

## IMPACT OF USING SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF STUDENTS AT GRADUATE LEVEL: EVIDENCE FROM PAKISTAN

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**ABSTRACT** -Media is playing a very prominent role in the life of a modern man. There are a large number of people who use different type of social media in order to keep them update and connected with the entire world. Using social media affects their study and academic performance and ultimately their result become effective.

Some of the students cannot remain away from using social media and it affects their academic performance badly. The purpose of this research is to find out the impact of using social media on academic performance of students at graduate leve.. The population of this study was all male and female graduate (final year) students of post graduate colleges of district Vehari. 300 students were selected as a sample of study randomly. A questionnaire comprised 40 statements based on 5-points Likert scale was developed for data collection. The respondents are to tick any one out of the five given options to show their attitude towards every statement presented to them via questionnaire. Our results show that the students use social media as a helping tool in their studies but it badly social affects their studies.

**Key words:** Social media, Academic performance, Networking, Online world.

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## **1.INTRODUCTION**

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its easy use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur & Huberman, 2010). In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of American teens now use social media websites, (Oberst, 2016).

Some university students have grown up in a generation, where technology has grown significantly and the use of the internet and social media is part of their daily lives. A study carried out by Harvard University (Tamir & Mitchell, 2012), showed disclosing personal information, activates the part of the brain which signifies pleasure. Other activities which activate this part of the brain include receiving money and enjoying good food. Consequently, this leads to social media being addictive and time wasting because other tasks are put to one side.

### **1.1 Background to the Study**

Social media is defined by Kaplan and Haenlein (2010) as “inter-net based applications that allow the creation and exchange of content which is user generated”. Social media allows users as well as communities to create, collaborate and edit user content. Key features of Web 2.0 included providing a rich user experience, where users interact with the data which is dynamically created from users’ input, users act as contributors to a site through reviews as well as comments and allowing users to

classify and find information through the art of tagging. Features of Web 2.0 have formed a solid foundation for social media as highlighted by Kaplan and Haenlein (2010) and the reverse of the relationship is noted by Hendler and Golbeck (2008).

Given the popularity and dominance of social media among students of higher institutions, stakeholders in the educational sector across the world have been gravely concerned about its possible effects on students' academics. This is because studies have shown that social media has both positive and negative effects on students (Yahya, Olalekan, Afolabi, & Ayelaagbe, 2013). Personal information can also be valuable to employers. Many students work during and after attending university. When employers are looking for candidates to recruit, user profiles provide a useful source of information. However, there are items of personal details which can cause concern for potential employers.

In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2009). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook, numbers for YouTube users closely follow as well, (Connolly, 2011)

## **1.2 Statement of the Problem**

The main problem of this study is to measure the impact of social media on the academic performance of students at post graduate level in District Vehari.

Similarly, while there is a growing body of research on the effect of social media on the academic performance of students of various tertiary institutions in

Pakistan, there appears to be no publicly-available work that has studied the subject within the context of post graduate level students. Thus, this study seeks to fill that scholarly void by examining what effects (if any) social media has on the academic performance of students of the post graduate level students.

### **1.3 Objectives of the Study**

The objectives of this study are to examine the effect of social media on the academic performance of post graduate level students. In specific terms, the study aims:

- 1.To examine why students of post graduate level make use of social media;
2. To determine how often students of post graduate level make use of social media;
3. To determine whether social media affects the cumulative grade point average (CGPA) of students of post graduate level.

### **1.4 Research Questions**

We will explore the answers of the following research questions:

- 1.Why do students of post graduate level make use of social media?
- 2.What is the number of hours each day spent by students of post graduate level on social media?
- 3.What is the effect of social media on the cumulative grade point average (CGPA) of students of post graduate level?

### **1.5 Significance of the Study**

The study will be useful to educational administrators not only in their quest to determine how social media affects students' academics, but also in the recent move by various educational institutions to incorporate elements of social media into higher education. The work also adds to a stock of materials on the subject while

bringing a new perspective within the context of post graduate institutes, and thus, researchers and scholars will find it useful.

