# Evaluation of Effect of Social Media (What's App) on Academic Performance: Observational Survey Study

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### Abstract

Android mobiles and social media applications are the most useful inventions done in recent era which connects people from different place without any undue delay. They help to share voice, video, picture or even documents with the use of android phone along with internet facility. Recently most of the people majorly adolescent group has been found to use these social media's (Whats app particularly) excessively leading to disturbance in the lifestyle, personality and is affecting even their academic performance. *Aims:* 1. To evaluate Abuse of mobile phones 2. To evaluate abuse of Social media application (what's app and Messenger) 3. To evaluate effect of abuse of social Media application on academic performance. *Settings and Design:* A cross sectional cohort observational study *Methods and Material:* 500 Students who are studying Ayurveda were voluntarily involved for the study. A questionnaire was developed with both close-ended and open ended questions to assess the demographics of youngsters studying Ayurveda, their smart phone details, Ranking of mobile as a necessity of life, Ranking of What's App features, Consumption of data in what's App usage, and intensity of usage. The open ended questions gave the samples a chance to express their views about what's App messenger and to list out some of the features that they like the most in the app. *Results:* it is found out that 116 students were considered to be severely addicted, 246 are moderately built, 138 are mildly addicted to usage of Phone and whatsapp. Majority of the study participants opined that excessive usage of Mobile and whats app is directly affecting Emotional behaviour as well as Academic performances. *Conclusions:* This study gives an input about adverse impact of life styles and culture of youth especially in their studies. What's app is mainly affecting Students Academics, Language and is making poor Spelling skills in typing and is the major disadvantages of its misuse. More gossips and dependency is created due to misuse of what's app and if not controlled in the early step will leads to dependency and in future may require psychiatric help also.

**Keywords:** Addiciton; Dependency; Social Media; what's app Academic Performance.

## Introduction

Smart phone industry has been among quickest growing industry and outstanding growth is often seen in its users particularly among youngsters, teenagers are the most vivid users of this technology [1]. New applications in phones have made users compulsive and interfere with ordinary life responsibilities, such as work, relationships, or health. Users may not be aware that their behaviour is out of control and causing problems for themselves and others too. Recently American psychology association has included excessive usage of phone in addiction/Substance abuse [2].

*Cell Phone Addiction:* Cell phones of android version are considered as the integral part of every action and is considered most inevitable device in modern life [3]. There are very less people who are either not using the phones or not desirable to have one. Addiction of mobile use is leading to low self-esteem and has difficulty in their social relationships and feels that they need to constantly contact with others. Studies have shown Turning off mobile phones can provide anxiety, sensitiveness and sleep disorders and insomnia and even shivering and digestive problem [4]. Also it creates emotional

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**Received on** 22.07.2018, **Accepted on** 09.08.2018

attachment for users, so these people believe that without the use of mobile phones they are unable to live. These findings support the negative impact of excessive use of mobile phones and its negative impact on physical and psychological health of users [5].

### What's App and Behavioral Impact

Social applications and communicating application in current era has a strong hold over the population and has developed an inevitable dependency over them [6]. Recent studies find that the use of mobile text messaging applications, such as Blackberry Messenger (BBM) and What's App, has increased greatly throughout the world. Unfortunately, this advanced technology is not without problems. Research also proved that that BBM and What's App may generate noticeable improvements in consumer's lives but may simultaneously cause serious social and personal problems, including addiction to these applications [7]. Etiological factors for dependences are briefed in Table 1.

Social media apps are supposed to connect people from far places, to share pictures, videos or even documents. Abuse of these applications have reported low self mood, personality disorders and even affecting day to day activities [8]. Adolescent age is a crucial age period who is studying higher education or professional courses if not governed or educated about the adverse effects will damage their life as well as carrier. Hence A cross sectional cohort observational study was planned to observe the effect of social media on academic performances of adolescents as most of them study away from home.

### Materials and Methods

#### Study Methodology

*1, Sampling:* The researcher used judgemental sampling to identify the samples for the study who are studying Ayurveda, who possess smart phones and are users of What's App messenger, were taken for the study.

