

ESSAY 03

IMPACT OF SOCIAL

MEDIA IN ACADEMIC

PERFORMANCE

I- Introduction.

II- Current scenario of advancements of Social Media in Academic Performance.

III- Role of Social Media in Educational Performance

A- Positive Impacts of Social Media in performance of education:

i) Online educational opportunities are available just because of social media

Example : YouTube, Zoom, Teams etc

ii) There is no limitation of classroom boundaries after the arrival of social media. Social media give access to the students to quality of teachers.

iii) Performance of research become more adequate because of social media (as it provides all the previous relevant research data to researchers)

iv) Social media helps teachers by providing new and novel information.

v) In academic activities, social media does not distinguish the users by their gender, races, religion, cast thus promoting equality.

vi) Social media minimize financial budget by transferring traditional classroom methods to novel online methods.

vii) With the blessings of social media, it is easy to access education from any part of the world.

B- Negative impacts of social media

in academic performance:

- i) Loss of critical thinking become prominent in teachers and students. after the exposure of social media.
- ii) users of social media perform no physical exercise then leading to fatal diseases i.e obesity, high blood pressure etc.
- iii) Bad content of social media severely impact the health (especially mental health) of user (i.e person become psychologically unstable)
- iv) Development of harsh behaviours within students and teachers is also a bad consequence of social media.
- v) Social media has made difficult to differentiate between hardworking and idle students as well as teachers
- vi) Students and Teachers have detrimentally habitual of social media
- vii) Social media has minimize the cultural and social norms of education

IV - Conclusion

In 21st century, the world is progressing by leaps and bounds in almost every field of life such as economical, scientific, religious, social, societal, political etc. Social Media's development is also one of them. Every prospect has positive and negative features.

Similarly, social media has many positive impacts in academic performance such as E-learning opportunity, no limitation of boundary, quality of education, enhancement of research, novel information, creation of wave of equality among teachers and among students, mitigate the financial budget upon education, national and international access of students and teachers. So, in this way social media play its best role in academic performance. But, every picture has two sides, it is impossible to ignore the dark side of picture. Social media also has bad consequences on educational performance for example loss of analytical ability and critical thinking of students and

teachers, health issues because of forbidding the physical exercise, moreover, mental health is also concerned, creation of hormonal imbalance leading to behave harshly, in addition to this, it is difficult to differentiate between hardworking and lazy individual, last but not least disadvantage of social media in academic performance is that it makes its user habitual of its use. But, the positive role of social media in enhancing academic performance can not be ignored.

Social media is advanced in case of education. It has given much more facilities to student. Social media has ability to maximize the output of academic institutions. This era is known as "Fifth Generation era" in which everything has become socialized. Today, the globe of the world is materialized with social media. Social media has played significant role in educational performance

Some analysts view the role of social media as the blessing while some critics criticize the gradual advancements of social media in educational performance.

Social media has proved to be blessing in disguise as online and E-learning opportunities has become availed just because of social media. A solid example is the creation of social media platforms **YouTube, Zoom, Microsoft Teams** to attend classes. Thus have positive role in enhancing academic performance.

Social media digitalize the whole world. There remained no limitation of classroom boundaries after the exposure of social media. **E-learning** is the best example of such platform. Thus social media has positive impact in academic performance.

Social media has engulfed the previous and new information related to every field of life. So, the researchers find it easy to perform new and

better research based on previous knowledge. Consequently, social media has good impact in academic performance.

Social media is the encyclopedia of the novel information. Thus it helps the teachers in providing new relevant data to enhance their knowledge. Then the teachers will provide this updated knowledge to students to make progress in the academic performance.

An ubiquitous idea of promoting equality is usually raised by the people. Social media does not distinguish between man and woman, muslim and non-muslim, white and black. Rather it provides information to all. By supporting and promoting equality, social media positively play role in educational performance.

The economic condition and financial budget is very common issue in developing countries. With the help of social media, it becomes easy to interpret and analyse information without traditional

classrooms. Thus giving benefit to the performance of education, social media has good impacts over it.

In ancient times, Educational access was very difficult for the far-off rural areas where no proper institution of education was present. Social media has diminished this concern and made the education accessed to every national and international user. Thus social media promotes the development and performance of academics/institutions.

Although, the social media has significant and clear, good impacts in academic performance. Yet it has detrimental negative effects in academic performance which can not be ignored.

Analytical ability and critical thinking process has almost diminished from the life of teachers and students after their access to social media. Resultantly, it has bad consequence thus hitting the academic performance.

It is a famous maxim that healthy body has a sound mind. While the health of body and mind is directly related to the physical exercise.

Social media bounds its user upto a specific place. So, there arise fatal ~~diseases~~ diseases, such as obesity, high blood pressure, eye disorders etc.

So, in this way, social media has badly affects the educational performance.

Scientific research has proved that body releases hormones according to the situation. The bad content, that roll over the social media, has severe impact on the mental health of the user.

Thus a user become psychopath, that proved to be fatal in case of educational performance.

Harsh content is almost available to all persons using social media. This harsh content brings significant changes in the viewers so that they starting behave like the same. So, in this way

The performance of educational institution get lowered.

A hardworking and a lazy individual can be distinguished by their performance, critical approach to solve problem and analytical ability. Social media has destroyed the power of analyzing and thinking critically. Thus it has become difficult to differentiate the such talented guys. Consequently, social media has destroyed the academic performance based on thinking, observing, analyzing.

It is very difficult to throw off a personal habit. Social media is making its user habitual of its use, that will be significantly a drastic effect because **addiction of everything is bad.** Thus social media has adversely impact the academic performance of every region, province and nation has its own cultural norms and social traditions of education. But social media has diminished those cultures and traditions of education affecting academic performance.

By concluding the whole essay into short summary, it is stated that social media has positive as well as negative impacts in academic performance. The good features of social media in educational performance is the provision of online educational opportunities, no limitation of classroom boundaries, opportunity for better research proposals, provision of updated news and research, promotion of equality, minimize the economic budget and easy access to education. These are the pros of social media in academic field. While glooming performance of social media in educational career is the loss of analytical and critical approach of users, onset of diseases, impacts on psychological health, hormonal imbalance causing harsh behaviour. Moreover it is now become difficult to analyse the hard working student, its constant use make "habitual". And social culture and norms of education destroyed.

because of inculcation of social media into the educational field. However, the positive impacts of social media are far more than that of its negative impacts. Thus it can be said that social media's positive impacts have prevailed over the negative impacts in academic performance.