

THE IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE

Y.V. Zhizhenko, a first-year student

Scientific adviser – V.G. Martynovich, lecturer

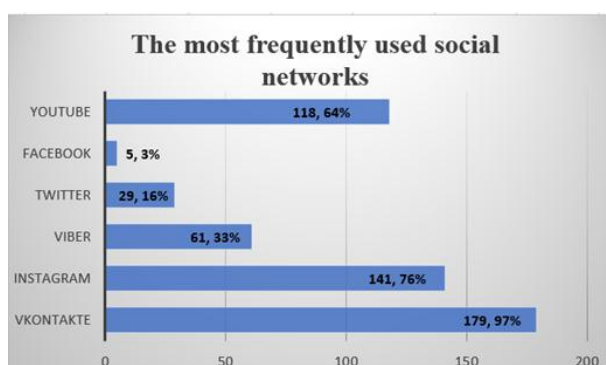
Polessky State University

Social media is rapidly changing the communication setting of modern social world. The emergent of social media is significantly influencing the academic life of students. Institutions and academicians are continually trying with social media technologies hoping to excite critical thinking skills, collaboration, and knowledge construction. Today social media has been accepted by higher institutions making it a platform where students connect with their instructors, fellow students and other higher authorities across the board. Therefore this called for research to explore and examine how social media has impacted on students' academic life. The study has implored a qualitative approach in assessing these impacts [1, p.1].

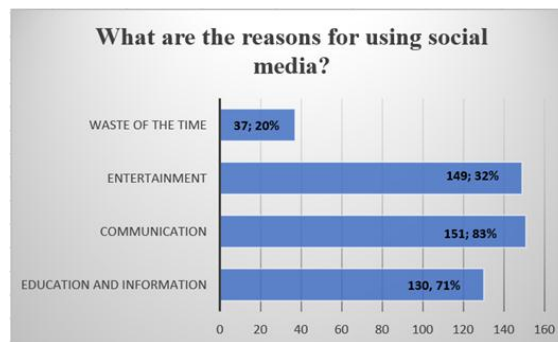
One hundred and eighty-five (185) participants who are the students of Polessky State University were conveniently sampled and interviewed within a period of one week. After studying the phenomena and transcribing the various responses of the participants the results have revealed that social media is widely used by students of the higher institution.



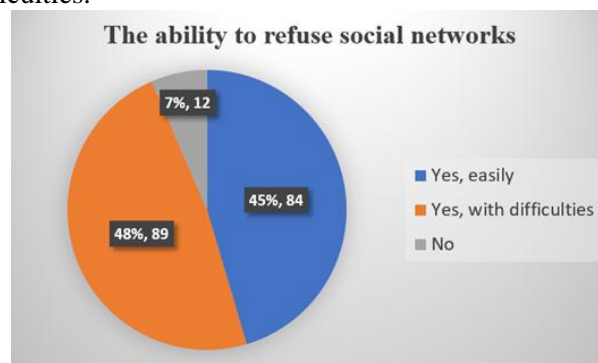
The most frequently used social media by students are Vkontakte, Instagram and YouTube which allow users to converse and interact with each other, to create, edit and share new forms of textual, visual and audio content, and categorize, label and recommend existing forms of content [1, p.3]. They are largely used for communication, entertainment and for information.



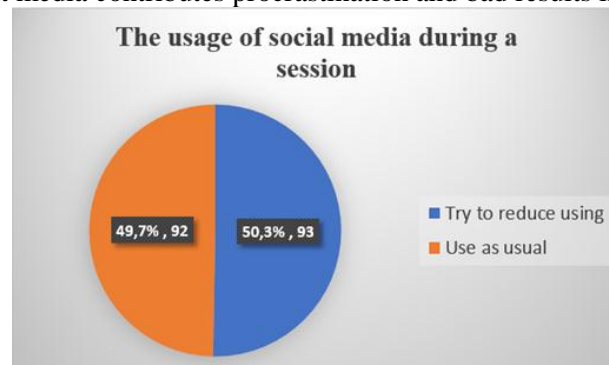
In their academic work students use media as a platform of discussions concerning assignments and others. They get feeds on class schedules, class venues, receive and send information among their peers, explore issues related to their course work and a host of others [2, p.7]. Some of the participants perceive social media as a positive and useful thing and believe that the usage of it does not have any negative influence on their learning.



The majority of the students engage the social media for 4 hours and more per day. About 46% (85) of students have agreed with the fact that they can't control the time of visiting social media sites and just waste their time. The participants realize that they are addicted to social media and feel its significant impact on their life. Only 45% (84) of interviewed students have admitted that can refuse to use social networking without any difficulties.



Almost the half of the interviewer's state that they try to reduce the social networking using during the session. They suggested that media contributes procrastination and bad results in academy performance.



Looking at the number of responses, and making an inference from the literature, the study can validate that an overwhelming majority of students use social media to connect with each other, and to a lesser extent to their institutions, regarding both academic and social topics. [2, p.24]

After studying the phenomena that are of interest to the study, and transcribing the various responses of the participants, even though some of the responses were not transcribed because they were all communicating the same idea, the results have proved that social media is widely used by students of higher institutions. At least every student makes use of one social media. Moreover, the data have revealed that the participants are in support of the idea that social media contribute a significant quota to the development of their academic life.

List of references

1. Social Media in Higher Education: A Literature Review and Research Directions [Electronic resource] // C. Davis III. – Arizona, 2013. – 35 p. – Mode of access: http://www.academia.edu/1220569/Social_Media_in_Higher_Education_A_Literature_Review_and_Research_Directions.pdf. – Date of access: 31.03.2018

2. R. O. Boateng & A. A. Ellison, N. B. (2016). The Impact of Social Media on Student Academic Life in Higher Education. Global Journal of Human–Social Science Research.