF THE STUDY

Study results may help to determine the actual influence of social media on nursing students' academic performance. The result findings will

help students to adopt their social media usage in a more beneficial way. Results can also be used as a paradigm by teachers to teach their students that how social media should be used. Institutes may also use these results to create an environment based on social media usage which improve the learning behavior of nursing students.

LITERATURE SEARCH

In the age of technology, the use of social media has become an essential part of life. The results of the study from Lenhart et al. (2010) found that about 71% population of sample size is using social media websites this study also revealed that 57% users were between 18 to 29 years of age. Another study conducted by Sponcil et al. (2013) shows that out of 96 respondent, 90% of respondents use social networking sites regularly. Moreover, the study results of Quan-Haase et al. (2010) shows the average time student spend on Facebook is 30 minutes in daytime and 47 minutes in evening time. Although the Research from Camilia et al. (2013) shows that mostly students like to stay online 24 hours. Furthermore study by Rithika et al. (2013) revealed out of 525 respondent, majority 38.7 % respondent spend 8 hours a day on social media while 35.5% respondents spend three to seven hours a day on social media sites.

In the Opinion of 'ES Dr (2016) The use of social media has a negative impact. While the positive is largely low due to a lack of awareness about how to use social media effectively. According to PETER (2015) there are some advantages for the students as they can form online communities on social media to work together for a project, arrange group discussions for better understanding, or use the social networking websites sites in a way to keep the interaction to updated the current academic information for those students who have missed their lectures.

Another major effect of social media is on English linguistic skills especially on those who use

English as second language. As studied by Thuraij and Hoon (2015) most social media users set their own preferred language as default language for regular use of social media i.e., person using roman English can never improve his English proficiency or personally derived set of abbreviations may lead toward a significant lost in exams grading just because of grammar mistakes.

THEORETICAL FRAMEWORK

Usage and Gratification theory is adopted from "Blumler and Katz" which was first proposed by "Denis Mcquail and Jay Blumler in 1969".¹⁶

UGT gives an audience-centered approach which focuses on what students do with media instead of describing what media do with students. Students use social media in a way they want to get gratification it's up to them that what gratification they got from social media. UGT describes there are four needs which plays there role to keep audience bounded. These four needs are:

- Knowledge that could be useful (Surveillance)
- Learning behavior about own self and community (personal identity)
- Escape from every day problem (diversion)
- Use for emotional interactions (social interaction)

This is supposed that most of the students start using social media because they think that they can fulfil their needs of knowledge and personal identity to stabilize their personalities but latterly they start using social media for the need of diversion and social interaction. According to UGT a person can never be a passive user for always, after some time or more they convert silently to active users and uses social media as an easy way to escape from all the worries and by using SNS they build inter-personal relationships.⁸

METHODS SETTING

The setting for this study was Lahore School of Nursing (The University of Lahore) and Shalamar

College of Nursing, Lahore.

RESEARCH DESIGN

As the objective of the study was to assess the influence of social media on nursing students' academic performance therefore a Quantitative descriptive cross sectional study design was applied.

POPULATION

The target population was nursing students.

SAMPLING

In this study convenient sampling was used.

RESEARCH INSTRUMENT

Self-prepared 5 point Likert scale questionnaire adapted from thesis of PETER, O. (2015)

"Social Media and Academic Performance of Students in University Of Lagos" and from the thesis "The impact of social media on ESL students learning performance" was used for data collection from respondents.³ Questionnaire consists of 2 parts first focusing on demo-graphic data of participant and second is Likert scale questionnaire which is further divided into 3 sub parts consequently focusing on students' usage of social networks and consists of six questions and the second part contains ten questions which was used to analyze the effect of social media on students learning behavior. Third part is about English proficiency and use of social media and this contains four questions.

Reliability of self-prepared questionnaire was tested by doing pilot survey and taking 10% of sample size and applying Cronbach's alpha. The overall reliability comes 0.899 and this tool was used for the data collection.

