

The Relationship Between Social Media Use, Academics Performance and Interpersonal Relationship Among Young Adults

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ABSTRACT

With the modernization of the society comes the advancement of technologies and the standard of living. The evolution of the society from the earlier times to the present has brought about many changes specially in the use of social media for various purposes. We conducted a study to investigate the relationship between social media use, academic performance, and interpersonal relationships among young adults in the context of modern society's evolution and technological advancement. To collect the sample, we used purposive sampling technique and selected 102 undergraduate and postgraduate students. Social media use was the independent variable, while academic performance and interpersonal relationships were the dependent variables. We used the Pearson Correlation to interpret the results and found that social media use did not have a significant relationship with academic performance and interpersonal relationships among young adults.

Keywords: *Social Media Use, Academic performance, Interpersonal relationship, Young adults.*

The effortless way to communicate with one another in recent times is through social media. With the easy access to the internet connection, people are more prone to use social media. The people use social media for different purposes such as staying in touch with family and friends, academic purposes, as a hobby, meeting new people, and for business purposes according to Chandrasena & Ilankoon (2022). Individuals use social media not only to communicate or gather information, but they use it to escape from their tedious everyday routine and has become one of the habits in everyone's life. In their free time they are seen with their mobile phones using the social media app, rather than having a one-to-one conversation with the person sitting next to them, one prefers using their mobile. Technological revolution has changed the modes of communication. It has become faster and more efficient (Hussain; et al 2020). Social media use has a negative implication to the lifestyle of a human being and also arises to relation dissatisfaction. The most used social media applications these days are Facebook, WhatsApp, Instagram and Twitter to some

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extent. People of every age group use it every single day. Using it in the correct manner and in the correct amount of time is an important aspect to be considered. The usage of social media is very helpful when it comes to getting the information and gaining knowledge but it does come with some drawbacks. Social networks play a major role in building, maintaining or even reviving relationships and improving teenagers' learning skills (Parvez, 2019).

Social media has an influence when it comes to interpersonal relationships of an individual. Social media use effect the interpersonal relationship between individuals. "Interpersonal relationships" are deep bonds formed between two or more people. Furthermore, there are various types of relationships, including friend, family, and romantic relationships. (Stone, 2019).

According to Acheaw & Larson (2015), an interpersonal relationship is a type of bond that a person has with another person, whether it is a close relationship with a family member, a peer group, colleagues, or an intimate partner. Communicating via the internet and social networking websites differs significantly from communicating in person. A person using this platform of social media to communicate will form a larger social network, but the amount of physical interaction with one another will be less. The use of these social networking apps has primarily increased, particularly among young adults. Students have become addicted to social media, particularly apps like Instagram, Snapchat, and Facebook. Excessive use of social media reduces social interpersonal relationships. Their interaction with parents and family members is less frequent, whereas virtual interaction is more frequent. They are more interested in learning about other people's posts and stories. Scrolling through Instagram feeds and sending snaps has become a daily ritual for young adults these days.

Along with interpersonal relationships, social media has had an impact on young adults' academic performance. As a result, the quality of academic performance is declining. Social media has also evolved into a platform for public display of one's personal life. Social media diverts students' attention away from educational activities and causes them to waste time chatting with online friends about non-educational topics. Students' academic performance suffers as a result of their lack of concentration in their studies. According to Mensah and Nizam (2016), students spend more time on social media than on academics, which has affected their grade point average (GPA). The majority of students use social media for entertainment and to chat, rather than for academic purposes. The social media application has detracted from the educational system.

REVIEW OF LITERATURE

A study conducted by **Mensah & Nizam (2016)**. The purpose of this study was to investigate the impact of social media use on students' academic performance at Malaysian Tertiary Institutions. Based on previous research, a questionnaire was created. This study used a descriptive and explanatory research design. It also used a cross-sectional survey method with survey questionnaires containing 42 items on a Likert Scale (Disagree-1 and 5 for Agree). A convenient sampling method was used to select the sample of 102 Erican College students. The collected data was analysed using SPSS 21's description means and regression. Four independent Pearson's correlation coefficients are correlated with student academic performance, while two are not. According to the findings, there is a significant relationship between internet addiction and academic performance in students.

