



# The Relationship between Social Media and Academic Performance: Facebook Perspective

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**Abstract.** The aim of this paper is to highlight the impact of social media on students in the higher educational universities and its impact on the students' academic performance. Social media has become one of the most popular means of communication due to its ability to deepen the conviction of the recipient and to increase his knowledge and trends. The study focuses on the researchers' observation and follow-up of these sites; the impact of these sites on the audience by relying on Facebook applications in the Middle East and the world. The researchers employed a comparative and experimental approach to measure the impact of Facebook and providing the results by relying on the recommendations and outputs concluded by scientific studies published in refereed journals. The study indicated that a large number of university students are using social media with more focus on Facebook, which in turn negatively affect their academic results.

**Keywords:** Social media, Academic performance, Facebook.

## 1. Introduction

Modern technological developments in the mid-1990s have created a quantum leap and a real revolution in the world of communication. The internet has spread throughout the globe, linking different parts of this vast world with its vast space and paving the way for all societies to converge and to exchange views, ideas and desires. "Each browser of this network benefited from the multimedia available in it, and became the best way to achieve communication between individuals and groups, and then appeared websites, blogs and chat networks, which changed the content and form of modern media, and created a kind of communication between owners and users, on the one hand, and users themselves on the other hand." (Othman & Musa, 2014).

Recently, social networks have evolved into an emerging area of a global interest for many scholars (Al-Emran & Malik, 2016; Al-Emran, Zaza, & Shaalan, 2015; Al-Qaysi & Al-Emran, 2017; Mhamdi, 2016, 2017a; Mhamdi, Al-Emran, & Salloum, 2018; Salloum, Al-Emran, Abdallah, & Shaalan, 2017; Salloum, Al-Emran, Monem, & Shaalan, 2017; Salloum, Al-Emran, & Shaalan, 2017b, 2017a; Salloum, Mhamdi, Al-Emran, & Shaalan, 2017; Zaza & Al-Emran, 2015). Social networks, such as: Facebook, Twitter, Instagram, Live Bowen, Google Plus, Snapchat, LinkedIn, Youtube, among many others have emerged to allow exchanging of videos and photos, sharing files and immediate talks, interacting with others (Adeyemi, 2008).

These sites are used as part of the publicity and public news in addition to the entertainment factor of these applications and means resulting in the creation of perceptions of the new generation towards the modern concepts of these means and influenced their attitudes and academic performance directly in terms of negative and positive and strengthen their convictions by these means.

The objective of the study is to identify the social networks that the students are heavily involved in and that affect their academic performance, and to identify the extent of the use of social media compared to the number of internet users. In addition, to find out how students use social media to influence their academic performance and also to find the difference in students' use of the social network according to the demographic variables. Based on the procedures followed in preparing the literature review by (Al-Emran, 2015; Al-Qaysi, 2016; Salloum, Al-Emran, & Shaalan, 2016; Salloum, AlHamad, Al-Emran, & Shaalan, 2018), the literature review of this study is partially prepared accordingly.

This paper is organized as follows: Section 2 provides the relevant literature review. Section 3 presents the use of Facebook. Conclusion and recommendation are presented in section 4.

## **2. Literature review**

The first appearance of the social networking site was in 1997 and the first site appeared was SixDegrees.com to establish personal profiles, especially for users of the site with commentary on the news on the site and the exchange of text messages between users. This site was followed by the site MySpace.com in 2003, and then Facebook.com appeared this site allows users to exchange news and information among themselves and to allow friends to access their own files. The latter site not only affects the scope of the virtual community, but also affects the reality of the lives of social, political, cultural, and religious clients.