### **1.6 Scope of the Study**

This study is specifically designed to examine the *effects of social media* on the academic performance of university students in Pakistan using post graduate level in district Vehari. It therefore excludes other psychological and or environmental factors that do affect the academic performance of university students generally. The work is also limited to students of post graduate level in Vehari city, and does not seek to present a general finding that applies universally.

## **2. LITERATURE REVIEW**

### **2.1 Concept of Social Media**

Social media is meant to employ mobile and web based technology to create highly interactive platforms via which individuals and community share, co-create, discuss and modifies user-generated content, (Kietzmann, Silvestre, McCarthy, & Pitt, 2012). Social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving you information. It is a group of internet based application that allows the creation and exchange of users generated content. It is easy to confuse social media with social news because we often refer to members of the news as the media. Adding to it, that social news site is also social media site.

Social media refers to the means of interaction among people in which they create, share, exchange and comment among themselves in different networks. Andreas and Michael (2010) are of the opinion that social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users – generated content. Social media has become one of the major

channel of chatting through platforms such as 2go, BB chat, blogger and wiki a. There has been an increase in the mobile social media which has created new opportunity for browsing.

## **2.Social Networking Sites**

It is used to describe any website that enables users to create public profiles within that website and form relationship with other users of the same website who access their profile. It is used to describe community base website, online discussion forum, chat rooms and other social space online. Commonly, the phrase “social networking sites” is used as an umbrella term for all social media and computer-mediated communication, including but not limited to Facebook, Twitter, LinkedIn, and Myspace, as well as the inaugural social networking sites of Cyworld, Bebo and Friendster.

Ellison and Boyd (2007) define social network sites as web-based services that allow individuals to construct profiles, display user connections, and search and traverse within that list of connections. A social media is an online service or platforms that focus on facilitating the building of social network among people who share interest, activities and background on real life connections. It is a website that allows users to share information within a selected group. It is a great way to stay connected and a convenient way to share photos from trips. It consists of a representation of each user (profiles), social links and a variety of additional services.

### **2.3 Social Network and Education**

The advent of social network platforms may also be impacting the way in which learners engage with technology in general. For a number of years, Prensky (2001) dichotomy between digital natives and digital immigrants has been considered

a relatively accurate representative of the ease with which people of a certain age rate, in particular, those born before and after 1980, use technology.

Social networking and their educational uses are of interest to many researchers. (Livingstone & Brake, 2010) in their opinion said ‘social networking site, like much else on the internet representing a moving target for researchers and policy makers’. Recent trends indicate that 47% of American adults use social network. A national survey in 2009 found that 37% of online teenagers use social networking site which increased to 55% three years later (Len Hart, Purcell, Smith and Zickuhr, 2010). It has also, shown that it provides opportunity within professional education but however, there are constraints in such areas.

However, there is evidence of contradiction to this; 69% of social media using teens and 85% adults said people are mostly kind to one another. The national school board association reports that almost 60% of the students who use social network talk about educational topics online and more than 50% talk about school work. Yet the vast majority of school district has stringent rules against nearly all forms of social media during school hours. Social networking focused on supporting relationship between teachers and students which are now used for learning. Some sites like Ning-for teachers and Term wiki-learning Centre were created to support this.

Social media are also emerging as online year book for private and public use. It allows anyone from the general public to register and connect to others. It allows participant the opportunity for just in time learning and engagement and prescribed curriculum. It is a participatory culture. It creates space for learners which, (James, 2005) suggest affinity space and dispersion of expertise and relatedness for learning.

## **2.4 Social Networking in Pakistan**

Social networks are increasingly gaining momentum in the world of information and communication. It has without doubt altered the conventional method of news gathering and dissemination, a confirmation of what seems to be paradigm shift from print and broadcast media to the more effective and efficient rave of the moment. Social networking played a pivotal role in information and communication in Pakistan last year, event that will forever stick to our memories.

Though there are several options for “privacy” on these sites, research has shown that the public aspect of sharing information is what draws many to join and participate (Duven & Timm, 2008). Privacy has a new definition when referring to Social networking sites, since just becoming a member requires a person to give certain personal information (Duven & Timm, 2008). Some sites, like Facebook, started as a way for college students to connect and having an “edu” email address was required for signing up (Tufekci, 2008). Now, this site is open for all users, which also increases the amount of people who may have two accounts: One for private use, and one for business or school use (Tufekci, 2008).

