



IMPACT OF SOCIAL MEDIA USAGE ON STUDENTS' ACADEMIC PERFORMANCE IN SRI LANKA

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ABSTRACT

Social media is a famous model of communication amongst Advanced level (A-level) students in Sri Lanka. However heavy social media usage could increase questions about whether academic performance is affected. This study was carried out with the aim of examining the impact of social media usage on students' academic performance in Sri Lanka. A questionnaire was developed to address both qualitative and quantitative information. Daily time duration on social media measured in hours per day was considered. The usage was defined using the number of social media sites they have used within or before the examination period. The level of addictiveness was measured using the level of agreement of the respondent with his/her own social media addictiveness. Sample size of 285 students who did Advanced level exam between 2012 and 2016 were randomly chosen. The questionnaire comprised of 31 questions including five point Likert Rating Scale questions, multiple choice questions, and rank order questions. Among the respondents, only 151 students have used social media during or before the exam and were considered for the further analysis. Pearson's correlation coefficients and regression were used in testing the research hypotheses. The study found out that the Pearson's correlation coefficients of independent variables are correlated with student's academic performance and variables are significant which include: time duration, use of social media and, addictiveness. The main finding of this study is the significant impact of the usage of online social networks on the students' academic performance. Time spent on social media before and during examination period has significantly decreased the students' z-score, addictiveness to the social media and usage of social media have a significantly influence on academic performance. The qualitative research analysis recommended that the social media should be used for educational purposes including, social networking sites should be expanded and new educational pages should be created to improve academic activities, and students should be examined by parents to see their social media usage which will help to create a balance between social media engagement and academic activities of students to avoid drawbacks in the academic performance of the students.

Keywords: Social media, Academic performance, social media usage, social media and students