



THE IMPACT OF SOCIAL MEDIA APPLICATIONS ON STUDENTS PERFORMANCE IN PRIVATE UNIVERSITIES IN MALAYSIA: IUKL CASE STUDY

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Abstract: Online social networking sites have changed the way people interact and communicate. Most students who are members of these online networking sites spend numerous hours on these sites at the expense of study time. This research paper looked at the impact of online social networking sites on academic performance among the students of (IUKL) University and try to investigate that impact by using certain model and different factors to get the effective results.

Keywords: Effects, Online Social Networks (OSN), Academic Performance, Students, Private Universities

I. INTRODUCTION

Social Media have become very popular nowadays, and they play an important role in our daily lives. These are the example of social media sites such as Facebook, Twitter, WhatsApp, LinkedIn, Pinterest, Viber, and Instagram etc. Although, it helps us in every fields of life such as educational field, business field and political field. This research will analyze the impact of social media on the students' academic performance among the students of Infrastructure University Kuala Lumpur (IUKL). In the early 2000's, the Web became much more personal as social networking websites were introduced and embraced by the masses. Online Social Networks (OSN), are defined as web-based services that allow individuals to construct a public or semi-public profile within a limited system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and terms of these connections may

vary from site to site. The use of social media among students has reached high levels and has affected their study time, poor grammar and wrong spellings when socializing on social media as well as diverting their attention from their studies (Jamil et al. 2013) Students spend much of their study time on social networks than in their academic undertakings and it has affected their Grade Point Average (GPA). Investigation of the impact of social media was done here in Malaysia which focused on student's academic performance in the tertiary institution (Baker 2009) just a few research has been done so far in the tertiary institution. In this research, I will continue the work with more than one university and I will investigate the impact of the nature of usage on students' academic performance. Also I will analyze the students' perspective regarding social media that includes the following Reasons of using social media Positive/negative impacts of social media in Social Behaviour Analysis of the above impact(s) of social media on students with respect to gender; male and female students. Moreover, I will come up with the best model in order to help the student to utilize their time with regards to social media usage. Social media has gained credibility over the years as a trusted source of information and platform where organizations can interact with audiences. We are seeing education institutions adapting these developments into their systems and relying on group resources and mechanisms to improve the student life. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plugins that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks. (Argan, Metin; Akyıldız 2009) There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. Social media is also a medium where students can establish beneficial connections for their careers. As an educational institution, it is crucial to be active in many social platforms possible, this helps create better student training strategies and shapes student culture. The internet is today the most important source of information and the growing dimensions of the use of social media by students cannot be underestimated. (Iorliam and Ode 2014) It has been observed that students devote more attention and time to social media than they do in their studies and they cannot pass their examinations well if they do not learn (Al-rahmi, Othman, and Mi Yusuf 2015) Also, the study conducted by Maya (2015), revealed that media use contributes to lower academic performance, low self-perceptions and less interest in college oriented carriers. Academic excellence plays an important role in an individual's life; be it in the family, at social gatherings, at the workplace, in an institution or even among peers. Much emphasis is placed on academic excellence because of the role it plays in an individual's life as far as a successful life and respect are concerned in every part of the world. Based on the literature review, it has become clear that not many studies have highlighted the impact of social media, the current body of knowledge is the work of a few

people, the works still lacks empirical support, and as a result, there is a great need for further research to increase our understanding of the effect of OSN on students' academic performance. The research attempts to achieve the following objectives: To identify the factors that influencing the students' academic performance when using social media. To propos model to measure the social media impact on student academic performance. To investigate the impact of social media on students' academic performance.

II. PROBLEM STATEMENT

The web is today the most critical wellspring of data and the developing measurements of the utilization of web-based life by understudies can't be thought little of. It has been seen that understudies give more consideration and time to internet-based life than they do in their investigations and they can't pass their examinations well in the event that they don't learn. Additionally, the study conducted by Maya (2015), uncovered that media utilize adds to bring down scholarly execution, low self-discernments and less enthusiasm for school activities (Bernard and Dzandza 2018). Academic excellence plays an important role in an individual's life be it in the family, at get-togethers, at the work environment, in a foundation or even among peers. Much accentuation is put on scholastic greatness on account of the job it plays in a person's life to the extent a fruitful life and regard are worried in all aspects of the world. Due to this, many people are concerned with the ways that they can improve their academic performance (Kyoshaba, 2009).