When conceptualizing why these sites appeal to so many people, it is significant to note that each SNS focuses on the presentation of self and social status (Tufekci, 2008). Each person who joins a SNS must choose a picture to post on their personal profile, which is the picture that will be used as a representation of themselves (Barker, 2009). Some people use a recent picture of their face or a photo of a group of friends, while others choose a different image that they want to represent them or their values (Barker, 2009). Either way, this picture is significant when looking at a SNS because it shows how each individual would like to be seen by others (Barker, 2009).

Social status is also a very important part of SNSs because it plays a role in how each individual is viewed on their profile by others (Tufecki, 2008). Most SNS will show how many “friends” a person has, as well as how many people have written to that person lately (Tufecki, 2008). Because of this, many SNS members will seek out people to connect with, even though they may not personally want to be linked with specific people (Tufecki, 2008). Adolescents and college-aged individuals are especially interested in having a lot of friends, because many worry what others will think if they do not have as many friends as their peers (Barker, 2009).

Not only does joining a SNS help gain and preserve popularity, but selecting the perfect pictures to post are also very important aspects of the experience (Siibak, 2009). According to a recent study done on visual impression management and social networking sites, approximately 60% of adolescents will spend more time selecting which pictures to post on their profile than actually communicating with others (Siibak, 2009). This shows that these SNSs are not just for keeping in touch with classmates and meeting new people, they are used to build adolescent identities (Siibak, 2009) because social networking sites are used primarily by adolescents and young adults.

## **2.5 Student’s Addictiveness to Social Media**

On the internet, students engage in a variety of activities some of which may be potentially addictive, (Kuss & Griffith, 2011). The mass appeal of social media on the internet could be a cause for concern, particularly when attending to the gradually increasing amount of time students spend online. Undergraduates spend more time on Facebook, Twitter and other social media through smartphones that are now in abundance among these youths. Many students cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment

of other activities such as educational and career pursuit. (Morahan- Martin and Schumacher, 2000) explain social media addiction as the excessive use of the internet and the failure to control this usage which seriously harms a person's life.

In an article on the Daily Trust newspaper, Itodo (2011) posits that there seem to be an alarming rate of social networking obsession among students today; a trend that could affect their academic, social and spiritual lives negatively if not properly controlled.

Many concerned parents have expressed grave concern that they could hardly get the attention of their children and wards, as they seem to have been carried away by the fascinating world of social networks. Some youths are such social freaks that they have now carved out for themselves a world of fantasy and illusion for detached from reality. Sunday Observer observes that if the dangerous trend of social media network "obsession" if left unchecked could further affect an already collapsing education system in Pakistan. The reason students are performing poorly in school these days might not be farfetched. While poor quality of lecturers can quickly take the blame, one might think harder if the phrase "Facebook frenzy" has not been heard of. It is a common sight to see a youth chatting in sensitive and highly organized places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process.

In a study of 884 students of different universities in Pakistan, (Olowu & Seri 2012). Indicated that students in Pakistan are spending too much time on social networking sites at the detriment of other necessary things such as their studies. They explained that Youths' use of these social networking sites even point towards

obsession. The youths have made the social media their top priority and continued to need more usage in order to feel satisfied In Ogedebe, Emmanuel & Musa (2012), a study on Facebook and Academic Performance in Pakistan Universities was carried out on 122 university students; they tested six hypotheses to know the effect of Facebook on the academic performance of students in selected universities. The study tested among other hypotheses that the more time a student spends on Facebook, the lower his or her grade point average will be.

In Olubiyi (2012), the author observed that the bone of contention of the social media is the obsessive attitude of Pakistan youths towards its use. He pointed out that students waste their time through idle chats and other immoral acts. Students are so engrossed in the social media networks that they are almost 24 hours online. Even in classrooms and lecture theatres, it has been observed that some students are always busy ping, going or Facebooking, while lectures are on. The result is that quality time that ought to be spent on academic research and other productive networking is lost.

