# Social Media Platform and its Impact on the Academic Performance of Senior High School Students in the New Normal Learning System

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*Abstract: In the new normal learning system, students learn and study by using a medium which they also use for browsing social media platforms. The aim of this research is to know if the students' use of social media platforms affects their academic performance in the new normal learning system. The answer to this study might be helpful for developing new learning methods that will be effective in the new normal setting. To find the answer, the researchers used a sample size of 53 students in a private school in the City of Marilao, Bulacan during the school year 2020-2021. The primary data gathering tool used in the study was a standardized questionnaire Social Media and Academic Performance Questionnaire adapted from Peter Osharive (2015) on determining the effects of social media platforms on students' academic performance. The data collected were analyzed and treated statistically. Results showed that the social media platform does not necessarily affect students' academic performance. Some students find social media platforms helpful as it improved their reading and communication skills, while some students find social media platform a distraction from their studies. The researchers, therefore, concluded that the result of this study only shows that students handle their social media platforms in different ways. It is in their hands if they will let their usage of social media platforms affect their academic performance in a productive or unproductive way. This led the researchers to recommend schools to teach students the importance of time management and balancing school works and other things.*

**Keywords—**Social Media Platform, Students' Academic Performance, Descriptive-correlational Study

## 1. INTRODUCTION

When Covid-19 spread, everyone shifted from what we describe as everyday life to another more cautious approach to dealing with the tasks we do. The whole world got affected in all aspects; businesses, livelihoods, transportation, way of living, and a lot more. The continuity of school was a big question mark for everyone. Now, students have to learn and adapt to the new learning types and ways so that they can continue their education even amid a pandemic. Now that students are learning through online methods, students can easily access social media platforms.

Social media is a composition of activities that contains socializing through the use of words, pictures, and videos [1]. It is a form of digital communication media which gives the ability for everyone to interact, associate, and share and form a room to disseminate content with the use of the internet [2]. Social media has become a powerful and impacted the whole world in every aspect, especially students. Internet and social media are essential to students nowadays now that it became a part of their daily lives. Now that students are studying under the new learning system, which is through online methods, it is no doubt that social media can affect their academic life in some ways. A study's results showed that the use of social media helps students in their academic performance by improving their skills in socializing, reading, and improving their general knowledge. However, the unhealthy and unnecessary use of social media may affect their academic performance badly [3]. Another study

concluded that while all of the students used social media, it is rare that they use it for school purposes. Thus, the study concluded that the use of social media is not associated with their academic performance [4]. However, this study occurred way before the Covid-19 pandemic arose. In the new learning system, the use of social media is essential to students.

## 2. RELATED WORKS

The impact of social media in this study has proved that by using social media, although reliable, it gradually educates the students in general knowledge of society, politics, news and the world [5]. The result of this study's T-test proved that social media platforms are proved to be helpful in behavioral controls and will gradually increase the student's academic capacity overtime [6]. This findings states that the social media platforms increases the capacity of learning opportunities and capabilities, instead of being isolated inside rooms and textbooks, however unskillful usage of the social media platforms will prove negative outcomes on students [7][8].

The universal use of social media and its potential to block academic performance has received the attention of researchers and is a growing concern of educators. This phenomenological study explored the comprehend impact of social media on the educational experiences of students. Analysis of semi-structured interviews revealed several pervasive themes, all of which can be viewed as hindrance to academic success. Participants reported that using social

media during academic activities diminishes achievement, increases the amount of time it takes to complete tasks, and reduces how much information students retain from study and lecture sessions [9].

Findings show that social media sites sharpens students' reading skills and improves their general knowledge in a particular topic reducing the topic barriers on group discussion online, however misuse of social media sites leads to unhealthy addictions and academic barriers [3]. This study finds that students who engage in social-media based activities often do better academically than those who didn't [10]. This study has proved that creative variables often increases however the core of however it used are oftentimes used for entertainment which improves students consciousness and over all knowledge [4].

Research findings showed that Facebook is the most used social media platform by the students. Students had positive views towards Facebook. They use this to keep in touch with themselves. To improve academic activities and avoid setbacks in the students' academic performance, the researchers suggest that Facebook site should be enlarged. The results revealed that there is a connection between students' online interaction thru Facebook and to academic performance [1] [11].

