

**The Effect of Social Media on the Students'
Performance at University of Anbar
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**تأثير وسائل التواصل الاجتماعي على أداء الطلاب
بجامعة الأنبار**

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Today, technology plays a major role in students' success equation. This study studies a random sample of sixty students (30 males) and (30 females) who are asked about the effect of social media on the college student. These students study at University of Anbar in Department of English. The members of this sample are free (they do not have jobs because they are students in the morning studies). The results of this study show that 50% of the students spend 7-9 hours per day browsing social media sites, while 20% of the same sample spend more than 9 hours; 20% of them spend 2-4 hours and only 10% of the sample in question spend less than 2 hours on this task. They are used in a negative aspect by 95% of them; therefore they have bad level in English Language except five or six of them who have the ability to speak but not have the same ability to write.

Key Words: social media, students of University of Anbar, learning efficiency

ملخص البحث

اليوم ، تلعب التكنولوجيا دوراً رئيسياً في معادلة نجاح الطلاب. هذه الدراسة تدرس عينة عشوائية من ستين طالبا (٣٠ ذكور) و (٣٠ إناث) الذين سئلوا عن تأثير وسائل التواصل الاجتماعي على طالب الكلية. هؤلاء الطلاب يدرسون في جامعة الأنبار في قسم اللغة الإنجليزية. أعضاء هذه العينة متفرغين (ليس لديهم وظائف لأنهم طلاب في الدراسات الصباحية). وتبين نتائج هذه الدراسة أن ٥٠ ٪ من الطلاب يقضون ٧-٩ ساعات في اليوم لتصفح مواقع التواصل الاجتماعي ، بينما ٢٠ ٪ من نفس العينة يقضي أكثر من ٩ ساعات ؛ ٢٠ ٪ منهم يقضون ٢-٤ ساعات و ١٠ ٪ فقط من العينة المعنية يقضون أقل من ساعتين في هذه المهمة. يتم استخدام هذه التقنية في الجانب السلبي بنسبة ٩٥ ٪ لديهم ؛ لذلك لديهم مستوى سيئ في اللغة الإنجليزية باستثناء خمسة أو ستة منهم لديهم القدرة على التحدث ولكن ليس لديهم نفس القدرة على الكتابة.

الكلمات المفتاحية: وسائل التواصل الاجتماعي ، طلاب جامعة الأنبار ، كفاءة التعلم

Introduction

Walter & Riviera (2004, p. 20) state that social media may be defined as the relationships that exist between network and people” In the last decade, social media have changed dramatically. Because of them, people can now exchange personal information, messages, ideas, feelings, pictures and videos within a high rate. Schill (2011, p.15) argues that the social media sites have negative aspect on the teen students' behaviors such as procrastination (spending most of the time talking with friends or finding new friends). In most cases, the new friends have bad behaviour such as drinking or they are Drug addict. However, every day, most of the students in question are wasting their time checking social media, such as Facebook.

Social media as other devices have positive and negative aspect. They are like a knife which can be used to cut vegetables or to kill someone. Culture plays a major role in determining the aspect of social media. In our country, parents are anxious because they think that their sons and daughters who study at college spend too much time browsing Facebook but not enough time on studying. A small proportion of them use social media sites to develop or get knowledge and social habits or skills, and be active and social members. Regardless the effect or the role of social media, they are used by the students because technology forms a vital part in determining the success of students in question. Many researchers take this in their consideration and dive into a considerable amount of research on how they influence students' level at colleges. Therefore, this paper ascertains or investigates the relationship between the social media and students' possibility to profit from them .

Statement of Problem

The effectiveness of using social media sites should be tackled; therefore; this question is raised in this study: What are the purposes for which the students utilize them? This research reveals that social networking sites are simply used because they are part of how students interact with each other. The objective of this paper is to explore or shed light on the advantages and disadvantages of these sites and their effect on the students' study in question. The main aim of this study is to expand on or clarify previous researches and find out the relationship between the effects of social sites and students' ability to acquire knowledge easily. If these sites interfere with students' academic lives or not forms the second aim .

Research Questions :

Which site of social media is used more frequently? What is the amount of time which is used by students using social media ?

Literature Review

The first study is an article which is presented by Ahmed T Alahmar, University of Babylon, College of Pharmacy with the title “The impact of social media on the academic performance of second year medical students at College of Medicine, University of Babylon, Iraq”. He states that the applications of social media and their use by students especially of universities have witnessed a change. Students used them with dramatic increase in the last decade and their effect on the academic performance of students is inconsistent. This study aims at assessing and clarifying the impact of social media on students’ academic performance and their grades in second year medical students at the College of Medicine, University of Babylon, Iraq. The sample consists of (57) second year medical students. Using internet, they completed questionnaire about the type of social media which they use frequently. They are also asked about the time they spend on these media in hours per day. The reason for using these media and the effect of them on their grades is another question. The results show that all students have been using Facebook and 96.5% have been using Facebook messenger. Telegram, instagram are other popular applications. Forty-two percent of students reported that social media have positive effect on their academic performance and assure that there is no correlation between time spent on social media or Facebook messenger and students combined grades of physiology and anatomy. The researcher concluded that social media do not have a role in designing and forming the grades of second year medical students particularly Facebook and Facebook messenger which are very popular among them . Time spent by the students in question on social media seems to have no influence or effect on second year medical student’s grades and academic performance.