*2. Sample Size:* The population under study was youth, students studying Ayurveda in 3 Ayurveda Medical colleges who voluntarily involved in the Study.

*3.Sample No:* Total 500 student's feedback regarding what's app was taken and was classified into mild Addicted, Moderately addicted, Severely Addicted was classified based on the scoring of the feed back and later Scoring of the severely addicted Students was separately taken and involved for the study

*Research Tool:* A questionnaire was developed with both close-ended and open ended questions to assess the demographics of youngsters studying Ayurveda, their smart phone details, Ranking of mobile as a necessity of life, Ranking of What's App features, Consumption of data in what's App usage, and intensity of usage. The open ended questions gave the samples a chance to express their views about what's App messenger and to list out some of the features that they like the most in the app.

#### Research Questions

1. How frequent the students use what's app Messenger on their phones?
2. What are the common activities that students undertake when using what's app messenger?
3. Whether the technology affects their social behaviour and interactions on campus?
4. Are there any precipitated emotional disturbances after frequent use of What's app messenger?
5. Are there any personality issues in the users of what's app?
6. How does what's app messenger affect academic performance among students of Ayurveda?

#### 4. Methodology Chart:

*Step 01:* distribution of Questionnaire

*Step 02:* Classification of Students based on questionnaire into Mild, Moderate, Severe

*Step 03:* grouping the Students who are severely Addicted into one group.

### Observations and Results

Total 500 students were approached for the Step 01 were categorised as severely dependant/ addicted based on time spent, nature of Communication and addiction of Selfies and updating status.

**Table 1:** Etiological factors in Dependence

| Psychological factors: | Social Factors:- |
|---|---|
| Curiosity: Need for novelty seeking | Peer pressure( often more important than parental factors) |
| General rebelliousness and social non conformity | Modelling ( imitating behaviour of important others) |
| Early initiation of alcohol and tobacco | Intra familial conflicts |
| Sensation seeking (high) | Religious reasons |
| Low self esteem | Poor social or familial support |
| Concerns regarding personal autonomy | Perceived distance within the family |
| Poor stress management skills | Permissive social attitudes |
| Relief from fatigue and boredom | Rapid Urbanisation. |
| Escape from reality | ------------- |
| Lack of interest in conventional goals | ------------- |
| Psychological distress | ------------- |

**Table 2:** Classification of Dependency on What's app

| Classification | Number | Percentage | Total Number |
|---|---|---|---|
| Mild Addicted | 138 | 27.6 | 500 |
| Moderately addicted | 246 | 49.2 | 500 |
| Severely addicted | 116 | 23.2 | 500 |

**Table 3:** How frequent students are using what's app?

| Survey Data | Survey Value | Percentage |
|---|---|---|
| i dont use what's app | 0 | 0 |
| Less than 1 hour/day | 39 | 7.8 |
| 1 Hour /-3hour/day | 187 | 37.4 |
| 3 hours/5hours/day | 274 | 54.8 |

**Table 4:** what are the common activities that students do?

| Classification | Number | Percentage |
|---|---|---|
| Family discussion | 154 | 30.8 |
| Friend Chats | 213 | 42.6 |
| Educational Chat | 53 | 10.6 |
| Official Discussions | 42 | 8.4 |
| Personal Chat | 38 | 7.6 |

**Table 5:** Whether the technology affects their social behaviour and interactions on campus?

| Classification | Number | Percentage |
|---|---|---|
| Strongly disagree | 28 | 5.6 |
| Dis agree | 45 | 9 |
| Agree | 183 | 36.6 |
| Strongly agree | 244 | 48.8 |

**Table 6:** Are there any precipitated emotional disturbances after frequent use of What's app messenger?

| Classification | Number | Percentage |
|---|---|---|
| Strongly disagree | 39 | 7.8 |
| Disagree | 76 | 15.2 |
| Agree | 198 | 39.6 |
| Strongly agree | 187 | 37.4 |

**Table 7:** Are there any personality issues in the users of what's app?

| Classification | Number | Percentage |
|---|---|---|
| Strongly disagree | 78 | 15.6 |
| Disagree | 110 | 22 |
| Agree | 167 | 33.4 |
| Strongly agree | 145 | 29 |

