

Impact of Social Media Usage on Academic Performance of Student Nurses

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ABSTRACT

This is an exploratory study to assess the impact of social media usage on academic performance on student nurses in selected hospital in New Delhi. The purpose of this research was to find out the impact of social media on nursing students' education. An exploratory survey approach and non-experimental design is used, which was conducted on 166 student nurses studying at Apollo School of Nursing of New Delhi, and subjects were selected by total enumerative sampling technique. Findings reveal that 23(13.8%) student nurses have the social media usage score <50%, 44(26.50%) student nurses have score between 50 and 60%, 23(13.8%) has score between 60 and 70% and 35(21.08%) student nurses have social media score >70%. Out of 166 students 74 student nurses sometime use social media while travelling, out of 166 student nurses never use social media in washroom, 82 student nurses sometimes use social media during exam time. 58 student nurses do not think that social media is the only means of entertainment, 84 student nurses always follow latest news and events from social networking sites, 60 student nurses at times believes that social networking sites has changed their lifestyles. No one of the student nurses scored <50% of the marks, 36(21.7%) of the students scored 50–60% in their academics, 88(53.01%) of the students scored 60-70% in their academics, 42(25.3%) of the students scored >70% in their academics. χ^2_{tab} for df 3 is 7.82 at $p \leq 0.05$. the mean score of academic performance was found non-significant (0.5435). Hence, it is often concluded that the social media usages have no influence on academic performance of student nurses.

Keywords: academic performance, social media usage, social networking websites, student nurse

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INTRODUCTION

As said by Marshall McLuhan, World is a global village, everyone is connected to one another in this vast network generated by social media. Social Media in India is still propagating in the roots of the Indian society. People are now becoming more aware of Internet and its benefits. Social media is having a great impact on the society particularly the educated section of the society. Student nurses and nursing personnel being part of the community are also being prejudiced by the social media. Social media is considered as developing

communication skills among nursing students and also between students and teachers. It also allows group learning and develops social skills relevant to nursing. Students highlighted the strengths of social media, such as flexible learning and more self-determination [1].

Asemah and Edegoh (2012) stated that social media exposes nursing students to a better way of doing things. Social networking included: Twitter, Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Whatsapp

messenger, 2go messenger, Skype, viber, wechat, Google talk, Google Messenger, iPhone and Androids. These networking sites are used by most nursing students, to interact with old and new friends, physical or internet friends [2].

Obi, Bulus, Adamu and Sala'at (2012) discussed that the use of social media also affects students' English and grammar. The students are used to short forms in their messages; they overlook and use the same in the academic activities as well which affect their class evaluation. Social media although has been acknowledged as an important resource for learning today, studies however shows that students use social media such as Facebook for fun, to kill time, to meet existing friends or to make new ones [3].

Social Media is really picking up new heights in India, with more people joining the social networks like Face book and Twitter, brands are finding it easy to spread the word about them over the web as consumers find it easy connecting with each other by using these sites social media are the best places to share your success stories, efficient knowledge, worker collaboration, employee satisfaction, and clients success with a nominal cost. It allows population to correspond and spread ideas with each other rather than receiving the information from a single source.

Objectives of the Study

Objectives of the study are to assess the social media usage among student nurses, to evaluate the academic performance of student nurses, to ascertain the impact of social media usage on academic performance of student nurses and to determine the relationship between social media usages & selected demographic variables like age, frequency of social media usage.

Need of the Study

Presence of social media is growing vigorously. But still social media is considered to be the deteriorating agent in academics by some people. As Social Media is very popular among the youth, so that they contribute the majority percentage of the users of the media. Social media can play an important role in every student's life. It is easier and convenient to access information, provide information and communicate via social media. Teachers and students are connected to each other and can make good use of these platforms for the working of their education [4].

Network facts and statistics India

- India has world's largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers. There are 155 Million Monthly Active Users (MAUs) in India, of which 147 Million MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles.
- Twitter is at 2nd place in terms of User Engagement after Facebook. Twitter, the microblogging site has 23.2 million Monthly Active Users in India, which is 2nd largest in Asia-Pacific after Japan with 26 million MUAs. Over all, Twitter accounts for only 17% of Indian Social Network users.
- YouTube, the video-sharing site has more than 60 million unique users in India with users spending over 48 hours a monthly viewing video content. Over 70% of YouTube viewers in India are aged below 35, female users' accounts for 38% and Male users are 62% on YouTube. When compared to last year, YouTube in India is up by 90% while the watch-time has grown by 80% in 2016 [5].

