Social Media and Academic Performance of the Student in Nepal

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Abstract

This study analyzes the impact of social media on students' day to day lives and learning environment in Makawanpur, Nepal. The study highlighted students' social media usage levels and how they affect their behaviour, academic outcome, and mental health. The study used a mixed-methods research design. 150 students were used as respondence for data collection, in rural and urban settings, using tools like surveys, interviews, and field observations. The results showed that while social media contributes to academic achievement through helping assess the educational content, excessive and uncontrolled use causes distraction, emotional stress, and exposure to cyberbullying. The findings from the study aim to support future planning and policy formulation, and also create an awareness program for students' well-being.

Keywords: Social media, Higher education, Academic performance, Students, Impact

Introduction

Social networking sites (SNS) are now a very important part of day to day life for students. Children have a great influence on how they learn, communicate, and develop their overall behaviour. According to various researches, students who use social networking sites excessively may perform worse academically and receive lower grades (Ogibi, 2015; Abu-Shanab & Al-Tarawneh, 2015). Researchers have looked into the connection between students' academic performance and their use of social networking sites. Facebook usage, social media, and changes in students' academic performance are all connected, according to Abu-Shanab and Al-Tarawneh (2015). Furthermore, Caratıquıt and Caratıquıt (2023) found that social media addiction has a detrimental effect on students' academic excellency, causing disturbance and lower accomplishments. Students repetitively struggle with time management, organising their work. This study shows the indirect effect of the relationship between learners' digital addiction and academic success in distance learning as mediated by academic delay. The study respondents were 223 Filipino students at a secondary school in Cagayan, Philippines, who were chosen using convenience sampling. Sample sizes were calculated using the inverse square root and gamma-

exponential methods. The findings show a positive and significant relationship between social media addiction and academic delay. There is also a negative and significant relationship between academic delay and learners' academic success. In terms of the indirect effects of the mediation model, the relationship between social media addiction and academic achievement is fully mediated by academic procrastination. This indicates that academic procrastination substantially impacts the strength of the correlation between social media addiction and academic achievement. The findings of the undertaking were discussed regarding their implications for institutions and future research.(Caratıquıt & Caratıquıt, 2023) According to previous research, low self-efficacy, disorganization, low intrinsic motivation, inadequate effort control, and ineffective time management are all significant predictors of academic procrastination among students (Howell & Watson, 2007; Wolters et al., 2017, as cited by Melgaard et al., 2022). Students who battle with these signals are significantly more likely to be identified, particularly in this time of distance learning. Academic delay exhibits a reduced capacity for discipline, which damages their success in distance learning. Caratıquıt and Caratıquıt (2023) found that information and Communication Technology (ICT) has been regarded as one of the fastest-growing sectors in the world in our contemporary times. The growth of ICT has given rise to forwarding and the birth of rapid changes in society by designing the global economy. Significant changes in industries, education, agriculture, medicine, business, engineering and other fields have been brought about by ICT. Within the past decades, new ICT tools such as mobile phones and tablets have provided sufficient value for improving communications and industrial activity. Social media is an aspect of ICT that has rapidly spread and inserted into almost every sector of human life. In our present days, it is common practice for people to spend a major part of their time making use of social connections. This is notable to the fact that it is easy to use, and it facilitates speed and lasting. Social media is fast changing the public discourse in our societies and setting trends and agendas in topics that range from the environment, education and politics to technology and the entertainment industries (Oguguo et al., 2020)

Objectives of the Study

- To explore the impact of social media use on student behaviour and mental health, focusing on communication styles, self-esteem, attention span, and emotional well-being among students in Makawanpur, Nepal.

- To examine the opportunities and challenges social media presents in students' academic and social lives among students in Makawanpur, Nepal.

Problem Statement

The use of social media is massively increasing among the youth, but still there is a huge lack of clear understanding about its impact on their mental health and behavior. Similarly the use of social media invites risk like emotional stress and cyberbullying in Makawanpur , Nepal. (Abbas et al., 2021).

Rationale of the Research

Social media now plays a major role in the lives of young people, influencing their self-expression, communication, and education. These platforms may have a detrimental impact on young people's behaviour and mental health even if they present a fantastic opportunity for personal development and connection. High social media use may be associated with problems including mental distress, low self-esteem, and social isolation, according to recent research. (Khalaf et al., 2023; Marwick & Ellison, 2012).