DATA GATHERING PROCEDURE

Ethical clearance to collect the data from nursing students was obtained from concerned departments. Questionnaire was distributed among nursing students which also contain a

consent form to give information about research study and to obtain ethical clearance from the participants.

METHODS USED TO ANALYZE DATA

Data analysis was done by entering the data on SPSS software 21 version. Tables were designed for representation of frequencies, percentages, mode and standard deviation.

STUDY TIME LINE

The study was completed from September, 2017 to December, 2017.

ETHICAL CONSIDERATION

- **Veracity.** Information was given to participants about the purpose of the study.
- **Confidentiality.** To keep the confidentiality intact, coding was made so that personal info of participants may not reveal.
- **Non maleficence.** No participant was forced to take part in study or to fill questionnaire without own willingness. No sensitive information was obtained.
- **Autonomy.** Informed consent was attached with each questionnaire.
- **Justice.** No bias was involved in conducting study and analyzing data. Fair results were concluded.

RESULTS

PROFILE OF THE RESPONDENTS

Respondents were selected from Lahore School of Nursing and Shalamar college of Nursing. Research Question – what is the influence of social media on nursing students academic performance?

Table 1. Demographic frequency

Variables	Category	Percent
Gender	Male	14.7
	Female	85.3
Age	16-20	23.3
	21-25	54.1
	26+	22.6
Faculty	Lahore School of Nursing	42.0
	Shalamar College of Nursing	58.0

Table 2 show the value of Cronbach's Alpha for all three variables of the questionnaire.

Table 2. Summary of reliability assessment

Variables	Value
Social Media Usage	.784
Social Media effect on Academic Performance	.741
Social Media and English Proficiency	.744

Table number 1 shows that the total number of respondents was 179 among them 161 were selected from Shalamar college of Nursing which counts for 58% and 118 were selected from Lahore School of Nursing, The University of Lahore which count for 42%. All of these students are of nursing department which means the data was collected from 100% nursing students. In 179 respondents the number of males was 41 (14.7%) and total number of female students was 238 (85.3%). Age group was divided into three groups one was from 16-20 years in which there were 65 respondents, second group was from 21-25 years of age and third group was of age 26 or above. These groups counts for 23.3%(65 students), 54.1%(151 students) and 22.6%(63 students) respectively.

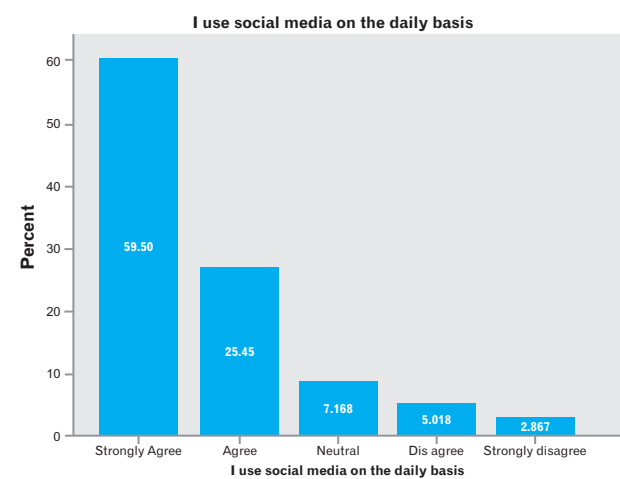


Figure1. Use of social media

Figure 1 shows the usage of social media on the daily basis by nursing students of Lahore School of Nursing and Shalamar nursing college. Above figure shows that most of the participants were

regular users of social media as 59.50% respondents strongly agreed with the statement about use of social media on daily basis and 25.45% agreed this statement which means that 84.95% nursing students are daily users of social media which gives the frequency of 237 positive responses among 279 total students being answered. Total 8% have disagreed and shows that they are not daily users of social media while 7% remains neutral.