Social media supplements blended learning which helps students create positive contextual learning in relation to

pedagogical objectives the ultimate purpose was to gather knowledge based on what impact social media had left on nursing students' academic result.

In modern world social media became a vital tool of learning and communication for each part of community and became an important technique in informal education.

Several studies reveal that social media have both positive and negative impact on students and teenagers. A number of studies conclude that most of the students use social media just to talk with friends and it is disturbing them from their studies. The Present study helps us to identify whether social media is really distracting students from their education or not.

So, this present study aims to find out the impact of social media among student nurses in selected institute on nursing on New Delhi.

Hypothesis

H₀A: Age of student nurses will not have significant impact on the usage of social media.

H₁A: Age of student nurses will have significant impact on the usage of social media.

H₀B: Social media will have a significant impact on academic performance of the student nurses.

H₁B: Social media will not have a significant impact on academic performance of the student nurses.

MATERIALS AND METHODS

The study was conducted in November 2017. The research was conducted as a

cross-sectional, exploratory and evaluative study. Nonexperimental design was used to assess the impact of social media usage on student nurses. Permission from the institutional head was obtained before initiating the study for ethical consideration. The data was collected from 166 student nurses of Apollo School of Nursing, New Delhi through a structured opinionnaire. Total enumerative sampling technique was used to select the subjects. Tool consists of two sections: Demographic Proforma including age, qualification, socio-economic status, academic performance in last board/council exam and Structured opinionnaire to assess the social media usage among student nurses. Content validity of data collection tool was determined by the experts' opinion. The structured opinionnaire consisted 25 questions. It was self-generated and adapted from literature. The opinionnaire covered (1) Duration of social media usage, (2) Frequency of social media usage, (3) Reason of social media usage. The scoring criteria for academic performance was >70% – very good, 60%–70% – good, 50%–60% – average, and <50% – below average. The scoring criteria for social media usage opinionnaire score is ≥50% (50 score) signifies increased usage of social media.

Table 1. Social media usage score of student nurses. N=166.

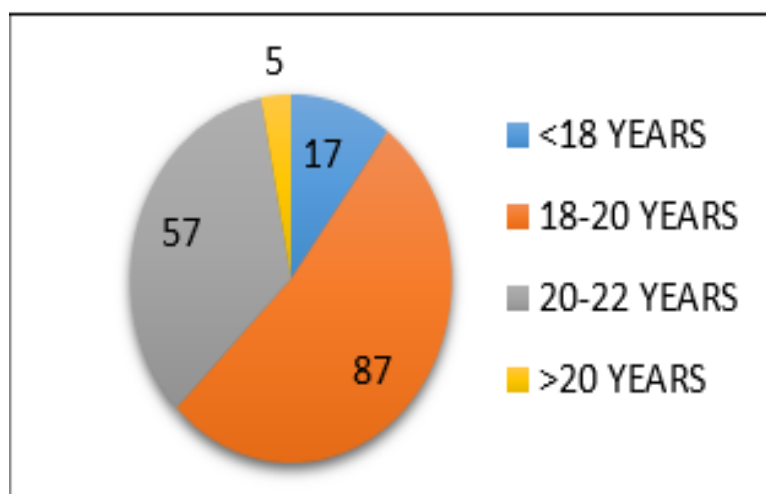
S no	Social media score	Frequency (f)	Percentage (%)
a.	<50%	23	13.85%
b.	50–60%	44	26.50%
c.	60–70%	64	38.55%
d.	>70%	35	21.08%

Table 2. Relationship of academic performance of student nurses with their social media usage score.

S. no	Academic performance	Above median	Below median	χ^2_{cal}	χ^2_{tab}	df
a	<50%	0	0	0.5435	7.82	3
b	50–60%	31	24			
c	60–70%	34	34			
d	>70%	22	21			

Table 3. Relationship of social media usage with demographic variable. $n=166$.

