The Impact of Facebook Usage on the Class Participation of Students at University Level
Basit Ali, Ph.D Scholar Department of Sociology, Abdul Wali Khan University Mardan, Pakistan
Dr. Arab Naz, Dean of Social Sciences, University of Malakand, Pakistan

Abstract

Social Media specifically (Facebook) is one of the dominant aspects of media which has been accessible to all kind of people today. Among the subscribers of Facebook students are on the forefront. Various studies have been conducted on the effects of social media while this research study has specifically focused the effects on the class participation of students. The study has been delimited to the social sciences faculty, university of Peshawar which is the major university of the province and has diversity in students. This study is quantitative in nature whereby the researcher has adopted quantitative procedures and techniques used for sampling, data collection and data analysis. All the graduate and post graduate students of social sciences both males and females, who were preferring to stay on Facebook for three or more than three hours in a day were the target population of researcher. In total of 2800 students a sample size of 300 has been selected while the data was collected through questionnaires by simple random sampling method. The primary data has been analysed and inferences has been drawn in the form of percentages and frequency distribution. The theoretical framework has been discussed in the light of user gratification theories having strong relation with the core concept of research study. Findings of the study show that excessive social media usage specifically Facebook have negative impact on the class participation among students such as the concentration and preparation for class. This research study noted that students could not give proper attention to there in activities in class because they remain anxious about their shared items on facebook. This research study recommends that excessive users must have to with draw themselves by limiting social media and Facebook gradually.

Key Words: Social Media, Impact, Concentration, Academic Performance
1.1. Introduction

Social media is a phrasal word used to describe various websites or other forms of technology where people can connect, interact with one another and share information. Social media is a form of electronic communication in which participants stay online in virtual networks where they search, create, freely share, exchange, discuss information, personal messages and other contents about each other and their lives using multimedia pictures, videos and audio, utilizing online platforms (Cox & Rethman, 2011). The exploration of social media is a tremendous technological advancement in the world of internet. These sites are widely used throughout the world, connecting millions of people simultaneously. It is a form of electronic communication in which participants stay online in virtual networks where they search, create, freely share, exchange, discuss information, personal messages and other content about each other and their lives using pictures, videos and audio (Cox & Rethman, 2011). To consider the ubiquitous nature of social media, Nielsen (2010) pointed that social media is one-quarter part taker in all internet activity. Recently, there are more than hundred social networks worldwide in which Billions of people have accounts. Every social network has significant number of users as LinkedIn has eighty Million users in two hundred countries. The number of users on other networks like twitter, whatsapp, Instagram and facebook are multiplying (Pollet, 2011). Every new day new websites comes in to being which attract subscribers, that’s why social media is continuously changes. The most recognized sites of social media are becoming prominent centre of attention of all demographics of race, age and gender (Leung, 2013). Facebook is the world’s largest SNS (Gjoka, 2013) and it has too much users than any other network, and in July 2010 it had 500 million users because it is available for everyone having a valid email address or cell phone number. For making account on facebook the user must be thirteen years old (Chan, 2014). One billion users have accounts in facebook and more than seventy billion posts of audio, videos are shared in every month. (Kwak, 2014). An average Facebook user spends 15 hours and 33 minutes per month while two-thirds of Facebook’s users are active daily (Cassidy, 2006). A great chunk of students stay on line on large number of social networks. These growing numbers of social networks attract the attention of parents, teachers, students, and researchers to analyse the advantages and disadvantages of social media for students. In 2005, 16% children, who were
of age 18-29 years were using social networks. Pakistan is ranked 7th among Asia top ten internet
users. In the same way the 50% of students are also internet users in that year. Students are
paying too much attention to utilization of time on internet which could impact their academic
sides too much (Shah, 2001) A study also shows that usage of social networks increases the
efficiency of teachers and students, but their focus to academic activities is very low (Boyd,
2007). Intensive left out from social media is characterized as internet addiction by American
psychological Association. Media addiction is associated with group addiction like video,
chatting, talking for long time on video or audio call, random searching, and other faults in
behaviour. (Bonacic, 2010). As a result Mekinc, Smailbegovic, Kocic in 2013 searched out that
too much use of internet, facebook, its updating and frequently sharing of material is are signs of
internet addiction. The habit of making new friends, new contacts, new belongings, can fulfil
their need of belongings, can also increase their addiction to that network. Social networks show
cases the lives of their users online. Every user updates and share material of their own choice
therefore social media causes comparison and envy among users. A study by Roberts, &
Dunbar (2011) shows that envoy and comparison is very common on social networks. About
thirty six percent of the people surveyed responded that they were frustrated sometimes or often
after spending their time on Facebook.