These networking sites used by most people to interact with old and new friends (Asemah & Edegoh, 2012). The world has changed rapidly with the development of technology; this has led to use the technology as the best way to explore the vast area of knowledge. The "Journal of Cases on information technology" has published study (Mensah & Nizam, 2016) based on an objective analysis of the use of social media by college students and study the positive and negative effects on students' academic performance and behavior. The most important findings of the study are that there is a positive and negative impact on the social networking sites on the academic performance and the behavior of the student, in that the university student is attracted to social networking sites for many reasons, including the search for information that can be accessed easily and in an unsafe and unreliable way. This will reduce their ability to learn and research effectively. In addition, students who are heavily involved in the activities of networking sites during study have a lack of concentration and distraction. The study also found that these students lose an important aspect of real human communication skills as they spend long periods of time in the unfavorable and may even be affected negatively, physically and mentally. Academic excellence or achievement plays an important role in individual placement, both in academic institutions and in employment. Because of this, many people feel less with ways that can enhance academic achievement. The emphasis on academic excellence is also prevalent throughout the world and has encouraged many studies on the terms of its promotion. The role of academic achievement as one of the factors predicting and success in life and also in the aspect of academic placement in schools for higher institutions as well as the level of usability in their career is inevitable.

Today, most young people and students have Facebook accounts. The most important reason is the growing use of Facebook in all aspects of working life, while many researchers blame the quality of teachers bad, while attributed to the prevalence of the phenomenon of Facebook madness and became a master of the minds and consciousness. According to (Oche & Aminu, 2010), it is noted that students are very divided in social media and spend about 24 hours online. Even in the classroom and lecture theaters, it has been observed that some students are always busy in chatting and communicating, during lectures and which should guide these times toward learning, scientific research and innovation along the lines of students' attitudes to meeting new online friends and discussing issues of most importance. Most students suffer from setbacks as a result of social media preoccupation. As per the study of (Obi, Bulus, Adamu, & Sala'at, 2012), it was observed that the use of these sites also affects students' use of English and grammar. Students use short forms of writing words in their chat rooms; they use the same thing in the classroom.

On the other hand, social networking sites can assist students in developing themselves, enhancing their knowledge and creativity, leveraging their knowledge exchange, and increasing their technical skills. Through the optimal use of social networking sites, students can access as much knowledge and information as possible that enhance their academic performance and excellence learning (Kaplan & Haenlein, 2010). The most important conclusions of Hadeel Al-Obaidi's study at the University of Bahrain (2016) (Harrath & Alobaidy, 2016) on the students of the Arabian Gulf that there is a positive impact of this technology at their academic level through the useful and optimal use of social networking sites.

Analysis of the study showed that students are aware of and have a good level of awareness of using social networks for academic purposes. A large proportion of students expressed satisfaction with its use as a useful means of collecting data and searching for useful information. In addition, social networks have helped students to join educational networks, interact with colleagues and access e-learning resources. A study conducted by US researchers (Junco, Heiberger, & Loken, 2011) found that adolescents writing SMS through mobile phone can negatively affects their ability to speak properly, and that messages cause a delay in speech and learning skills significantly. The researchers explained that teenagers who use text messages to communicate with their peers permanently commit many linguistic errors in addition to their reliance on colloquial words, abbreviations and numbers instead of letters in most messages. According to a study conducted by (محمد, n.d.) of Mosa'd Al Sharari about students in the Kingdom of Saudi Arabia, it has been concluded that there is a negative impact on students from the use of Facebook and the most important effects watching unethical images and video, meet new bad friends and the loss of study time. More than 78% of male and female students were negatively affected by their use of social media sites in the 16-20 age group, and 67% of students in Saudi Arabia did not use them for educational purposes.

### 3. The use of Facebook

In 2016, North America was ranked first among the regions where social media was 66% popular for internet users, followed by South America with 59%, While 61% of European internet users use social networking sites. Facebook is the most popular site by 62%. In Asia, internet users accounted for 50.2% of the population. Facebook uses 560 million users, 39% globally and Facebook is the most popular site with 50% of users (Internet World Stats, 2016). By 2017, Facebook users had over 2 billion active monthly accounts on networking sites according to the website <https://investor.fb.com/home/default.aspx>. These findings are depicted in Figure 1 and 2.

In terms of the Arab countries in 2016, Jordan is ranked the first in the world in terms of using the internet and social media applications by 90% (Figure 3). Facebook and WhatsApp are the most widely used in Jordan with 89% of the population (Salem, 2017).