## **2.6 Influence of Social Media on Students' Academic Performance**

Though there have been many social, economic, and environmental factors that have added to the pressure of university students in the past ten years, the drop-out rate for students is still a major national problem (Bowen, 2008). Current statistics show that university students in Pakistan are under increased pressure due to higher academic standards in other countries, and it has become more important than ever for educators to encourage graduation and further education (Bowen, 2008). However, with more and more students being preoccupied with social media networks and technological social lives, how will this affect their studies? It is estimated that even those students who do graduate high school, one out of three does

not have possess the knowledge and skills that would lead him or her to the next level, such as college or an advanced trade school (Bowen, 2008).

Literacy has also taken a dive in the past decade, which has caused many educators to question what can be done to help students improve their reading, writing, speaking, and thinking- all of the most basic skills for a successful future (Wise, 2009). As one researcher stated, “Literacy is, in reality, the cornerstone of student achievement, for any student, in any grade” (Wise, 2009, 373). The question that many school professionals have with regards to communication is whether or not a tertiary institution student is able to follow school curriculum in courses like English or Language Arts (Williams, 2008). Also, will it be possible to teach them without the use of multi-tasking and using new forms of technology.

The improved usage of Websites has become a worldwide phenomenon for quite some time. What began out as being a hobby for several computer literate people has converted to a social norm and existence-style for individuals from around the globe (Nicole Ellison, 2007).Teens and teenagers have especially recognized these internet sites to be able to contact their peers, share information, reinvent their personas, and showcase their social lives Nicole Ellison,(2007).While using the increase of technology helpful for getting together with others along with the recognition on the internet, Internet sites are now being an activity that's done mainly on the web, with Websites Vaughn, Coyle (2008).

According to Khan U (2009), social media users often time experience poor performance academically. Similarly, Englander, Terregrossa & Wang (2010) posit that social media is negatively associated with academic performance of student and is a lot more momentous than its advantages. Internet addiction consequently gave rise in internet usage within the last couple of decades. Nalwa & Anand (2003).

contended that addicted users prefer using internet setting back their personal and professional responsibilities which ultimately leads to poor academic performance. In the same vein, Karpinski (2009) pointed out that social media users devoted lesser time to their studies in comparison to nonusers did and subsequently had lower GPAs. Karpinski & Duberstein. (2009). Also mentioned that among various unique distractions of every single generation, Social media remains a major distraction of current generation.

In response to the question of how much time adolescents spend on social network websites, it is significant to note that there are other parents who are in favour of these sites (Bryant, Sanders-Jackson, & Smallwood, 2006). Some parents are concerned about their children's social lives and are grateful that they may have an outlet for their potential depression and loneliness (Bryant, Sanders-Jackson, & Smallwood, 2006). In a study completed in 2006, almost 35% of parents of adolescents reported that they feel that communication with others, in any form, is better than having no communication at all, and therefore are fully supportive of their child's internet use (Bryant, Sanders-Jackson, & Smallwood, 2006).

### **3.RESEARCH METHODOLOGY**

#### **3.1 Conceptual Framework**

The purpose of this is to measure the impact of social media use on academic performance of students at graduate level. However, this research finds that social media integration relates to the students' academic performance, the variables observed to be used of social media, in this study are: Interaction with peers, Interaction with teacher and Engagement.

Similarly, a conceptual framework that identifies instruments by which using social media influences students' academic performance through collaborative

learning is supplied. We suggest that student awareness from the interaction with peers, interaction using the teacher, engagement, simplicity of use that derive from using of social media promote active collaborative learning and, which ultimately results in enhanced students' academic performance.

### **3.2 Population**

There are two government post graduate colleges for boys and one for women in District Vehari. Total strength of students studying in degree class (4<sup>th</sup> year) is 1996. All male and female students studying at graduate level in final year comprise the population of this study.

### **3.3. Sample of study**

15% of total students have been selected as the sample of this study. In this way three hundred (300) students of graduation level (final year) have been selected as the sample of the study by following random sampling technique.

### **3.4 Delimitations of study**

This study was delimited to the male and female students of graduate level (final year) of district Vehari. All these institutions were from government sector.

### **3.5. Research Tool**

A questionnaire comprising 40 items/statements had been developed and used for purpose of data collection. This questionnaire has been prepared by on the basis of (5-points Likert Scale) for the purpose of measuring the attitude of the respondents towards different statements.