III. LITERATURE REVIEW

Internet-based life has been characterized in the writing as open electronic administrations that enable users to build up an individual profile, distinguish different users ('companions') with whom they have an association, read and respond to postings made by different users on the webpage, and send and Get messages either secretly or freely (Boyd and Ellison 2007) People may send private messages, compose on other user's dividers, sort out social exercises, and keep educated about other user's day by day exercises. Be that as it may, users can restrict themselves to what data they might want to share freely with others. These Studies explore university student use of

online social media, primarily focusing on Understanding why university/college students or faculty use Facebook and, to a lesser Extent, Twitter; the relationship between online social media and both student engagement in academic activities and self-reported grades or Grade Point Averages (GPAs); and/or other usage issues related to online social networking such as gender inequality, and ethnic and socio-economic backgrounds related to university students. The use of social media by university students has been well documented. Evidence consistently suggests that substantial numbers of university students use social media sites, such as Facebook and Twitter, daily (Guy 2012) Evidence also exists concerning the different purposes for which students use social media sites. For instance, findings suggest students use social media to make new friends and interact with existing friends (Jamil et al. 2013)(Khan, Kend, and Robertson 2016)However, there is evidence to suggest that social media usage is not confined to social interactions. Karlin (2007) found that almost 60% of students surveyed used social media to discuss education issues and 50% used social media to talk about specific AL. school work. Other studies have investigated what drives students to use online social media. A study of Facebook users by Cheung, Chiu, and Lee (2011) revealed that students' decision to use Facebook was strongly influenced by their intention of having a social presence.

IV. PAPER HYPOTHESIS

H1: There is a significant relationship between Social Acceptance in social media and Intention to use social networks.

H2: There is a significant relationship between Acculturation in social media and Intention to use social networks.

H3: There is a significant relationship between perceived usefulness in social media and Intention to use social networks.

H4: There is a significant relationship between perceived ease of use in social media and Intention to use social networks.

H5: There is a significant relationship between time spent on social media and Students academic performance.

H6: There is a significant relationship between intentions to use the social network and Students academic performance.