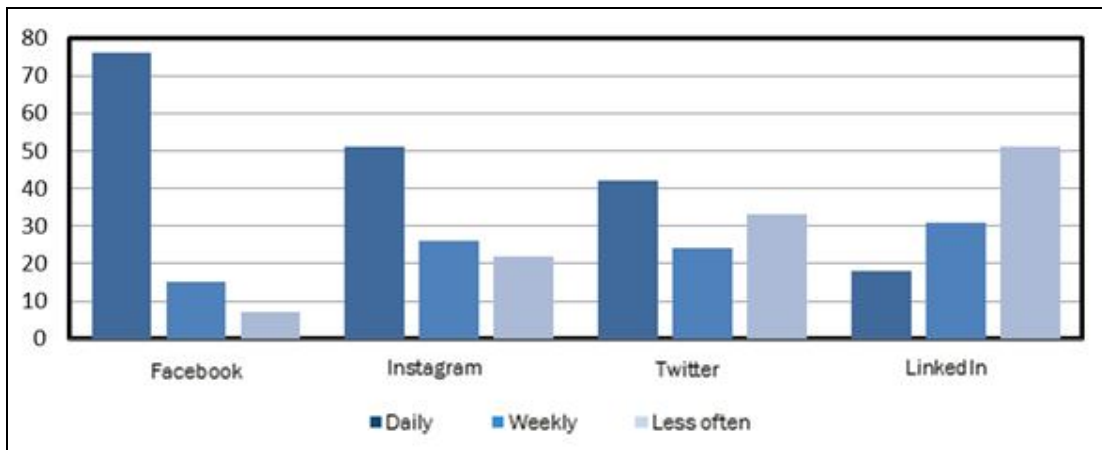


Figure 1. Users of social media in 2016 (Greenwood, Perrin, & Duggan, 2016)

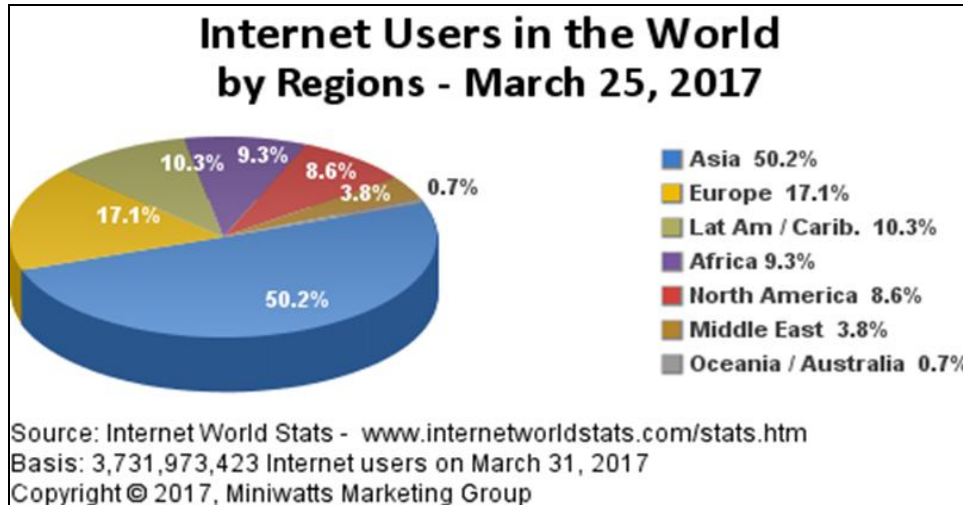


Figure 2. Facebook usage and growth statistics by the world geographic regions

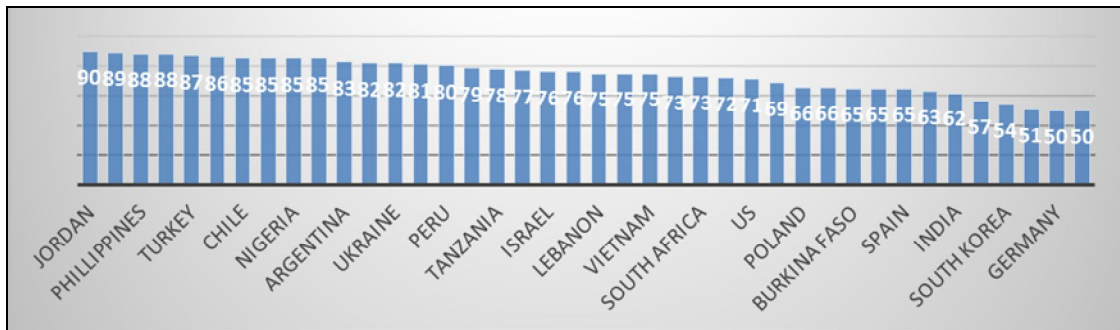


Figure 3. Social network popularity among global internet users (Greenwood et al., 2016)