In order for parents, educators, and legislators to assist youth in using social media in constructive and healthful ways, it is critical to have a greater understanding of both the advantages and disadvantages of social media. The goal of this study is to provide information that can help with future policy formulation, educational programs, and mental health awareness.

Research Questions

The following important questions are the focus of this study:

- What effects do social media usage patterns and frequency have on the behaviour and mental health of students in Makawanpur, Nepal?

- What opportunities and difficulties do social media present for students in urban, rural, and international contexts in terms of their social and academic lives?

- In what ways does the use of social media as a learning tool affect students' engagement and performance in formal education?

Literature Review

While platforms make communication and collaboration easier, excessive use can negatively impact students' academic and emotional well-being (Adjin-Tettey et al., 2022; Caratıquıt & Caratıquıt, 2023).On a more positive note, some research suggests that social media can support independent learning and enhance participation in online classrooms. For instance, Kent (as cited in Pinder etal., 2023) found that using Facebook alongside online course platforms increased student engagement. Other studies have also emphasized the value of social media in promoting self-directed learning and collaboration in higher education (Mentz et al., 2023). Similarly many relationships made in social networks are not lasting made for only entertainment and difficult to check relationship validity because of which there are possibilities that relationships are fake. The relationships made through social networking, makes many friends but the quality and closeness of these friendships are not always true. Along with it, the people in SNS are not always honest and the relationship is not always trustworthy (Ashraf Jalal Yousef Zaidieh, 2012). Due to a high percentage of daily SNS use, physical participation in social activities have decreased and issues such as cyber bullying, a reduction in productivity, the collapse of individual secrecy including cyber crimes have raised. Therefore, SNS has many positive aspects along with some negative aspects Abu-Shanab, E., & Al-Tarawneh, H. (2015). Likewise the findings suggest that students with emotional instability may be excess users of SNSs. These results indicate an opportunity to

enhance the presence of health service providers on SNSs in order to provide support to youth (Sampasa-Kanyinga & Lewis, 2015) another study conclude that Hamat et al. (2012) is one of the notable early studies that reported positive effect of social media use among university students in Malaysia. They use a sample size of 6358 which is quite impressive. Similar to our study, they also depended on first-person reporting questionnaires and they collected students' views on the effects of social media use. They found that their participants spent a lot of time online for both learning and social social media platform purposes. Specifically, 50.3% of the participants used social media for interaction with lecturers. The participants were very positive about the effects of social media on their academic achievements. This is clear since their study was a survey study and it happened almost twenty years ago. It is possible that if the same study were repeated today the results may be different.(Nurudeen et al., 2023) According to the Olojo, Adewani, Ajisola (2012), e-learning is the use of internet technologies to enhance knowledge and performance where the teaching-learning method shifted from conventional education methods to ICT-based personalised, flexible, individual, self-organised and collaborative for all teachers and learners. They stated that the internet learning benefits are needed for education that can enhance the quality of one's learning experiences and extend to reach every lecturer and reader. The effectiveness of internet learning is raised among the learners these days, at the same time new platforms and services in communication technology are being invented. Recently social media services (SNS) are the most effective and successful creation of communication technology which has a strong reachable ability to reach out to every community. And young people are more influenced by the extensive use of SNS in this digital era. The development of various SNSs has defined social interaction differently in human communication records. In these days, numerous social networking services have emerged, and these services are reshaping the ways that people communicate, interact, collaborate, work and even learn (Yesemin Gulbahar, 2013) (Thapa, 2018) Many young people in the Global North are active users of digital health technologies. Nevertheless, it is remarkable that they still rely on outdated websites and search engines to find information. Applications and platforms that may not have been specifically developed for young people as e-health resources often better fit their needs. Young people encourage the ready accessibility of information online, the opportunities to learn more about their bodies and health states, and the chance to learn how to improve their health and physical fitness. They enjoy being able to connect with peers, and they find encouragement and relief from upset by using social media platforms, You-Tube, and online chat-room. Young people can find the large amounts of information available to them difficult to share. They often look to reliable young to help them make sense of the information they find online and to provide suitable sources of information and support. direct conversation with these reliable providers remains important to young people. Uncertainty and adverse effect that young people report from digital health use include becoming overly obsessed with their bodies' shape and size when using self-tracking technologies and comparing their bodies with the social media influencers they follow (Lupton, 2021)