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Raju, Valsaraj, and Noronha (2014) conducted research. The purpose of this study was to determine the relationship between online social network usage and the quality of interpersonal relationships. The sample size was 350 third-year students from four different Manipal University professional colleges. According to the findings, there is a weak negative correlation between online social network usage and perceived quality of interpersonal relationships.

Ahmed, Dar, et al. (2018) study the use of online networking and its impact on study in their research paper 'Impact of social media on academics: A quantitative study'. Data was gathered using a questionnaire survey. According to the study, the majority of the candidates with cell phones had access to the internet and were familiar with a variety of social media sites. The study also confirmed that many candidates who visit social media use their smart phones for 30 minutes to 3 hours per day. The survey also shows that using social media sites has a negative impact on academic performance.

Kubey, Lavin, et al. (2001) used a paper-and-pencil survey with 576 students as a sample to collect data for their paper titled 'Internet Use and Collegiate Academic Performance Decrements: Early Findings'. The survey included 43 pretested multiple-choice questions about Internet use, study habits, academic performance, and personality traits. Students were asked to submit their reports anonymously. The findings revealed that excessive Internet use was strongly associated with poor academic performance.

Abdulahi et al. (2014) conducted a study titled 'A Study on the Negative Effects of Social Networking Sites Such as Facebook Among Asia Pacific University Scholars in Malaysia'. This study aims at determining the negative impact of social networking sites such as Facebook on Asia Pacific University scholars. It is a quantitative study. Random sampling method was used to collect the data from sample. The sample size for the study was 152 university students. This paper examines the frequency of use, participation in activities, and time spent preparing for class to determine whether Facebook affects student performance. To test the hypothesis, the Pearson Correlation Coefficient is used. The findings revealed a negative relationship between the dependent variable and the independent variable, indicating a link between student performance and social networking site use. In this case, when students at Asia Pacific University overestimate their use of social networking sites such as Facebook, their academic performance suffers. However, because the relationship is weak, it demonstrates that Facebook is not the only factor influencing students' academic performance. As a result, the researcher can conclude that social networking sites can have an effect on student performance.

Junco (2012) published a study titled 'Too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance'. Prior research has looked at the relationship between Facebook use and college grade point average (GPA); however, these studies were limited by their measures, sampling designs, and failure to include prior academic ability as a control variable. This paper fills a gap in the literature by examining the relationship between multiple measures of frequency of Facebook use, participation in Facebook activities, and time spent preparing for class and actual overall GPA in a large sample (N = 1839) of college students. The study's findings using Pearson Correlation show that time spent on Facebook and checking Facebook is negatively related to overall GPA, and time spent on Facebook is slightly negatively related to time spent studying.

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Furthermore, the ability of Facebook time spent to significantly predict overall GPA suggests that students who use Facebook in certain ways may have negative academic consequences.

The finding of **Paul., et al. (2012)** study 'Effect of Online Social Networking on Student Academic Performance' revealed a statistically significant negative relationship between time spent by students on Online Social Networking (OSN) and their academic performance. Time spent on OSN has been shown to have a negative impact on academic performance. Students' academic performance appears to deteriorate as their time spent on social networking sites increases. According to some studies, social media use has a positive correlation with academic performance and interpersonal relationships.

Al Rahmi and Othman (2013) conducted a study to see the impact of social media use in university students. During the 2012/201 academic session, 80 undergraduate and postgraduate students completed a survey questionnaire. The sample consists of 31 men and 49 women. This study is done to bring out the possibilities of using social media in academic performance by means of collaborative learning and improve the students' academic performance. The result obtained from Pearson correlation shows that there is a significant positive relationship between shared learning and peer interaction, teacher interaction, and all of the factors which improve students' academic performance.