S no.	Variables	Social media usage score		χ^2_{cal}	χ^2_{tab}	df
		Above median	Below median			
1.	Frequency					
a	3–5 times	32	40	41.73	7.82	3
b	6–10 times	31	18			
c	11–20 times	12	12			
d	>20 times	13	8			
2.	Time					
a	<1 hours	28	27	1.6802	7.82	3
b	1–3 hours	36	32			
c	3–4 hours	14	13			
d	>4 hours	11	5			
3.	Reason					
a	Divert ion	15	15	2.2893	7.82	3
b	Entertainment	25	19			
c	Study	10	14			
d	Communication	38	30			
4.	Income					
a	<Rs. 20,000	6	1	41.73*	7.82	3
b	Rs. 20,000–30,000	40	32			
c	Rs. 30,000–40,000	35	41			
d	>Rs. 40,000	8	3			
5.	Information					
a	Never	0	6	7.556	7.82	3
b	Sometime	51	42			
c	Often	15	10			
d	Always	21	21			

*Significant, $\chi^2_{tab} = 7.82$.**Fig. 1.** Pie chart showing frequency distribution of the student nurses as per age group.

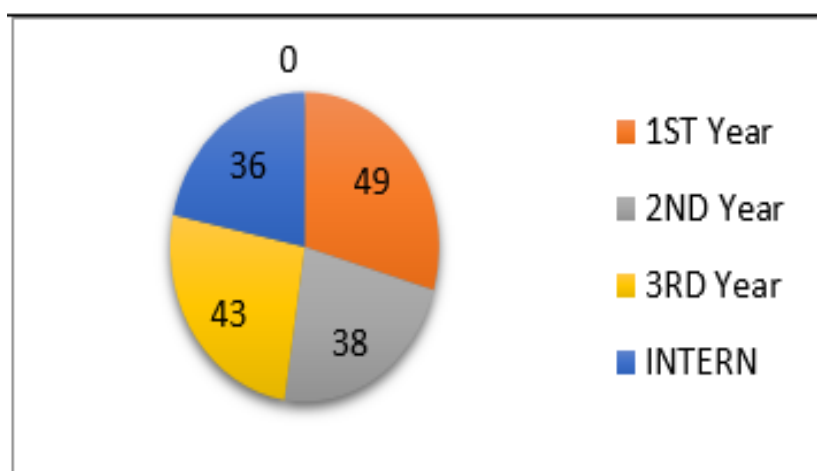


Fig. 2. Pie chart showing frequency distribution of student nurses as per their years of study.

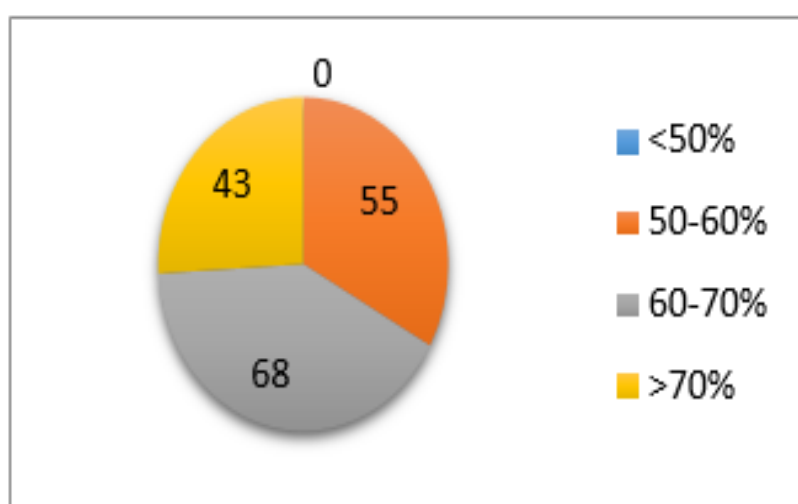


Fig. 3. Pie chart showing frequency distribution of student nurses as per their academic performance.