Following figure shows the positive influence of social media on nursing students academic performance as 58.06% students agreed that social media has positively affected their studies and 12.54% were strongly agreed that social media has positive effects on their academic performance this total number counts for 70.06% positive response, about 7% nursing students were unsure about the effect of social media on academic performance and 22% of nursing students consider that social media has negative effects on their academic performance which count for 63 among 279 total respondents.

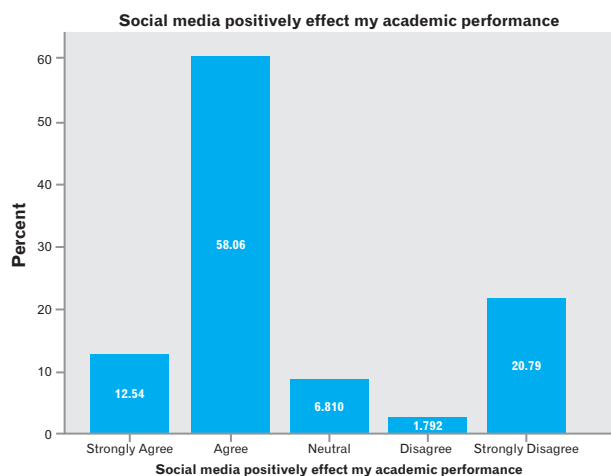


Figure 2. Social media positively effect on academic performance

was asked to determine either social media causes any disturbance to study routine or not, graph #3 represents that most of the nursing students respond shows that social media doesn't disturbed their study routine as 32.98% of nursing students reported disturbance in their study

routine due to use of social media 10.04% of respondents remain neutral where as 56.98% of nursing students response shows that the social media usage is not disturbing their study routine. This means that 92 out of 279 nursing students being assessed are facing disturbance in their study routines and 159 nursing students have not noticed any disturbance in their study routine due to use of social media and 28 number of students are neutral regarding this matter.

This figure belong to third part of Likert scale base

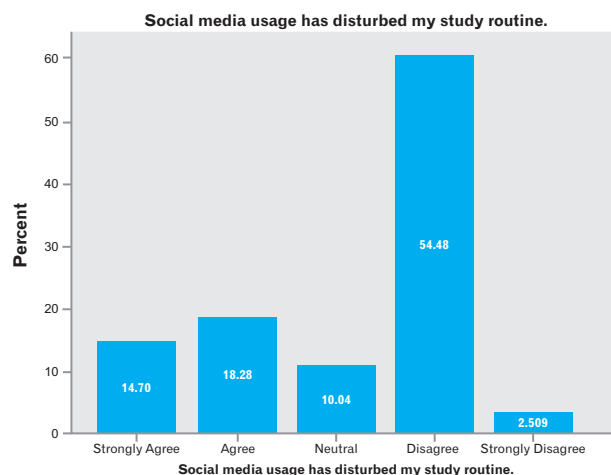


Figure 3. Social media usage has disturbed my study routine.

questionnaire which was related to English Proficiency and use of Social media. Graph #4 shows that about 74% of total respondents have found social media as a use full tool for learning

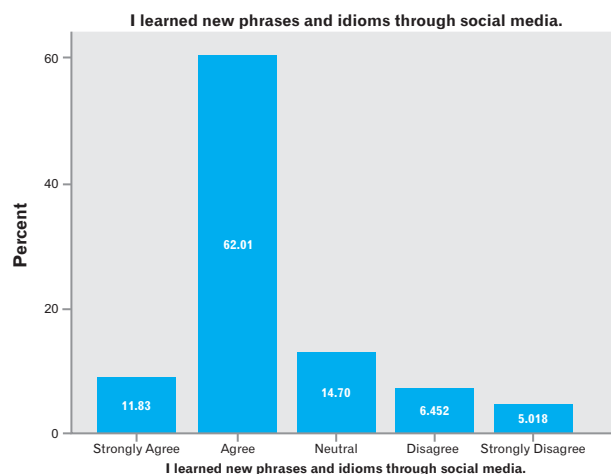


Figure 4. I learned new phrases and idioms through social media.

new idioms and phrase while about 12% of respondents have not realized any proficiency in English language by using social media. Whereas 14.70% of total respondents find it difficult to relate English Proficiency with the use of Social Media so they remain neutral.

