

Social Media Influence and Learners' Academic Performance

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Abstract: The main thrust of this study is to determine the relationship and influence brought by social media on the academic performance of the 25 Grade 6 learners at San Roque Elementary School for School Year 2022-2023. This study used the descriptive-correlational research design to describe the variables and the relationships that occur naturally between and among them. A modified researcher-made survey questionnaire was used to gather relevant information on the different views of learners on the influence of social media on their academic performance. Further, the data was analyzed and interpreted using the mean and in identifying the relationship between the variables, the Spearman Rho was used. Findings have shown that the learners' average academic performance was "Very Satisfactory" and the use of social media has "oftentimes" influenced their academic performance. Since the computed correlation coefficient is higher than the critical value, thus the null hypothesis was rejected and it denotes that there is a very high correlation between variables. This implies that the social media proved potent as one of the factors that affects and influences the learners' academic performance. It is an advantageous, engagement and educational tool that benefits students learning. Based on these findings, it was recommended that school administrators may conduct seminars that stress on increasing learners' productivity in learning through a positive use of social media. Future researchers may also use the result of this study as basis and guide for parallel studies testing other variables.

Keywords: Social Networking Sites, Spearman Rho, Social Learning Theory, Self-Directed Learning, Communication and Collaborative Learning.

1. Introduction

The constant shifts in technology are undeniably influencing the way of life. It changes the way people interact with one another daily, and it changes the ways of education. Ever since the outbreak of COVID-19 causing drastic changes in education, schools and institutions in the Philippines pushed to go digital and it opened the opportunity to transition and adapt the ways of the contemporary world. The onset of the COVID-19 outbreak is a historically unparalleled adverse occurrence that has led to procedural changes in the day-to-day operations of academic institutions. Because of the pandemic, digital advances have been made in the global higher education sector. As the name implies, social media carries a social undertone in which the users are allowed to interact with others to promote interpersonal relationships and give a certain effect on the social behaviors of individuals worldwide (Nicole and Boyd, 2017). This platform consists of a range of communication channels,

considerably popular among learners and assists them in various types of communication and collaborative learning. It is the strongest medium of communication enhancing learners' engagement and capabilities boosting their academic performance and increasing their knowledge through data and information gathering.

Social Learning Theory by Albert Bandura (1977) is the strong support of this study. The proponent asserted that most human behavior is learned through observation, imitation, and modeling. He emphasized the following importance of the theory and considers how both environmental and cognitive factors interact to influence human learning and behavior. It aims to show that an individual can learn in multiple ways. People make choices based on self-reflection, but mainly the environment, direct experience and behavior modelled by others, which can occur via the media, in which a person finds themselves, influences the way they behave and learn.

Undeniably, social media has certain influences on learners' academic performance. It enables teachers and learners to communicate through numerous online learning applications. Furthermore, the role of social media for educational purposes has become more significant, as it enhances connectivity and brings collaborative opportunities to people who are now beginning to use social media (Islam et al., 2020). Thus, social media becomes a significant determinant and driving factor for learners' academic achievement.

With this concern, it is increasingly visible that learners of San Roque Elementary School located in Maribojoc, are exposed to various social media platforms due to the situation brought by the COVID-19 pandemic. Therefore, continuing under the pursuit of adapting to a new normal, this research will investigate the influence of social media to the Grade 6 learners' academic learning and performance.

Thus, the researchers seek to determine the relationship and influence brought by social media in the academic performance of Grade 6 learners at San Roque Elementary School for School Year 2022-2023.

2. Literature Background

Social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. According to Dollarhide (2021), it is internet-based that gives users quick electronic communication of content, such as personal

information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications.

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Moreover, the use of social media and mobile devices presents both advantages as well as challenges, mostly its benefits seen in terms of accessing course contents, video clip, transfer of the instructional notes etc. Overall students feel that social media and mobile devices are the cheap and convenient tools of obtaining relevant information. Studies in western countries have confronted that online social media use for collaborative learning has a significant contribution to learners' academic performance and satisfaction (Zhu, 2012).