**Table 8:** How does what's app messenger affect academic performance among students of Ayurveda?

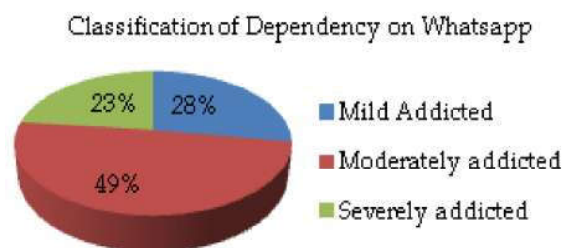| Classification | Number | Percentage |
|---|---|---|
| Strongly disagree | 91 | 18.2 |
| Disagree | 56 | 11.2 |
| Agree | 210 | 42 |
| Strongly agree | 143 | 28.6 |



**Fig. 1:** Classification of Dependency on Whatsapp Severely addicted
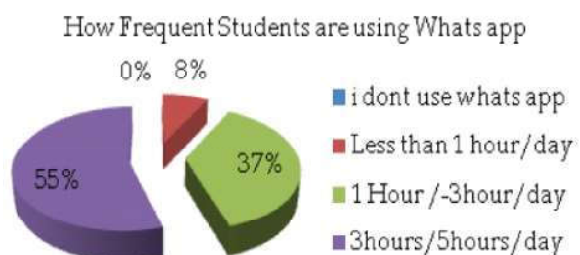


**Fig. 2:** How Frequent Students are using Whats app
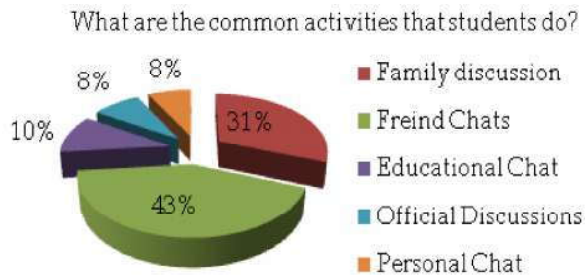
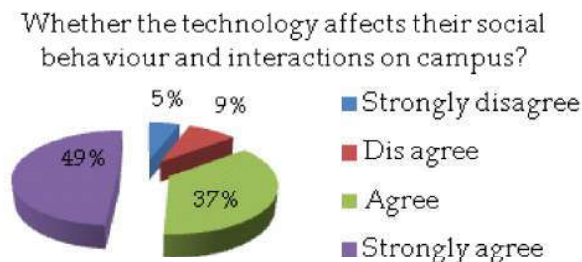**Fig. 3:** What are the common activities that students do?



**Fig. 4:** Whether the technology affects their social behaviour and interactions on campus?
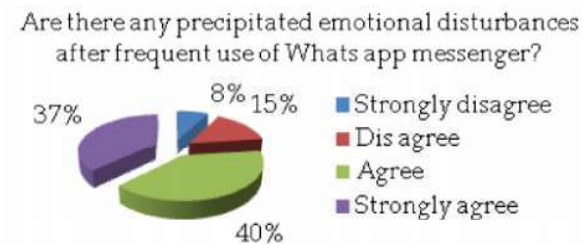


**Fig. 5:** Are there any precipitated emotional disturbances after frequent use of Whats app messenger?
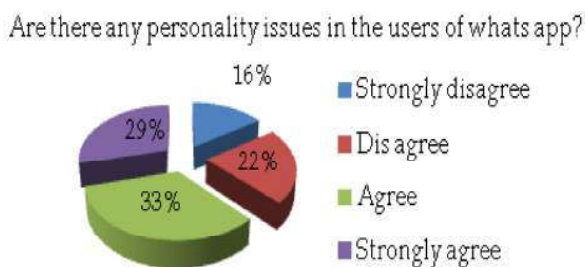


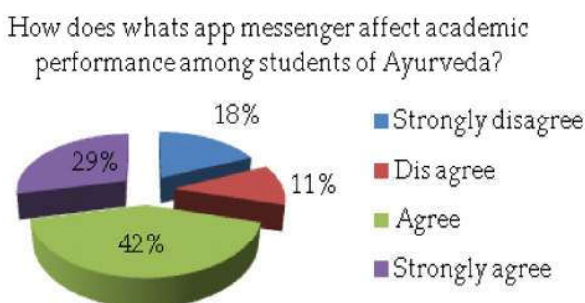Fig. 6: Are there any personality issues in the users of whats app?