DISCUSSION

Analysis of demographic data shows that among 279 total nursing students being assessed for "influence of social media on their academic performance" there were 41 male participants and 238 nursing students were female. The age of nursing students varies from 16-26+ years among them most of nursing students (54.1%) were in the age group of 21-25 years.

The results of this study shows that most of the nursing students (84.9%) are regular daily users of social media, among them most of the nursing students (57%) doesn't consider social media bad toward the study practice as they responded that they have not experienced any disturbance in their study routines due to use of social media instead most of nursing students (70%) reported that social media usage has positively affected their academic performance. 85.3% of respondents consider social media a good platform to share and gain knowledge. Most of the nursing students (74%) experienced social media good for establishing their English proficiency as they have learned new idioms and phrases by using social media.

According to this study almost 85% of nursing students are daily users of social networking sites which relates with the study of (Can et al., 2016) this study also shows that among all respondents 86.5% social networking sites users, use social media every day. This study also reveals that most of the social media users (49.8%) are of age 25 as in this study founded rate is 54% of the users are below 25 year of age.⁵

Results of this study is founded resembling to the study of (PETER, 2015) which shows that most of

the social media users are of younger age students and significant influence of social media usage is founded as good tool for learning by 56% students which shows positive response of students toward learning through social media.¹⁴

A study conducted to know the impact of social media usage on students' academic performance shows concurrence with this study as 74% students answered that social media is helpful in interacting with colleagues and teachers which improves their academic performance with compared to this study as 83% of nursing students founded social media helpful to interact with peers and teachers.¹¹ Furthermore this study also shows that 50% students says that social media is good for them personally which also is in concurrence with study because in that study 61% students are agreed that social media is good for them.¹¹

The study suggested that social media platform is good for improving vocabulary for ESL students because this help them to learn new phrases this found similar because in this study nursing students (74%) also reported that they have learned new idioms and phrases by using social media.³

Study conducted in University of South Carolina and University of Florida reveals the same result as this study both these studies shows that students consider it fun to learn English as secondary language from social media.⁹ They have improved their English proficiencies by using social media.

LIMITATIONS

This study has following limitations:

- Longitudinal and quasi experimental study may give more clearer results that was not applied due to time and resource limitations.
- Sample was collected from only one geographical area due to limitation of resources.
- Students were busy in their classes so they make quick choices in answering question-

naire.

- Participants may or may not be truth full in making choices in questionnaire.

CONCLUSION

On the basis of the results of this study this conclusion was made that social media usage is now a days considered as a routine activity of daily life. Almost all nursing students possess social media accounts and 77% of nursing students have multiple accounts on social networking sites. Students don't consider that social media is putting negative influence on their studies instead they consider that social media is good for the students and use of social media should be promoted because this enables them to interact with peers and teachers which improves their academic performances. Student also use social media to stay updated and they even visit social media when they are not intended to do. Learning english as secondary language has also got positive response because students learn new idioms and phrases through social media and their english proficiency is also improved because social media usage has been proved helpful to add some bulck to their vocabullarly.

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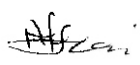


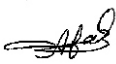
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Sr. #	Author-s Full Name	Contribution to the paper	Author=s Signature
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2	Afsar Ali, Assistant Professor, The University of Lahore	Working in this research project as preceptor and facilitate to student for writing the Results and discussion part.	
3	Sunil Mukhtar, BSN Student The University of Lahore	Work as a learner in this research project and play role as data collector.	
4	Abdul Muqet, BSN Student The University of Lahore	Work as a learner in this research project and play role as data collector.	
5	Muhammad Afzal, Associate Professor, The University of Lahore	Supervise all project and provide help to student in discussion part.	
6	Prof. Dr. Syed Amir Gilani. Dean, FAHS The University of Lahore	Supervise and facilitate for conducting this research project	