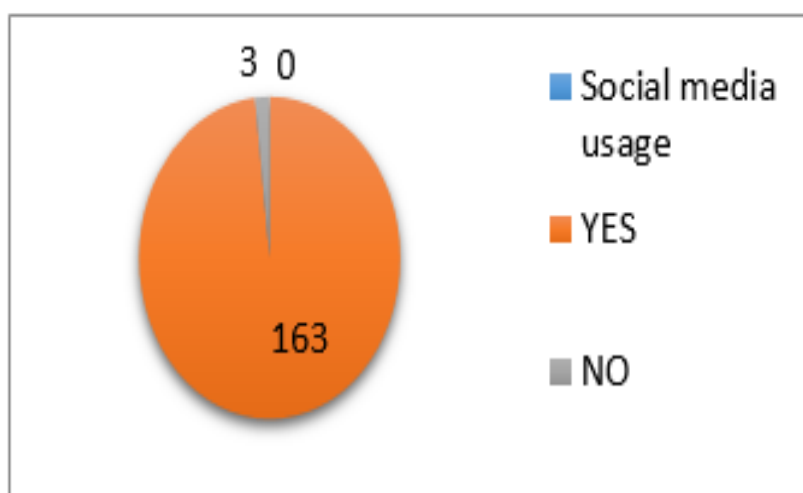


Fig. 4. Pie chart showing frequency wise distribution of student nurses on social media usages.

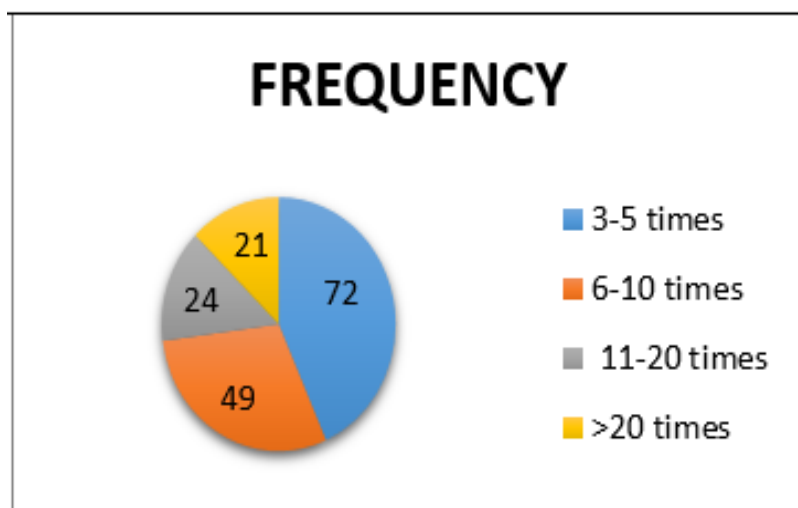


Fig. 5. Pie chart showing frequency of social media usages wise distribution of student nurses as per their frequency.

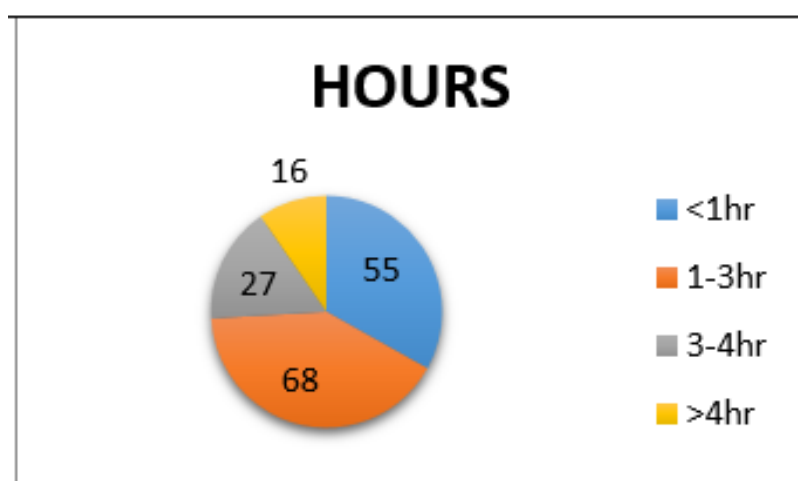


Fig. 6. Pie chart showing frequency distribution of student nurses as per their hourly usages of social media.