### **3.6 Reliability of the Instrument**

Cronbach's alpha was used to find out the reliability of the statements in the questionnaire. The value of Cronbach's alpha was 0.73 which is acceptable.

**Table 1 Reliability Statistics**

Cronbach's Alpha	N of Items
.73	38

### 3.7 Analytical techniques

SPSS (V-20) has been used in order to analyze the data. Mean, average and standard deviation have been calculated to draw the results.

### 4.DATA ANALYSIS

The data for this study were obtained by using questionnaire as data collection instrument. This tool was formulated on the basis of 5-points Likert scale. There were five options for the respondents and they were to select one out of five options according to their free will. The options were as under;

**SA:** Strongly Agreed                      **A:** Agreed                      **UD:**  
Undecided

**DA:** Disagreed                      **SD:** Strongly Disagreed

#### 4.1 Statistical analysis of statements

The response of the sampling population is given below: -

Table 2 Results of statistical analysis of statements.

Sr. No.	Statement	Mean	SD	N
1.	Addiction to online social networks is a problematic issue that affects my academic life.	4.09	1.099	300

2.	Limited use of social media does not affect my performance.	3.96	1.016	300
3.	Online social networks distract me from my studies.	3.95	1.125	300
4.	Social media promotes unethical pictures, video clips and images among students and they cannot get good grades.	4.03	1.037	300
5.	Hours spent online can never be compared to the number of hours I spend reading.	3.92	1.132	300
6.	I use social media just as a hobby to kill the time.	3.99	1.174	300
7.	There is no improvement in my grades since I became engaged into these social networking sites.	4.10	1.167	300
8.	Using social media is essential at present as a tool to improve my performance.	4.15	1.076	300
9.	I spend more time in using social as compare to my studies.	3.89	1.283	300
10.	I usually have unlimited access to Facebook and this has affected my academic performance negatively.	4.08	.995	300
11.	By using social media I can approach my friends who are far from me to help me in my studies.	4.02	1.072	300
12.	I use social media as a helping tool in my studies.	4.18	1.076	300

13.	Social media is playing a key role to create all sorts of awareness among students.	3.97	1.109	300
14.	I engage in academic discussions on twitter and this has improved my academic performance.	4.10	1.074	300
15.	To me using social media is just wastage of time.	4.25	.910	300
16.	I make use of whatsapp to disseminate knowledge to my class mate.	4.28	.918	300
17.	Social media is the source of knowledge and information for me.	4.11	1.013	300
18.	I solely rely on information got from Wikipedia to do my assignments without consulting other sources.	4.15	1.005	300
19.	There are different forums which provide helping material for the studies.	4.21	.944	300
20.	The usage of Wikipedia for research has helped improve my grades.	4.22	1.010	300
21.	Engaging in academic forums on yahoo reduces my rate of understanding.	4.06	1.120	300
22.	I use social media only for the sake of my studies.	4.09	1.120	300
23.	I use materials got from blogging sites to complement what I have been taught in class.	4.20	1.057	300
24.	I will not perform well in my academics even if I stop using social media.	4.16	1.014	300

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25.	Using social media makes me lethargic which hinders my performance.	4.15	1.078	300
26.	Due to excessive use of social media my performance is not getting better.	3.99	1.201	300
27.	Male and female students use social media networks differently in different frequencies.	4.23	.923	300
28.	Female students use social networking sites more to explicitly foster social connections.	4.18	1.041	300
29.	Gender determines the level of social media network usage.	4.15	1.011	300
30.	Males are more effective at using social networking sites for nonacademic purposes.	4.05	1.060	300
31.	Use of social media affects indirectly on play grounds and physical activities in students due to which academic performance is affected.	4.15	1.079	300
32.	Age has impact on the use of social media.	4.13	1.006	300
33.	Social media has negative effects on the performance of students.	4.15	1.063	300
34.	Social media is essential for students to get learning and skills to enhance their performance.	4.15	1.056	300
35.	Social media is a great facilitator to create awareness among students to develop global cultural.	4.15	1.021	300
36.	Social media become boring has I grow older.	4.24	.905	300

37.	Social media is not relevant to people of older generation.	4.26	.961	300
38.	The younger generation is the most active user of social media.	4.33	.838	300

The highest mean score is 4.33 for the statement that “the younger generation is the most active user of social media” whereas on the other hand the analysis of the statement that “I spend more time in using social as compare to my studies” remained at the bottom with respect to mean score as it is 3.89 and there was a significant difference between lowest and highest mean scores.