#### 4. Conclusions and recommendation

##### 4.1 Study contribution

The integration of technology with education has become an area of interest by many scholars (Al-Emran, 2014; Al-Emran, Elsherif, & Shaalan, 2016; Al-Emran, Mezhuyev, & Kamaludin, 2018; Al-Emran, Mezhuyev, Kamaludin, & AlSinani, 2018; Al-Emran & Salloum, 2017; Al-Emran & Shaalan, 2015a, 2015b, 2017; Al-Marouf & Al-Emran, 2018; Al Emran & Shaalan, 2014b, 2014a; Lachheb, 2014; Malik & Al-Emran, 2018; Mhamdi, 2017b, 2017c; Salloum, Al-Emran, Monem, & Shaalan, 2018). Social media as one of such technologies plays a key role in such type of integration. Facebook has a positive impact on the students' language, intellectual, and moral behavior. The proportion of adolescents are the most commonly used and less taken for granted from the academic side. It can positively assist students in developing themselves, enhancing their knowledge and creativity, leveraging their knowledge exchange, and increasing their technical skills. Through the optimal use of social networking sites, the student can reach the maximum amount of knowledge and information useful to him, which enhances his capabilities to the academic performance and excellence in the study and deepen their collaborative education. The researcher recommends the introduction of educational and pedagogical methods to enhance the academic performance and find ways to control the use of Facebook for entertainment and communication and enhancing the skills of better time management and the expansion of social networking sites more for academic purposes. Besides, adopting a new strategy to understand the recipe for success, which involves the learner, the teacher, the content and the environment in which the technology is used where pages should be created to promote academic activities and avoid setbacks in academic performance. Students must be monitored by teachers and parents about how to do this and

use these sites to create balance between social media, academic, and student activities to avoid setbacks in the academic performance of students.

#### 4.2 Study recommendation

The study concluded that a large number of students in universities are addicted to the social media, specifically Facebook and there is high participation in social networks that make students lose focus on academic tasks and negatively affect their academic results. In addition, the Facebook and social media are sources of information and communication among students, and social media has become an integral part of their everyday lives and they use it from 4 to 12 hours a day. In addition, there are setbacks in academic performance in terms of educational attainment, intellectual visions, students' language, intellectual, and moral behavior. The proportion of adolescents are the most commonly used and less taken for granted from the academic side. It can positively assist students in developing themselves, enhancing their knowledge and creativity, leveraging their knowledge exchange, and increasing their technical skills.

The study showed that social media enhances the students' ability to excel in academic performance, excel in learning, and deepen their collaborative learning. Also, Facebook is used more for teenage students and equally for both genders. The ratio varies with the range and availability of internet services. Facebook is one of the most popular modern media applications for internet users generally, and specifically in the middle east. Finally, the social networking helped students to join educational networks, interact with their peers, and deepen the concept of e-learning.

#### 4.3. Implications for Practice

The researchers recommend introducing an educational solution to enhance academic performance, finding ways to control the use of Facebook for entertainment and networking, to enhance better time management skills, and to expand social networking sites more for academic purposes. Adopting a new strategy to understand the recipe for success, which involves the learner, the teacher, the content, and the environment in which the technology is used. Create pages to promote academic activities and avoid setbacks in academic performance. Students must be monitored by teachers and parents about how to do so and use these sites to create a balance between social media, academic, and student activities to avoid setbacks in academic performance of students. Conduct more field research on social networking sites, study the reality of the various segments of society in their use, how to invest them, and employ them in the service of the educational process. Participation of public organizations and governmental and private institutions in promoting intellectual awareness and activating the role of the family in raising awareness of the risks and advantages of these means and employing them in the academic process.

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