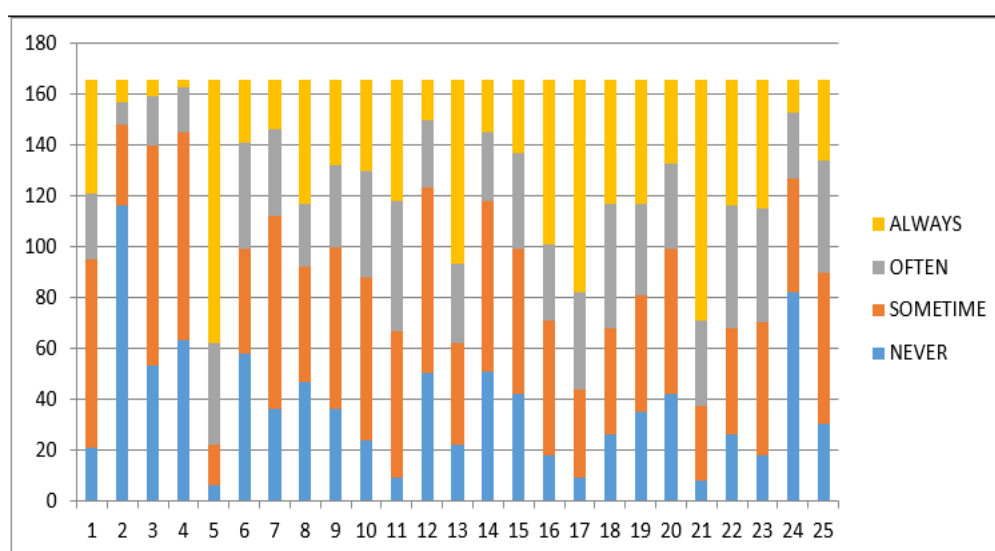


Fig. 7. Bar graph showing items wise distribution of social media score of student nurses.

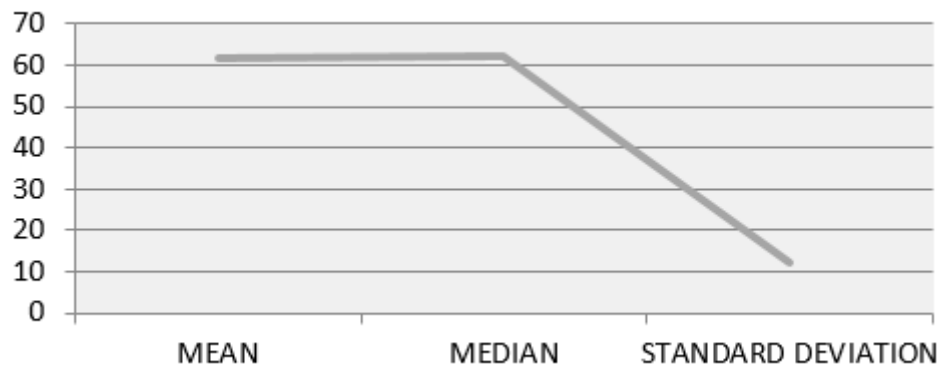


Fig. 8. Line diagram showing mean, median and standard deviation of social media usages score of student nurses.

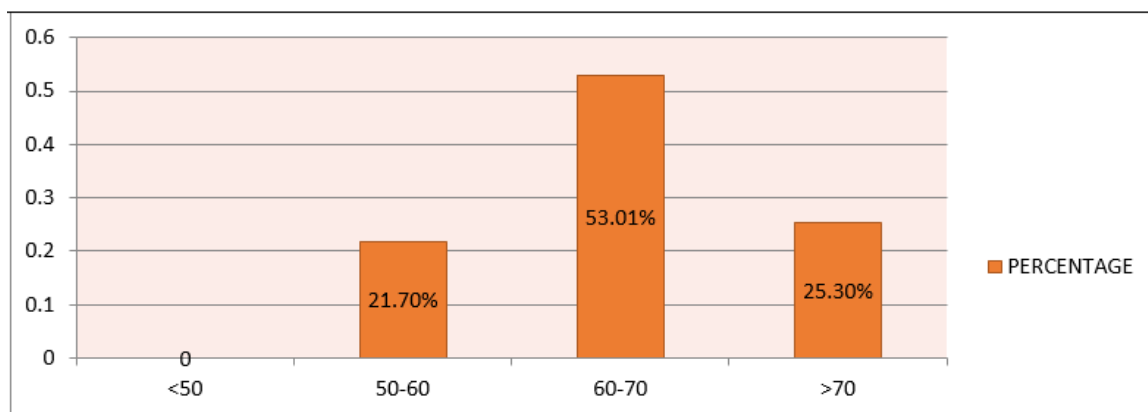


Fig. 9. Bar graph showing items wise distribution of academic performance of student nurses.