However, although social media sites are indicated to be part of academic learning, it is found that they often give negative effects [12]. Studies show that the majority of university students experience a poorer quality of sleep, the following social media platforms are often the cause of addiction resulting sleep deprivation, WhatsApp, Snapchat, Youtube and Twitter [13]. The study concluded that social media platforms usually decreases academic performance, however personality traits such as consciousness and openness may render in equalizing the negative effects. [14][15]. Using of social media is the cause of the decreasing in education standards of student graduates [16][24][25][26].

Social media will be part of students lives no academically or livelihood, as it becomes a part of people's lives and became a way of living and had affected students and other people's personal and professional lives [17][18][19]. While almost all of the students use social media platforms, only a small portion of them used it for academic purposes [20].

## 3. STATEMENT OF THE PROBLEM

The primary focus of this study was on how these access to social media platforms, specifically Facebook, can affect Senior High School Students' academic performance in this new online learning system. The study sought to answer the following questions:

1. How may the use of social media platform be described:

2. What is the profile of the students' academic performance in the new normal learning system?

3. Does the social media platform significantly affect the academic performance of Senior High School Students?

4. What implications may be drawn from the findings of the study?

## 4. METHODOLOGY

The researchers used the descriptive correlational research method. A correlational research is a type of research technique that includes the observation of two variables in order to establish a statistically corresponding relationship between them. The objectives of this research were to identify the variables that have some kind of relationship to the extent that the change in one creates some change in the other since it concerns the description of independent and dependent variables. Particularly, the aim of this research was to study the impact of social media platforms on the academic performance of senior high school students in the new normal learning system.

The researchers used a questionnaire method for their primary data gathering tool. It is a standardized questionnaire used on determining the effect of social media platforms on students' academic performance.

The respondents of the study were composed of 148 senior high school students during the school year 2020-2021. The researchers will use convenience sampling technique.

To collect the knowledge and information for this study, the researchers will use a Likert-scale questionnaire to know the impact of social media platforms to students' academic performance. The researchers will adapt Peter Osharive's (2015) Social Media and Academic Performance of Students Questionnaire (SMAAPOS). The questionnaire is divided into two sections (A and B). Section A consists of 7 questions and elicits demographic information. Section B consists of 22 Likert-scale questions that elicited information about the students use of social media: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D) and Strongly Disagree (SD) and at the end of the questionnaire, an open-ended question asked them whether they have any further comments on the impact of social media on your academics.

The researchers followed the following procedures when collecting the data:

An email was sent to the school principal and admin of a private school in the City of Marilao, Bulacan, asking for permission to conduct the study.

The researchers then distributed the questionnaires to the respondents through an email with the authorization of the school principal and the admin.

The researchers collected the questionnaires from the respondents and will check if they were able to answer all the questions given.

## 5. RESULTS

### Use of Social Media Platform

Table 1. Use of Social Media Platform

| Indicators | Mean | Interpretation |
|---|---|---|
| 1.) The time I spend online on Facebook takes away from my time of studying. | 3.50 | Agree |
| 2.) Facebook distracts me from my studies | 3.35 | Neutral |
| 3.) The hours I spend online on Facebook are more than the hours I spend reading. | 3.58 | Agree |
| 4.) My unlimited access to Facebook through my cellphone has affected my academic performance negatively. | 2.33 | Disagree |
| 5.) I engage in academic discussions on Facebook. | 3.18 | Neutral |
| 6.) I make use of Facebook to share information with my classmates. | 3.66 | Agree |
| 7.) Facebook have impacted my general weighted average positively. | 2.90 | Neutral |
| 8.) I follow the latest developments in my field through Facebook. | 3.49 | Neutral |
| 9.) I solely rely on information gotten from Facebook to do my assignments without consulting other sources. | 2.22 | Disagree |
| 10.) The usage of Facebook for research has helped improve my grades. | 2.77 | Neutral |
| 11.) Facebook has negatively impacted my writing skills. | 2.30 | Disagree |
| 12.) Engaging in academic forums on Facebook confuses me. | 2.77 | Neutral |
| 13.) Sometimes I use Facebook to understand what I have been taught in class | 3.54 | Agree |
| 14.) Facebook have impacted my general weighted average negatively. | 2.24 | Disagree |
| 15.) I will not perform well in my academics even if I stop using Facebook. | 1.96 | Disagree |
| 16.) Facebook is encouraged by teachers as part of class assignments. | 2.60 | Neutral |
| 17.) We have a Facebook group for some of my courses. | 3.35 | Neutral |
| 18.) I use Facebook for making new friends and socializing more than I use it for academic purposes. | 3.79 | Agree |
| 19.) I have to use Facebook extensively because most of my course assignments/projects are in the forms of blogs/online presentations. | 3 | Neutral |
| 20.) Facebook has improved my communication skills. | 3.86 | Agree |
| 21.) Once I interrupt my study time with Facebook, I lose concentration. | 3.41 | Neutral |
| 22.) I communicate with the teacher through Facebook. | 4.24 | Agree |
| **Average** | **3.1** | **Neutral** |