**Fig. 7:** How does whats app messenger affect academic performance among students of Ayurveda?

## Discussion

Demographics including the age, course of study and the year of study were collected. To determine the usage of what's App among students, they were asked about the time spent by students on what's app messenger. To determine the intensity of usage of what's App, the purpose of using what's app, best features of application and whether it affects their academics or not. Questionnaires were administered to 500 students who are studying Ayurveda in various colleges who voluntarily participated and who are using what's App mainly for the purpose of communication and to update their status on a regular basis.

The immediate and ubiquitous use for social co-ordination and updating makes more and more youth download and use the app. Many studies in India have proved that youth make use of what's App to communicate with their friends and family. Smart devices and online access enable them to connect with their friends and relatives.

- The affordability of smart phones and data plans by the service providers like Airtel, Idea, Bsnl, Vodafone, Reliance Jio have resulted in a great use of What's App among youth.

- The various features like Link Preview and Custom Notification available and the great speed in sending and receiving messages are value added services of What's App makes it more popular among the students.

- Mobile internet was not that popular among youth in earlier times, but now 90% of youth subscribe for mobile internet as the application works through internet access.

- What's App has brought a boom for the mobile internet concept. After the arrival of what's App, many youngsters who were not a user of mobile internet has shifted to the usage of 3G and 4G, thereby bringing a huge profit for the mobile service providers through their internet usage.

- After the entry of what's App as a quick messenger, many of the youngsters started purchasing smart phones, window phones and android phones; which results in a huge sale for the smart phone industry.

- Acc to a news report published by counter research India is now the second largest smart phone market in terms of active unique smart phone users, with the total base crossing 220 million users.

### Analysis of the Questionnaire

*Q1. How frequent does students of Ayurveda uses what's app Messenger?*

Study shows that majority of Students who are severely addicted (54.8%) were always check their what's app to check the Messages or Status of others thereby try to be updated and in touch with their friends. 37% of the Students check because they don't want to miss the current updates which are given in most of the group chats. Most of the time it will be a group chat as students tend to converse more in groups rather than single which is restricted to private or close relations.

*Q2. What are the purposes fulfilled by what's App messenger for students?*

In present survey, we came to know that majority of students agree for chatting with friends, and acquaintances because of its cheap cost which reduce the calling and SMS cost. The reason being extensively used is also that most of the students studying professional courses stay away from their home and develops home sickness and feeling alone.

30.8% of the Students during survey opined that what's app is best media to share their current images, emotions and is a best way to be in touch with family members. 42.6% of the Students opined that what's app is very useful in transferring information, passing the time. It is also noted during the survey that even though there is common class group which is used for educational communication for college but, still students create groups based on their state, Caste is also observed and share the personal and entertaining chats and this has resulted in small groups among the class and students tend to communicate only with them and have less relation with the rest of the class.

*Q3. Whether the technology affects their social behaviour and interactions on campus?*

The finding of the survey reveals that the majority of students are satisfy with the use of What's app ie 88%, while 7.4% are not happy with it because of non-informative messages and 2.4% of people don't know about whether they are satisfy using it or not and 2.2% of people can't use What's app.

*Q4. Are there any precipitated emotional disturbances after frequent use of What's app messenger?*

Though there's lot of variable is present in answering this type of question. Still in survey we got the opinion that 30.8% students agree that there is possibility of emotional disturbances after expressing themselves to others through what's app. 42.6% students strongly agree that there's a strong changes in the emotional behaviour after frequent use of what's app which they share through their What'sapp profile pic or Status and expect their friends or his comfort zones (?) to understand their feeling and to respond for the post. Most of the students gave feedback that the posts they share through status is attention seeking and feel lonely most of the time and feel happy if anybody asks them after seeing their DP or Status. The remaining students didn't opine that they are not impersonated by what'sapp and don't feel that their emotional behaviour didn't get affected after what's app.