1.2. **Statement of the Problem**

Education is the primary need of a modern society. It makes sound minds and sound
bodies for society having great input to the social structure and function. School, colleges and
Universities are the seats of learning having diversity of students from different backgrounds.
This diversity nurture the social self of students. The lecturing, discussion, interaction, sharing of
knowledge and questioning and answering all happens in class. Class is the collection of students
who are learning at the same level and having commonalities in various traits. Curiosity for
knowledge makes the class more efficient and fruitful. In contrast to this, if the students are more
curious about their posts on social media would have contrary results.

Today, most of the students’ time is wasted on facebook. They are spending more time
only to check their statuses, views, comments and then react to in good or in bad way. As social
interaction develops the self of a member in society while on other hand the Facebook is developing the cyber-self of students which needs to be in interaction with the cyber member in society. There are many negative effects of Facebook on students. The students don’t realize the negative effects because of their addiction to Facebook. Students’ time spent on social media, educationist questions their influence on grades of students (Choney, 2010).

Jacobsen & Forste (2011) believe that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely. Many parents and guardians are worried that students are spending too much time on Facebook and other social media sites and have not enough time to study. Most of the students are constantly staying on social media websites, many students continue to utilize these sites on a daily basis. The previous studies demand to learn more about the impact of social media on the academic activities of students. This research study is undertaken in order to study the effects of Facebook on the class performance of students.

1.3. Research Questions

- What is the effect of Facebook on preparation of students?
- Why the students are not taking interest in class attendance?
- Why the students are anxious in classroom?

1.4. Research Objectives:

- To know about the effect of Facebook on student’s concentration
- To search out the effects of Facebook on the preparation of students

1.5. Theoretical Framework

This theory emerged in 1940s, after studying the pattern of usage and gratification in Radio listeners (Richared, 2010). It states that the users are using social media in order to get gratification from it. According to this theory, the users are using social media for recreation, interaction, finding of similar friends and self exposure (Zizi, 2009). The researchers have identified common purposes by using social media through which they are gratifying themselves. It includes, recreation, needs fulfilment, killing boredom, and seeking of different information.
After, the indication of such gratifying needs it is easy to know the purpose and medium that media is covering (Cathrine, 2010). Because of the significant influence of media this theory has been used by many researchers including Katz (1973) that media is the way which connect distant people with each other’s. They discussed that users are using media for thirty five different needs.

1.6. Research Methodology

This study has been conducted in public sector universities of Khyber Pukhtunkhwa. The population has been delimited to university of Peshawar, which is the major university of province and catch diversity of students. Among all faculties the researcher have selected students of social sciences because they were having time and responded the researcher very efficiently. All the graduate and post graduate students of social sciences both males and females, were the target population of researcher. After survey report, the researcher collected data from identified population (Jessica, 2009). In addition, simple random sampling has been used as a method of sampling in the study because the data has been obtained from those students of social sciences who were excessive users of social media specifically Facebook. Structured questionnaire has been used as a tool of data collection from respondents. As the data was collected from students therefore questionnaire has been used for the collection of data. After conducting the survey, data has been converted into inferential form through using advance data screening software SPSS and then analysed the data to draw inferences.