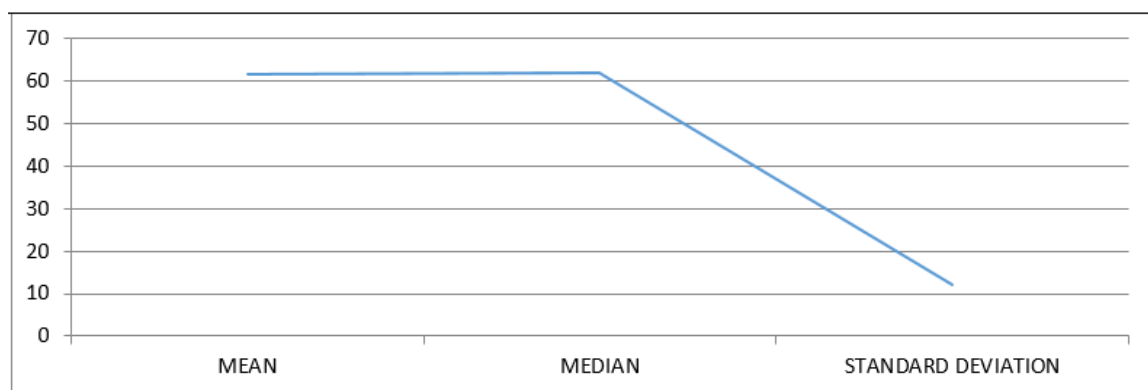


Fig. 10. Line graph showing items wise distribution of academic performance of student nurses.

DISCUSSION

Social media provides several instructive affordances in higher education including open publishing, communication, expressing personal identity and experience, co-creation, and content

management. Social media has become a core part of everyday life. The findings of the study depict that out of 166 student nurses, 72(43.37%) visit social networking site 3–5 times, 68(40.96%) spend 1–3 hours on social networking sites per day,

68(40.96%) student nurses use social media for communication, 93(56.02%) students get information on nursing education and practice. The study also reveals that tabled χ^2 for df 3 is 7.82 at $p \leq 0.05$. Hence, the mean score of academic performance was found statistically non-significant (calculated $\chi^2 = 0.5435$). Hence, it can be concluded that the social media usages have no influence on academic performance of student nurses.

Similar descriptive study conducted by Ali Waqas, Muhammad Afzal, Fakhar Zaman and Muhammad Sabir (2016) depicts that 38 (14.6%) of the respondents use social networking site (SNS) for about 30 min, 60 (23.1%) of the respondents use SNS for 1 hour daily, 62 (23.8%) of the participated students use SNS for 2 hours per day, 100 (38.5%) of the students use social networking sites for more than 2 hours daily and the calculated $\chi^2 = 256.185$ which is greater than the tabled χ^2 (16.92). Hence, use of social networking sites has negative effect on the student's academic performance and habits [6].

Another similar study conducted by Sankar Kumar Chakraborty (2015) shows that 43.18% people uses Social Networking sites for communication with friends, 11% uses for uploading photos/videos, 6.81% uses for discussing study materials with their friends, about 38% people uses for all the above purposes. A total of 72.72% students are connected with their teachers through Social Networking Sites. But only 40.90% students use this sites for clarifying their queries. Students can get up-to-date and recent information from Social Media. Social Networking web sites help in education by allowing students and teachers in one platform, and also reveals that the active involvement of students in social media during study, reduces

attention in study. Consequently, their academic performances decline [7].

Social media supplements blended learning which helps students create positive contextual learning in relation to pedagogical objectives. The study was conducted with the aim to assess the impact of social media usage on academic performance of student nurses. The study enhanced the knowledge and understanding of research group members[8]. The finding of the study suggests implications for nursing research to assess the impact of social media usage on the academic performance of the student nurses, in education and administration, Social media can be a platform that provide student nurses to gain greater understanding of communication, professionalism, health care policy and ethics for example by use of what app we can share information regarding sop, new diseases, new procedure, etc. There are so many things which enhanced the use of social media in various ways for example sop, week processes, clinical conferences, etc.

In this modern world, social media has become a vital tool for learning and communication for each part of community and an important technique for informal education.

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