## 5. CONCLUSIONS

Majority of the students presently are victims of using social media whether urban or rural and whether males or females. Using social media starts at early ages now even the students at the age of pre-primary classes are use social media without knowing its advantages and disadvantages. Majority of the students favored that using social media affect their performance. There are a small percentage of respondent who get benefits from use of social media but majority of the respondents is affected negatively. Out of the social media respondents, those who used social media in excess were more negatively affected from its affects.

The result of this study showed that, though social media have negative effects on teenagers such as lack of privacy, distracting students from their academic work, taking most of their productive time, and such like, they also have benefits and can be used appropriately. For instance, students can form online communities in order to plan for a project, have group discussions about class material, or use the

social media as a way to keep in contact when a student who has been absent needs to be updated on current academic information.

It is concluded that social media platform has a significant impact on students' academic performance of Pakistani graduate students. Nevertheless, among the six variables used in this research, time appropriateness and health addiction has a stronger significant influence on students' academic performance. This is because time management plays an essential role in determining the success or failure of an individual. Thus students who lack time management can easily fall prey to the negative impact which social media platforms present to its uses.

Likewise, health addiction, students who are engrossed with social media platforms ends up skipping their meals which has a health impact on them. Such students become malnourished and could possibly fall ill which is will directly have an impact on students. Also, the nature of usage and friend-people connection has an impact also on the performance of students but not as impactful as the aforementioned variable. Finally, time duration and security/privacy problems have minimal or no significant influence on students' academic performance.

The first independent variable influencing the academic performance of students, that is, social media participation was negatively related with students' outcome, while the other independent variables were positively related with students' outcome. The results of this study suggest that lecturers should come up with a template on how their students can maximize the benefits of Social media, that school management should incorporate rules and regulations on the use of the social media in the school and, that the government should put in place adequate control measures to regulate their use among students and lecturers.

Hence, it can be concluded that male students are aware of the problems related to privacy of their personal data with the usage of social media. The female students are more concerned about their grades than male students. The usage of social media does not significantly impact on the students' real social life and grades as well. As a matter of fact, this study showed that social media can prove to be a helpful research tool for students and can help them in their studies. However, majority of the students spend at least 2 to 5 hours on social media daily. When students were asked about whether using some kind of social networking is essential for today's life or not, more than 80% of the students agreed. Social media addiction can be an issue that needs to be addressed somehow. The study indicated that automatic software program that will shut down after a certain time, should be used to control its utilization by students.

Teachers who need to use social media in their courses to upgrade students learning capacity should be organized to empower students and make them active individuals in the learning process. The thought that students know how to use social media appropriately may act as a hindrance for those students who may require closer supervision. An e-learning system can play a very important role for students in order to cooperate and work together through the social media channel. Overall, it can be concluded that, if appropriately used, the use of social media can prove to be a very useful source of learning, sharing and healthy activities.

## **6. RECOMMENDATION**

1. The authorities in Pakistani institutions should enact laws that restricts students' use of social networking sites during lectures and library sessions.
2. Tertiary institutions should enlighten students on the positive and negative effects of social networking sites as media of interaction on students' academic performance.

3. Students should endeavor to use social media for academic purposes. They can like or share academic websites and follow academic Twitter handles.

4. Students should try to use more time in reading their books than social media surfing, because of the negative effects.

5. Students should use wikis (a type of social media) like Wikipedia that promote learning and academic research.

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#### CONTRIBUTION OF AHTORS AND CONFLICT OF INTEREST

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This research work was carried out in collaboration between two authors.

**Author 1: Suraya Kausar**, is M.Phil scholar at Department of Education, Institute of Southern Punjab. She designed the study, collected and analyzed data. She wrote first draft of the manuscript under the supervision of first author

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Both authors read the manuscript carefully and declared no conflict of interest with any person or institution.

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