Research Methods

Data Collection and Analysis

The study briefly examines numerous ways in which social media affects students in Makawanpur. It uses a mixed-method approach that blends both qualitative and quantitative techniques. A precise data as well as a deeper conception regarding individual experiences and perspectives on the consumption of social media are obtained through this method. This very study was able to remark social media's notable effects along with its social, emotional and intellectual suggestion on young people from various backgrounds by utilising both kinds of data.

Population and Sampling

The study concentrated on students who routinely use social networking sites (SNS) and are enrolled in formal education. Based on their living conditions, participants were chosen from three different groups:Youth from surrounding urban areas and cities like Hetauda.

Purposive sampling was employed to ensure diversity and equity in the sample. A total of 150 students were chosen, and the majority of them were between the ages of 16 and 24. Both genders and age factors were taken into consideration and an attempt was made to maintain an equilibrium representation between them. Additionally, students from higher secondary and bachelor's level were emphasized since they are more pertinent to social and academic issues.

Tools for Data Collection

Structured Questionnaire

A systematic questionnaire consisting of both closed-ended and open-ended questions will be developed in order to collect inclusive data.

- Regarding student's social media usage, close-ended questions were used to gather information. This included how much time they spend online, their social media platform preferences and how they think it affects their mental as well as academical well being. Starting from "Strongly Agree" to "Strongly Disagree", the 5-point Likert scale was used to measure their strength of response.

- The open-ended questions permitted students to share their personal experiences, thoughts and concerns about how social media amplifies or shrinks their day to day lives.

Informal Interviews

Additionally, a small number of students were personally interviewed in order to grasp a deeper understanding. These discussions helped disclose how social media influences their feelings, interest in studies, self-perception, and everyday social relationships.

Observational Notes

Informal observations will also be recorded throughout the field trips to certain educational institutions. Student behaviour, the classroom environment, the availability of internet-connected

devices, and the general use of digital tools in the classroom were the primary subjects that these notes included.

Data Analysis

Quantitative Analysis

Key variables analyzed included:

- Daily time spent on social media

- Academic performance

- Mental health (i.e stress & anxiety)

Comparisons were made across the three living contexts (rural, urban, abroad). Cross-tabulation and correlation analysis were used to explain links between social media use and outcomes like stress levels or academic focus.

Qualitative Analysis

Answers from open-ended questions and interviews were examined through thematic analysis. Recurring themes included:

- Peer pressure and comparison

- Distraction and procrastination

- Use of social media for educational support

Ethical Considerations

- Every student will be fully informed about the goal and parameters of the study, and participation will be entirely optional.

- Confidentiality and anonymity will be rigorously respected.
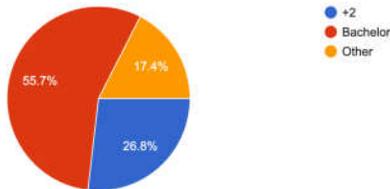
Data Presentation and Analysis

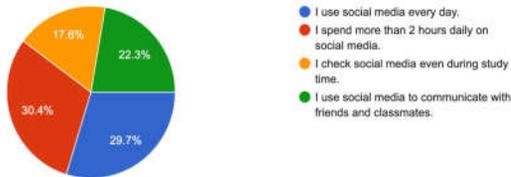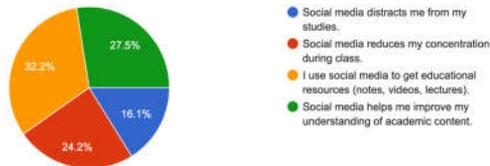
Demographic Information
150 responses

- Male
- Female
- Other

54.7%

45.3%

Age Group
150 responses

- Below 18
- 19 to 25
- 26 above

60%
15.3%
24.7%
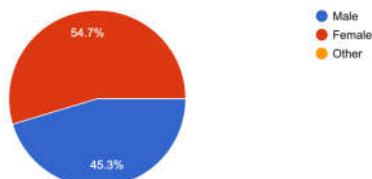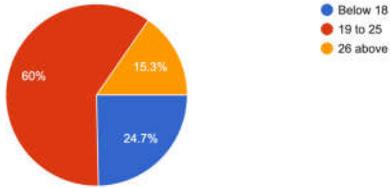
Level of Study
149 responses

- +2
- Bachelor
- Other

55.7%
17.4%
26.8%

Social Media Usage Pattern
148 responses

- I use social media every day.
- I spend more than 2 hours daily on social media.
- I check social media even during study time.
- I use social media to communicate with friends and classmates.