<table>
<thead>
<tr>
<th>Total population</th>
<th>Target population</th>
<th>Sample size</th>
<th>Method of sampling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources: QEC University of Peshawar</td>
<td>14060</td>
<td>2800</td>
<td>300</td>
</tr>
</tbody>
</table>
1.7. Data Analysis

Anxiousness of the respondents about Facebook updates

A study by Krasnova (2013) shows that envy and comparison is very common on social networks. About thirty six percent of the people surveyed responded that they were frustrated sometimes or often after spending their time on facebook. Kuppuswamy (2010) pointed that social networks attract total attention of students. It manipulates students towards unsuitable actions. They are wasting their time in unsuitable activities such as useless chatting, time killing by random searching and not doing their jobs.

Table no. 01: Anxiousness about updates disrupts my concentration in class

<table>
<thead>
<tr>
<th>Degree of agreement and disagreement</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>44</td>
<td>14.1</td>
</tr>
<tr>
<td>Disagree</td>
<td>56</td>
<td>20.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>76</td>
<td>27.1</td>
</tr>
<tr>
<td>Agree</td>
<td>84</td>
<td>30.0</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>20</td>
<td>7.1</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The Table describes about the concentration of respondents in classroom. The students who are excessive users of Facebook remain anxious about their posts, likes, comments and messages. It has been portrayed in the table that 14.8% expressed their strong disagreement that they does not remain anxious about their updates. Further, 20.9% respondents claimed their disagreement about the statement. 27.1% remained neutral about their usage on concentration to lectures in class. In contrast to this, 30.0% assured their agreement to the statement that updated posts interrupts their concentration to lectures in classroom. In the same way, 7.1% showed strong agreement about the statement.
Lack of Preparation for Upcoming Lectures

A research study has found that students are misusing the features of Facebook. The students visit social networks aiming to learn something but they are diverted to other tasks which are not necessary for them (Reynol, 2012).

Table no. 02: Facebook and Lack of Preparation for Upcoming Lectures

<table>
<thead>
<tr>
<th>Degree of Agreement and Disagreement</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>33</td>
<td>10.9</td>
</tr>
<tr>
<td>Disagree</td>
<td>62</td>
<td>22.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>77</td>
<td>27.4</td>
</tr>
<tr>
<td>Agree</td>
<td>86</td>
<td>30.7</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>22</td>
<td>7.9</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The table shows that 10.9% respondents strongly disagreed that excessive Facebook have no effects on their lecture preparation. 22.5% respondents disagreed about the mentioned parameter whereas 27.5% are neither agree nor disagree about the effects of Facebook on their lecture preparations. In contrast to this, 30.7% showed agreement that excessive Facebook usage effects their lecture preparation. In the same way, 7.9% respondents strongly agreed about the effect that students could not prepare for upcoming lecture due to excessive usage of Facebook.

1.8. Findings:

- 30% respondents with their agreement to the statement that updating posts interrupts their concentration to lectures in classroom.
- 30.7% respondents replied with agreement that excessive Facebook usage effects their lecture preparation.
1.9. Conclusion

Excessive Facebook usage has adverse effects on the class participation to a larger extent primarily effects such as students are not preparing themselves for upcoming lectures, influence on their ability to ask or answering a question in the class as well as using Facebook application in the class.

1.10. Recommendations

It is obvious that social media is need of the day; however, its usage must be controlled and managed in such a manner that it may not affect us adversely. Social media is a facilitating technology and it aims to bring a distant closer. Its negative consequences are created by agents behind the technology e.g. who shares? and who watches it?

- The universities have to allow such sites which are only benefiting students in their academics, and communications in educational context.
- The government of Pakistan should intervene with regard to social media sites and have to play a positive role. This can be done by setting appropriate policies in accordance to needs, culture, belief system etc.
- Social media education and awareness related activities can play a pivotal role in making youth aware of the usage of social media. It can help in controlled usage and minimizing the abrupt usage of social media.
References