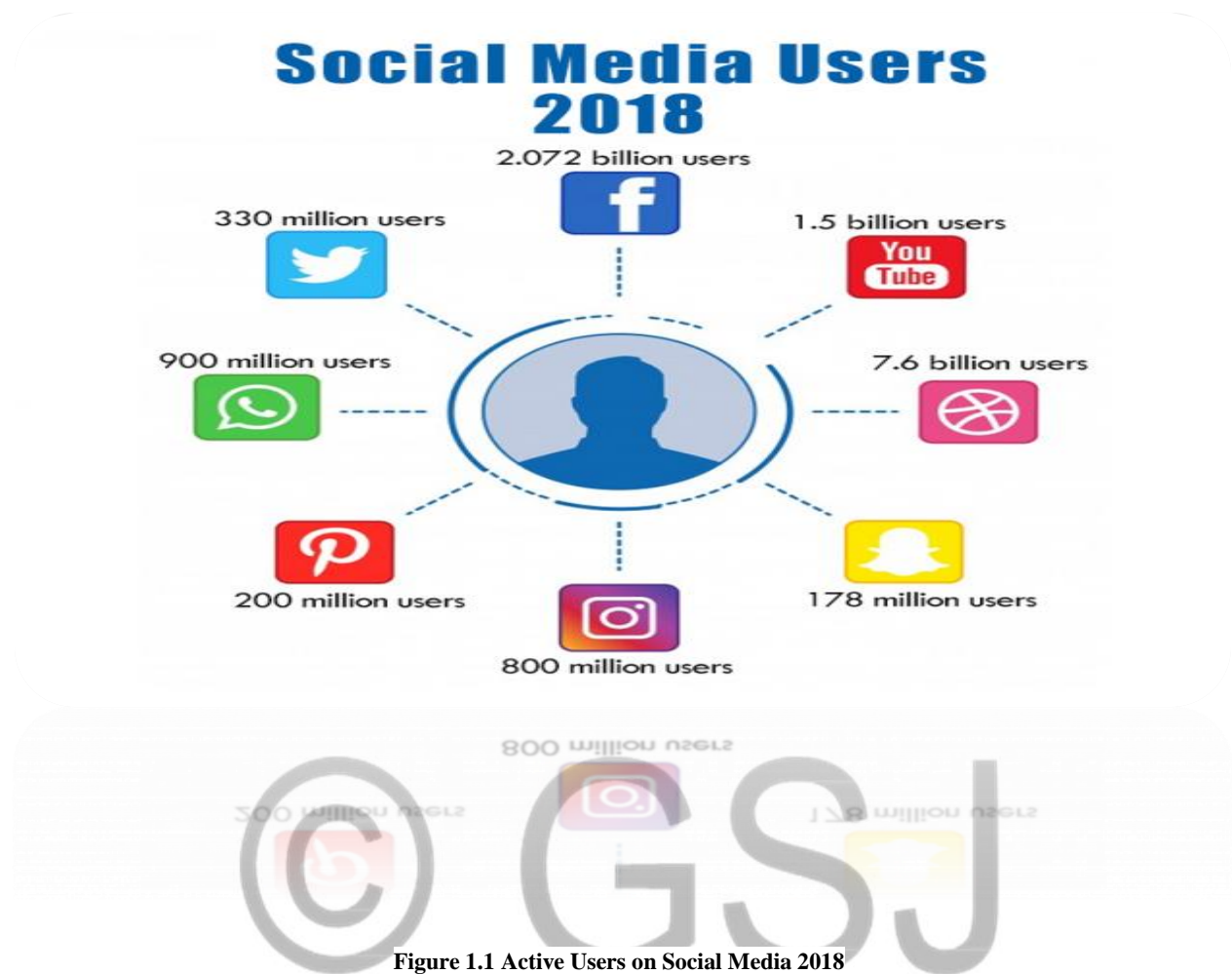


Figure 1.1 Active Users on Social Media 2018

V. RESEARCH MODEL

The model that is going to be use as a proposed model in this research, the purpose of this research is to evaluate the impact of using social media platforms among the students in (IUKL) Malaysia. The technology adoption being strongly influenced by Socialization perceived usefulness, perceived ease of use, social media, Intention to use social network Therefore, the research model is typically below:

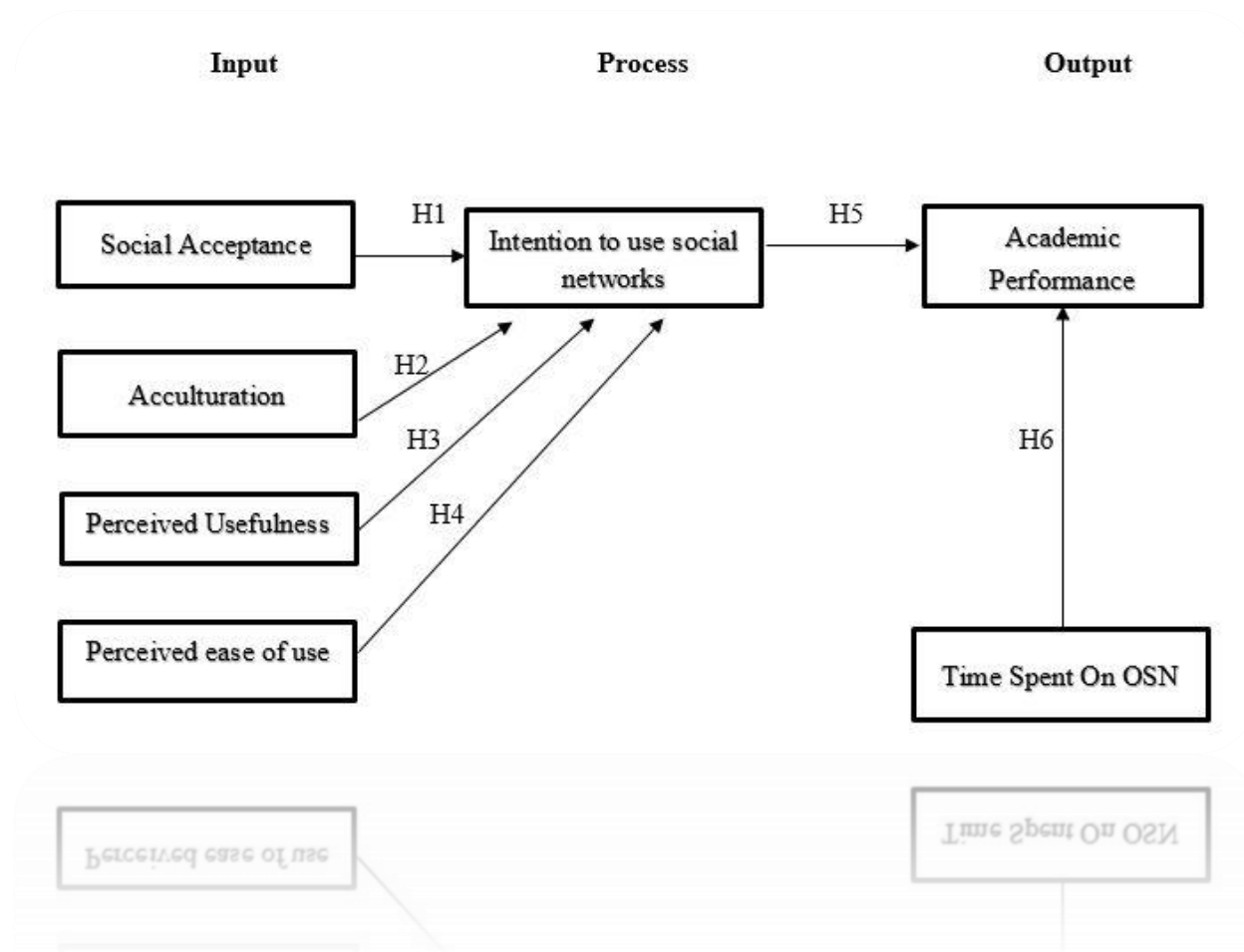


Figure1.2 Research Model

VI. RESEARCH FRAMEWORK

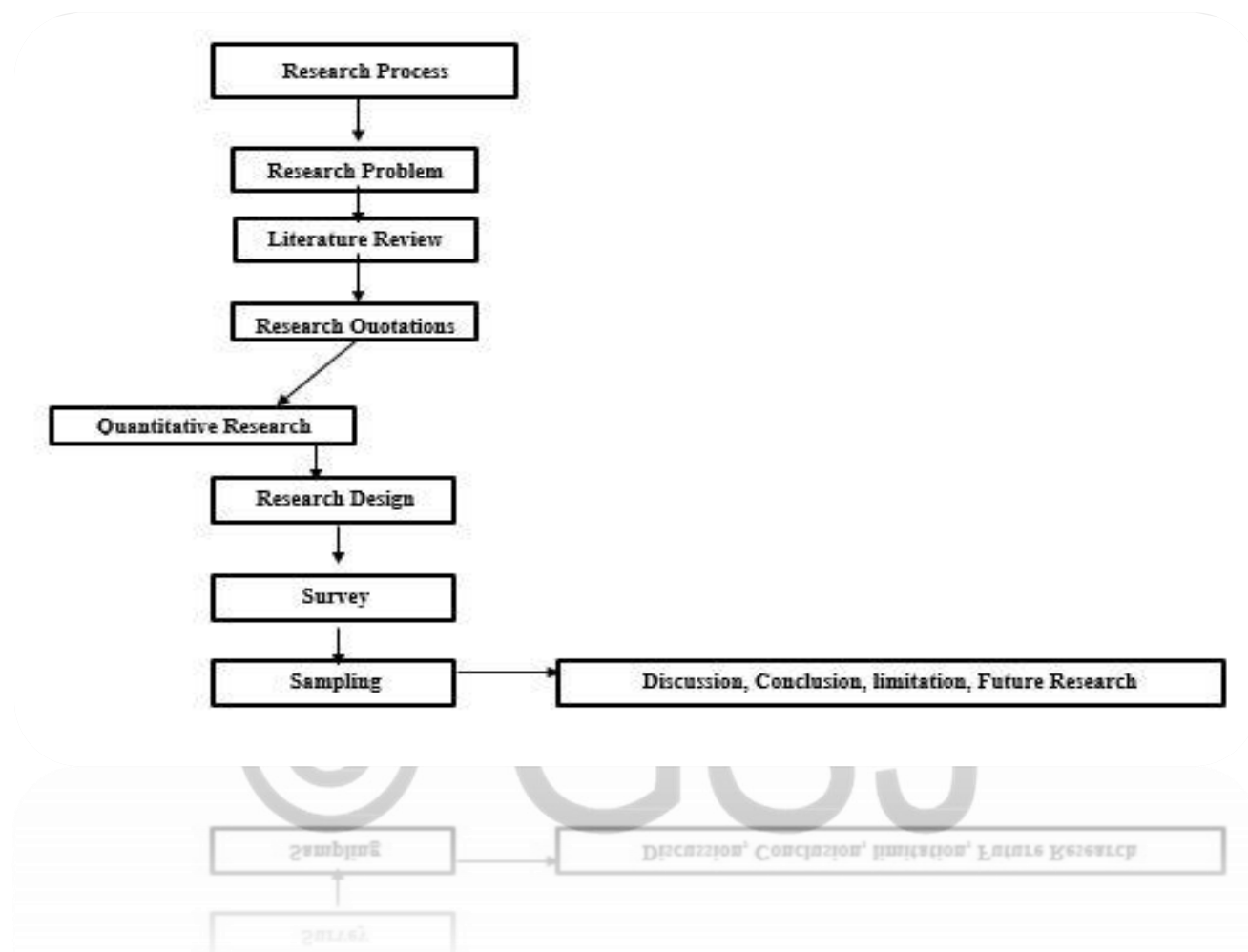


Figure1.3 Research Framework

VII. CONCLUSION

It is expected that the output of this research will benefit students and the administration of all selected universities as will show the level of the students' use of social media sites. This shall help them to understand how best to sustain the student's attention on using social media platforms. Therefore, the findings could be used by academic advisers and counselors proffer professional advice to the university authorities on how to regulate the social media usage among students.

VIII. ACKNOWLEDGEMENT

This study came in to reality due to enabling roles played by various individuals. First and foremost, I would like to thank God for keeping me alive and enabling me to complete this work successfully. I am very grateful to my supervisor for his professional guidance and support throughout the study. My special thanks go to my entire family. My parents for their support, I would also like to acknowledge my friends for being there when I needed them. I am obliged to the teachers, parents and students for their input and support throughout the study.

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