The use of social media is made up of various user-driven platforms that facilitate diffusion of compelling content, dialogue creation, and communication to a broader audience. It is essentially a digital space created by the people and for the people, and it provides an environment that is conducive for interactions and networking to occur at different levels (Kapoor et al., 2018). Thus, through these platforms, social media does not merely allow knowledge transfer, but it also facilitates learners' collaborative learning to creating understanding among learners, discussion with peers, lecturers, increase knowledge sharing, and improve students' research skills (Redecker et al., 2010).

During the pandemic, people tend to spend more time on social media (SM) as they practice social distancing. Social media sites saw an increase of 61% in web traffic compared to the typical rates during the first 3 months of the COVID-19 outbreak. In the past, students reported that social media adoption is, in part, motivated by the need to contact family, teachers, classmates, colleagues, and friends (Holmes, 2020).

Social networking sites play a very important role in education. In connection to the time usage of learners on the use of social media, various results, and influences increase as multiple opportunities to improve learning are offered and individuals can access the latest information by connecting with learning groups and other educational systems (Greenhow & Robelia, 2009).

According to the online publication of the University of Washington: "Although social media has a large presence in news and entertainment, when used in the learning setting for educational purposes it has the potential to facilitate communication, augmenting the student experience and improving outcomes." It helps in encouraging interaction and engagement among students, nurture a student-centric learning

setting, extend the learning environment beyond the classroom, and facilitate the flow of information among students, faculty, and the campus community.

Thus, social media is a medium of communication that enables teachers and learners to communicate through numerous online learning applications. Furthermore, the role of social media for educational purposes has become more significant, as it enhances connectivity and brings collaborative opportunities to people who are now beginning to use social media (Islam et al., 2020).

Undeniably, social media has certain influences on learners' academic performance. This study aims to determine that influences to understand how the fast-paced technology alters or modify learners' behavior, skills, and development in relevance to their academic performance.

3. The Problem

The study aims to determine the social media's influence on the academic performance of Grade 6 learners in San Roque Elementary School, School Year 2022-2023.

Specifically, it aimed to answer the following questions:

1. What is the level of influence of social media in relation to the Grade 6 learners' academic performance in terms of:
 1. cognitive development;
 2. learning behaviors; and
 3. social skills?
2. What is the academic performance of the Grade 6 learners in San Roque Elementary School in the school year 2022-2023?
3. Is there a significant relationship between the level of social media influence and the academic performance of Grade 6 learners in San Roque Elementary School, S.Y. 2022-2023?
4. What action plan can be proposed based on the findings of the study?

4. Results and Discussion

Table 1

Influences of social media to the cognitive development, learning behavior, and social skills of learners in relevance to their academic performance

	Weighted Mean	Description
1.1 COGNITIVE DEVELOPMENT		
Social media influences me...		
1. in using sites for the preparation of my exam.	2.76	Ofentimes
2. in enhancing my memory skills.	3.00	Ofentimes
3. in stimulating my concentration in making academic tasks.	3.36	Always
4. to become productive and imaginative.	3.32	Always
5. to become a better decision-maker.	2.96	Ofentimes
6. to think and explore more about the lessons given.	3.40	Always
7. to identify the process of cause and effect in solving academic problems.	3.00	Ofentimes
8. to properly do multi-tasking while working on academic tasks.	3.36	Always
Grand Mean	3.145	Frequently Influenced

The result has shown that social media frequently influenced the Grade 6 learners' academic performance in terms of their cognitive development. This entails that social media stimuli can affect the brain's cognitive and decision-making since it

allows the users to access information through different platforms.