17.6%
22.3%
30.4%
29.7%

Social Media and Academic Performance
149 responses

- Social media distracts me from my studies.
- Social media reduces my concentration during class.
- I use social media to get educational resources (notes, videos, lectures).
- Social media helps me improve my understanding of academic content.

27.5%
32.2%
16.1%
24.2%

Opportunities Created by Social Media
149 responses

- Social media provides useful information for my assignments.
- Educational pages, groups, or channels motivate me to study.
- Social media develops my communication and digital skills.
- I learn new ideas/skills (coding, graphics, language) through social media.
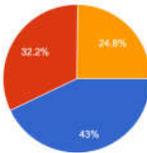
28.9%
23.5%
20.1%
27.5%
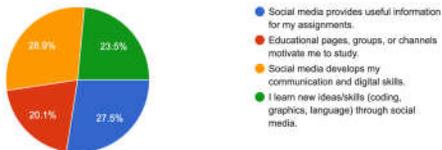
**Challenges Created by Social Media**
149 responses
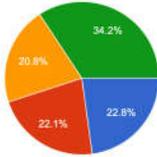
- Social media creates procrastination in my daily routine.
- Excessive social media use affects my mental health.
- I often feel pressured to stay active because of peers.
- I feel distracted due to frequent notifications.

(34.2%, 20.8%, 22.1%, 22.8%)

Behavioural Impact
149 responses

- I check my phone immediately after receiving notifications.
- I prefer social media over face-to-face interaction.
- My sleep schedule is affected due to late-night use of social media.

(24.8%, 32.2%, 43%)

**Do you feel social pressure to stay active online, even during study time?**
147 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

(38.8%, 8.8%, 15.6%, 36.7%)
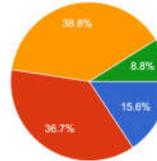
Do you feel anxious when you cannot access social media during study hours?
147 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

(54.4%, 12.2%, 29.3%)
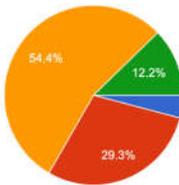
Does social media distract you from completing academic tasks on time?
147 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

(33.3%, 12.2%, 14.3%, 40.1%)
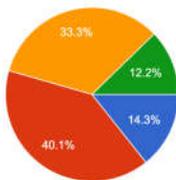
Do frequent social media checks reduce your concentration on academic tasks?
148 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

(59.5%, 12.2%, 23%)
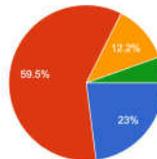
Do you lose track of study time while browsing social media?
148 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

(20.3%, 8.8%, 45.9%, 25%)
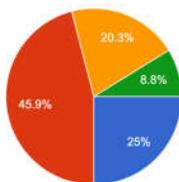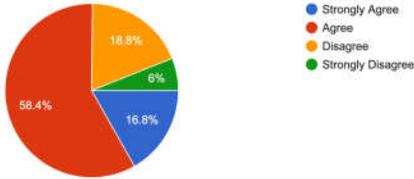
Do you use social media even when you should be studying?
146 responses

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

(37.7%, 48.6%)
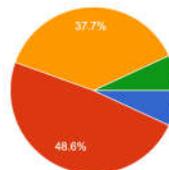
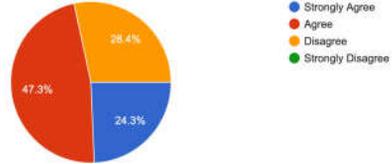Do you struggle to maintain a study schedule because of social media?
149 responses

Strongly Agree
Agree
Disagree
Strongly Disagree

18.8%
6%
58.4%
16.8%

Do you use social media to communicate with classmates about academic activities?
148 responses