It may be gleaned in Table 1 that the impact of social media platforms on the academic performance of the Senior High Students was "Neutral", as shown by the average score of 3.1. Statement 22 got the highest mean score of 4.24 with a corresponding interpretation of "Agree", while the 15th statement got the lowest mean score of 1.96, which translates to "Disagree".

This result was supported by a study which stated that social media platforms sharpen students' reading skills and improve their general knowledge in a particular topic [3]. It means that students who engage in social media platforms do better often.

### Academic Performance

Table 2. Academic Performance

| Indicators | Frequency | Percentage |
|---|---|---|
| Outstanding (90-100) | 40 | 75.47 |
| Very Satisfactory (85-89) | 7 | 13.21 |
| Satisfactory (80-84) | 1 | 1.87 |
| Fairly Satisfactory (75-79) | 0 | 0 |
| Did not meet expectation (74 and below) | 5 | 9.43 |
| **Total** | **53** | **100.0** |

**Academic Performance.** Table 2 showed the frequency distribution of the students. Forty (40) students got an "Outstanding" performance rating with 75.47% percent among respondents. Seven (7) students received a

"Very Satisfactory" performance rating with a 13.21% percentage. One (1) student was under a "Satisfactory" rating with 1.87% percent. No student got the "Fairly Satisfactory" performance, and Five (5) students received the "Did not meet expectation" with 9.43% percent.

**Effects of Social Media Platforms on Students' Academic Performance**

Findings reveal that the use of social media platforms does not significantly affect the students' academic performance, evident by 0.0541 correlation coefficients. This means that the majority of students found themselves to be undistracted by social media platforms regarding their school activities.

## 6. DISCUSSION

In the new online learning system, students study with the use of a medium that they also use for browsing social media platforms. Similar researches concluded that the students' use of social media platforms does not contribute to them in their academic life, while others believe in the opposite.

The outcome shows that the use of social media platforms has no significant effect on the academic performance of the students. However, the use of social media platforms has both good and bad results on the students aside from school purposes. Some find it helpful in terms of communication, and some think of it as a cause of poor quality sleep of students. Social media offers a platform for its users to share information and spread awareness regarding various issues, including mental health problems. In some previous studies, they stated that people suffering from mental health issues benefited from social media.

## 7. CONCLUSIONS

Based on the findings of the study, we drew the following conclusions: first, The effects of Social Media platform on the academic performance of Senior High School students were described as "neutral"; second, the status of the academic performance of the students was shown as "outstanding"; third, the use of social media platforms do not have a significant effect to the academic performance of the students; fourth, social media could either be beneficial or harmful to a students' academic performance depends on how the students use and manage it.

## 8. RECOMMENDATIONS

From the findings and conclusion, the researchers offer the following scope for the future: (1) discuss and teach the importance of proper time management to the students and (2) use social media as a way to improve the students' reading skills.

For the limitation of the study, first is the population sample. The researchers suggest considering a larger amount of students to be involved to make the results more reliable. The researchers also suggest using a recently approved questionnaire to fit the setting of the title of the study, the new normal learning system. Also, additional questions that are related to the new learning system is recommended.

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