Table 2

	Weighted Mean	Description
1.2 LEARNING BEHAVIORS		
Social media influences me...		
1. to engage more in my lessons.	3.48	Always
2. to do my assignments with the use of my gadget.	3.08	Oftentimes
3. to acquire explanations from any websites about my lesson.	3.00	Oftentimes
4. to spend more time in understanding on academic tasks.	3.28	Always
5. to gather more information about the lesson.	3.12	Oftentimes
6. in creating ways on how to apply the learnings I've earned.	3.24	Oftentimes
7. to study every lesson for the upcoming exam.	3.00	Oftentimes
8. to use any type of media for improving my skills.	3.12	Oftentimes
Grand Mean	3.165	Frequently Influenced

The result has shown that social media frequently influenced the Grade 6 learners' academic performance in terms of their learning behavior. It can be concurred that social media promotes self-directed learning, which prepares students to search for answers and make decisions independently.

Table 3

	Weighted Mean	Description
1.3 SOCIAL SKILLS social media influenced me...		
1. to become interactive.	3.00	Oftentimes
2. to create my social identity.	3.08	Oftentimes
3. to interact with my classmates.	2.68	Oftentimes
4. to effectively work with my classmates.	2.32	Sometimes
5. to reach out my teachers in regards with the lessons.	3.48	Always
6. to feel socially engaged despite the modular distance learning.	3.08	Oftentimes
7. to build strong connection with classmates and teachers.	3.36	Always
8. to improve self-confidence.	2.96	Oftentimes
Grand Mean	3.00	Frequently Influenced

The result has shown that social media frequently influenced the Grade 6 learners' academic performance in terms of their social skills. This implies that social media allows students to collaborate and share information across different platforms with ease influencing them in their daily tasks including their academic performance.

Table 4

	Grand Mean	Description
1.1 COGNITIVE DEVELOPMENT	3.145	Frequently Influenced
1.2 LEARNING BEHAVIORS	3.165	Frequently Influenced
1.3 SOCIAL SKILLS	3.00	Frequently Influenced
General Weighted Mean	3.102	Frequently Influenced

The calculated general weighted mean of the social media influence is 3.102, describing that social media has oftentimes influenced the learners when it comes to their cognitive development, learning behaviors, and social skills. In general, we can acquire in the data that the research participants of this study are frequently influenced in the use of social media. As stated in the study of Walker (2017) on the how social media affects and influences learning, educators in the recent years

have begun to integrate social media into the classroom to enhance learning and engage learners at a higher level. It facilitates learners' collaborative learning to create understanding among learners, discussion with peers, lecturers, increase knowledge sharing, and improve research learners' skills.

Table 5

Academic performance of the grade 6 learners S.Y 2022-2023

Range	Description	Frequency <i>f</i>	Percentage %
90-100	Outstanding	8	32
85-89	Very Satisfactory	7	28
80-84	Satisfactory	9	36
75-79	Fairly Satisfactory	1	4
Below 75	Did not meet Expectations	0	0
Total		25	100
Average Performance			85.88
Description			Very Satisfactory Academic Performance

The findings revealed that the class average performance is 85.88 which falls under the range of 85-89. This implies a very satisfactory Academic Performance of the Grade 6 learners of San Roque Elementary School. This suggests a positive influence of social media to their education. Along with the learner's usage of social media, as supported by the study of Willbold (2019), on how social media in education improve student learning, it suggests that learners are using various online tools to cater different academic requirements.

Table 6

Relationship level of social media influence in the academic performance of grade 6 learners in san roque elementary school, S.Y 2022-2023

Variables	Correlation Coefficient (Spearman rho)	Description	Critical Value	Interpretation	Decision
Academic Performance vs. Level of Social Media Influence	0.932	Very High Correlation	± 0.337	Significant	Reject Ho

Table 6 displays the relationship between the social media influence and the academic performance of the Grade 6 learners at San Roque Elementary School. Using the Spearman rho (Correlation Coefficient), the result revealed that the correlation coefficient of the computed two variables is 0.932 which implies that there is a very high correlation between the two variables. As reflected in the table, the critical value is ± 0.337 . Since the value of the calculated Spearman rho is 0.932, and it is higher than the critical value, thus the null hypothesis is rejected.

The result claims that there is a significant relationship between the social media influence and the learner's academic performance. It entails that the learner's cognitive development, learning behaviors, and social skills are highly influenced by social media, and it promotes student learning since it affects the learners' academic performance.

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