Strongly Agree
Agree
Disagree
Strongly Disagree

28.4%
47.3%
24.3%

Do educational videos on social media enhance your understanding of subjects?
149 responses

Strongly Agree
Agree
Disagree
Strongly Disagree

49%
7.4%
43%
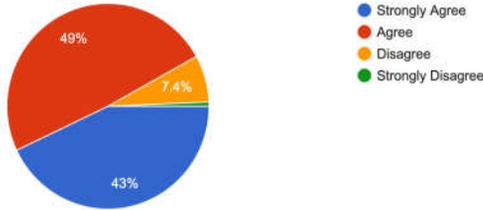
Does late-night social media use affect your academic performance the next day?
147 responses

Strongly Agree
Agree
Disagree
Strongly Disagree

27.9%
9.5%
35.4%
27.2%
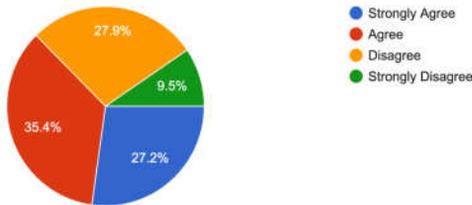
Does social media expose you to new learning opportunities relevant to Nepal?
146 responses

Strongly Agree
Agree
Disagree
Strongly Disagree

21.9%
54.8%
21.2%
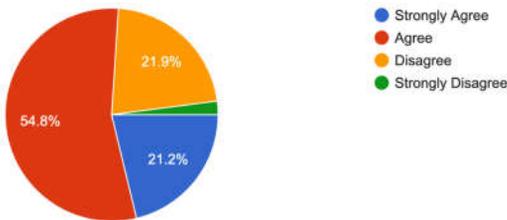
Result and Findings

Social Media Usage Patterns of Students

A study was conducted and according to its findings, Makawanpur's pupils use social media broadly. 45 students claimed to be using numerous social media for more than two hours on a daily basis. This aligns with the global trend that reflects younger generations being actively involved in using screens repeatedly as social media emerges as a dominant source of entertainment, communication as well as academic engagement.

Likewise, 44 students disclosed using social media daily, implying that it has become a crucial component of student's everyday life. The everyday interaction rate highlights that students rely on social media to stay linked and withdraw information. Furthermore, 33 students claimed engaging with friends and colleagues using social media, exhibiting its majority as a communication intermediate in higher education.

However, major issues were raised by the 26 respondents who endorsed the use of social media while learning. This shows the strong tendency and difficulty in controlling digital habits,which can negatively affect learning, discipline, and mental force. The very result lines with previous research that link continuous digital interference to lower academic outputs and low focus.

To sum up, the usage pattern indicates that despite social media carrying many pros, a notable portion of students exhibit potentially difficult behaviours that could hamper their capability to study.

Impact of Social Media on Academic Performance

The survey shows two different effects of social media on one's academic performance. favourably, the excessive percentage of participants:- 48 students disclosed that they utilize social media to access academic videos, lectures, tutorials as well as notes. Likewise, 41 students claimed that social media enhances their perception of academic material. For instance, sites like Youtube, Facebook groups and various instructional pages are refining students' educational experiences. Hence these results also depict that, when utilized rationally, social media can strengthen academic performance.

However, the pessimistic outcomes that participants emphasized lift concerns. There's a continuity impact of social media on academic charm, as shown by the 36 students who claimed that social media makes it harder for them to be attentive during lectures. Moreover, there are 24 students who revealed that social media causes an interruption for them from their studies. This clearly identifies the chance of academic hamper caused by the excess of digital respondents. This pattern suggests that although social media plays a significant role in academics, these benefits may be overshadowed by a lack of discipline and self-control. Hence, Social media affects academic performance in both positive and negative ways, showing that its influence on students is not simple.

Implication of Findings

The outcomes emphasize the need to develop responsible and effective suggest at educational institutions regarding the use of social media. To maximise their academic progress and reduce distractions, counselling services, literacy training and awareness campaigns might play a vital role. Teachers may also play a vital role here by purposefully incorporating social media into their educational techniques, which would encourage students to use it academically while discouraging misuse.

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