*Q5.How does what's app messenger affect academic performance among students of Ayurveda?*

The finding of the survey reveals that the majority of students 71%. agreed that what's App is affecting their academic performance and 18% Students believed that what's app is not affecting their studies while 11% are not sure regarding this.

### Analysis of open ended Questions [9]:

Questions which are given also contained open ended questions which reveals following things because which students are more attracted and addicted to what's app.

*Advantages of what's app [10,11,12]*

- Simple, Reliable Messaging:
- Applicable to devices:
- Geographic Constraints:
- Easy To Use:
- Security:
- Enables The User To See When Their Friends And Relatives Logged In Last Time:
- Quick In Status Updates And sharing Photo Uploads:
- Group Chat Facility:
- Document Sharing:
- Voice Messages:

### Disadvantages [13,14,15]

*1. Image Downloads:* current disadvantage in what's app is that anyone can download your profile pic and can use it for any purpose if the person has your mobile number.

*2. Application consumes most of the Battery, Memory and Processor:* as advanced updates are available it is noticed that widened usage of what's for Sharing of Images, Status, contacts, Audio visual communications, GPS Locations and documents. What's app majorly consumes Battery, Memory and Processor in large quantity.

*3. Restricted Privacy in Group Chats:* even though privacy options are provided in what's app yet there is restricted application in the group chat. Any member in the group can view your profile and status without your permission and can download them too which leads to access to anonymous contacts.

*4. No Restriction over the Text Messages:* What's App has encouraged youth to send hectic messages and thereby enhancing the culture of visibly hectic text messages. There is no restriction in the size of text messages that can be sent through what's App.

*5. Lack of Concentration in Class Rooms:* Young people very seldom turn off their What'sApp, even at colleges; they will be receiving messages every now and then. Due to this they lack concentration in class rooms, and hence won't listen to classes much.

*6. Lack of Communication with Family Members At Home:* The 24/7 online nature in What'sApp results in lack of communication with the family in the physical world. The youngsters today, are so obsessed with What'sApp that they rarely communicate with their family. Even though What'sApp is having some negative sides, still youth prefers to use it to get connected with their close ones. So as a result of the study we can say that students in Bangalore region consider What'spp as an alternate choice for text messaging/ social networking sites. They also consider it as a perfect tool for perfect medium to in touch with the friends/ family and relatives. What's app is also an perfect application for exchanging their photos, videos, and audios at a very fast pace, and as a tool for instant communication, with unlimited messages and unrestricted size of sending messages, yet there are certain students which are not happy with the non -informative messages or information which they received. There is also a negative effects of What's app which came out of this study that 65% of students believe that the language students used while chatting affects their (academics) and spoils their spelling skills and grammatical construction of sentences and it also affects their study time.

### Conclusion

Present study entitled. *"Evaluation of Effect of Social Media (What's App) on Academic performance: Observational Survey Study"* Was carried out in Students of Ayurveda to analyse whether social media (what's app) has an impact on Academic performances. Total 500 students were involved in study. What's app software is messenger software with the tagline "Simple, personal, real time messaging" is an effective application utilised by all types of persons in society mainly by Students. What's app has built created a bridge and created an environment a sense of belongingness, closeness and effectiveness with friends. This study gives an input about adverse impact of life styles and culture of youth especially in their studies. What's app is mainly affecting Students Academics, Language and is making poor Spelling skills in typing and is the major disadvantages of its misuse. More gossips and dependency is created due to misuse of what's app and if not controlled in the early step will leads to dependency and in future may require psychiatric help also.

### Acknowledgement

*Conflict of Interest:* Nil

*Key Messages:* Social media apps are supposed to connect people from far places, to share pictures, videos or even documents. Abuse of these applications have reported low self mood, personality disorders and even affecting day to day activities. Adoloscent age is a crucial age period who is studying higher education or professional courses if not governed or educated about the adverse effects will damage their life as well as carrier.

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