The second study entitled “The effects of social media on students’ behaviors; Facebook as a case study”. It is presented by Tugberk Kaya and Huseyin Bicen in (2016, p.12). He argues that one of the most used communication methods of today's world are social networks. Several research studies examine their use and application in different fields. This study aims at studying the effects of social media on student's behaviors. The focus of this study is on Facebook which is the most popular among them. This paper tries to find out whether there is a positive relationship between student’s confidence and social media participation. In order to collect the primary data, a general scanning model was used to observe attitudes of high school students. This study included (362) high school students from level 9 to 12 as a sample. The findings of this study highlight and assure that Facebook is used for entertainment, communication and sharing news, pictures and songs. This study also indicated or showed the awareness of students to protect their social identity by making their Facebook shares not public. Furthermore, other’s privacy is respected by them because they do not use their friend's Facebook account.

“ The role of social media in higher education classes (real and virtual)” is the third study. It is written by Paul. He affirms that Social media, especially Facebook, can be seen in higher education settings with a high rate because they become instructors who look at technology as a means to mediate and enhance their instruction as well as create or promote active learning for students. Many scholars affirm that they form an educational tool. Empirical evidence is made by this study which supports this claim

The fourth study is that of Wang et al. Its title is “The Effects of Social Media on College Students”. It is conducted in 2011. He affirms that college students are interested in social media. Jacobsen, & Forste (2011) state that the most used social network by college students is Facebook which is followed by YouTube and Twitter .

Facebook now has 500 active million users, 50% of whom log on every day. Students spend approximately 100 minutes per day on Facebook. In 2007, Facebook was used by enormous number of students: 92 percent of college students had an account and this percentage increased in 2008 to reach 99 %. This is a high rate if the service which was only opened in 2006 to everyone is taken in consideration. This application can be used positively by youths for academic assistance and support (Lusk, 2010). Social media

present many benefits for the young because they provide them with a virtual space to explore their interests and discuss their problems with similar individuals. (Brydolf, 2007). The relationship between social media and students’ level; especially the grades is studied by Ohio State University. This study revealed that college students who utilize or spend much time on Facebook spend less time on studying; therefore the have lower grades than students who do not browse on or use the popular social networking

sites (Kalpidou, Costin, & Morris, 2011). A doctoral candidate Aryn Karpinski of Ohio State University and her co-author, Adam Duberstein of Ohio Dominican University tackle a new issue that affirms that college students who use Facebook which is used by 500 million members have significantly lower grade-point averages (GPAs) than those who do not .

Method

The purpose of this study is to find out the effect of social media on college students. In this article, a questionnaire was administered to collect data because it is the standard survey collection method. The number of questionnaires administered is 100 students. They are divided into two groups (50 males) and (50) females. All participants are undergraduates of the same stage. They are from third stage. All of them have free time because they study in morning studies. The researcher asked relevant questions to carry out the research. They focus on the lives of students and their feelings when they are using different social media. "How many hours a day do you check your social media site?" and "Do you post or respond while completing homework?" are the typical questions in this study. Also, at the end of the questionnaire, two open questions about the biggest advantage or disadvantage when students in question used social media in studying were asked the researcher.

Discussion

The data collected from the questionnaire show that most college students resort to social media to entertain and chat with others. Preferring to use social media, they spend vast hours checking social media sites. The most popular site among college students is Facebook which is used even though they had classes. The entertainment is the main reason for which eighty percent of students spend their time; the number of college students who preferred using social media to understand or deal with their homework is limited . Eighty percent of the students in the question admitted that they posted or responded while completing homework. This has definitely its effect on their efficiencies and their grades. Considering the data collected, a negative attitude was adopted towards social media when college students used them. For instance, imagining one of these students spent over six hours browsing on or checking social media site and responded while completing his homework; it would be likely increase distraction of the students creating a detrimental atmosphere to students that lowers their performance .

Conclusion

This study reveals that college students are affected by social media because they are attractive. By using them, college students can make relationships with new friend. They also form the best way by which the can entertainment to release the pressure of routine. To a large extent, they absolutely affect the lives of college students and as consequence their grades. This study also shows that there must be an educational orientation to better balance the relationship between social media and academic study. Therefore, college students should be taught to use these sites positively for improving their grades and levels.

Limitations and Recommendations

This study is limited because it deals with the college students of Department of English at University of Anbar. The sample is chosen from the third stage because they should be aware to save enough time to their study. Two months are required to ask (100) college students. Most of them do not answer the questions frankly; especially female students who say that they are not authorized to access to social media because of Iraqi culture, so the result may not reflect the real situation for the whole population. Student's psychological state is taking in consideration. Most of them depend on social media to decrease the pressure after a hard period of war with tourism .

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