Additionally **Young (2006)**, in his study 'A study on the Effect of Internet Use and Social capital on the Academic Performance', examines the condition of Internet use and social capital, and how it effect the academic performance in students. The data was collected from 361 high school students via survey, and the results were interpreted using regression analysis. The finding of the study indicates that the time of internet use is less likely to contribute to academic performance.

Asante and Martey (2015) looked into the 'Impact of Social Media Usage on Academic Performance of Tertiary Institution Students: Evidence from Accra and Tema Metropolis, Ghana'. The data was for the study was collected through Random sampling method and the study was a quantitative and also cross- sectional descriptive study. The age range of the participant for study population was between 18 to 30 years, and they should be using social media for at least a year. The study's sample size was 70% of the 1000 questionnaires distributed. The result of the data was analysed using the Statistical Package for Social Science (SPSS) The study found that all social media constructs (dependent variable) had a significant positive relationship, putting the independent variables (Facebook, WhatsApp, Yahoo Messenger, Skype, and Twitter) on par with the dependent variable academic performance.

METHODOLOGY

Objective

To study the relationship between social media use, academic performance and interpersonal relationship.

Hypothesis

H₀ – There's no significant relationship between social media use, academic performance and interpersonal relationship among students.

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Sample

The sample for the study is the College going students, both Undergraduates and Postgraduates. The sample size for the study is 102 samples. The data will be collected from the participants through an online survey questionnaire method.

Research Design

A research design is a detailed plan, a blueprint of the investigation procedure that helps the researcher to test the hypothesis and obtaining a valid and objective conclusion regarding the relationship between the independent and dependent variables.

The research design used in the present study is Correlational research design.

Sampling technique

- The sampling technique is a method of selecting a sample for a research.
- The sampling technique used for the present study is Purposive sampling technique.

Instruments

1.Academic Performance Scale (2015)

The Academic Performance Scale (APS) is useful in understanding the academic performance of the students and their interest. It is a five point rating scale assessment (1 –Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree). The scale consists of eight questions given by Birchmeier C., et al (2015). The scale has a validity and a 2-week test-retest reliability.

2.FIAT-Q-SF- Interpersonal Relationship Questionnaire (2014)

Family Impact of Assistive Technology Questionnaire- Short Form (FIAT- Q-SF) by Darrow, S. M., et al. (2014) consist of 32 items. The interpersonal relationships domain of the FIAT-Q-SF is a reliable tool for measuring the impact of assistive technology on family members' relationships with other people in the society. The reliability of this particular domain of the FIAT-Q-SF was found to be .81 indicating good internal consistency reliability.

3.E-SMUQ-Social media use (2021)

The Engagement in Social Media Use Questionnaire (E-SMUQ) by Valkenburg P M., et al (2021) consist of 10 items. It comprises of six subscales which is used for measuring the social media use in adult population. The test-retest reliability for these six subscales of E-SMUQ ranges from .70 to .84 indicating good to excellent reliability and a good validity.

RESULT

We conducted a study to understand the relationship between social media use, academic performance and interpersonal relationship among young adults. The sample size of the study was 102, i.e., the students pursuing their Postgraduate and Undergraduate degree and the age range was 18 to 25 years.

The data collected were interpreted using the Statistical Package for Social Science (SPSS).

In the recent paper, the result is discussed according to the hypothesis.

H₀ - There is no significant relationship between social media use, academic performance and interpersonal relationship among students.

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RESULT

Table 1 The relationship between Social media use, Academic performance and Interpersonal relationship.

| Variable | n | M | SD | 1 | 2 | 3 |
|------------------------------|-----|--------|--------|------|---|---|
| 1.Social Media Use | 102 | 25.24 | 7.668 | - | | |
| 2.Academic Performance | 102 | 24.93 | 5.420 | .100 | - | |
| 3.Interpersonal Relationship | 102 | 115.31 | 16.912 | .018 | - | - |

p>0.05

From the above table no.1, we can find the correlation coefficient value for social media use and Academic performance is .100 and social media and Interpersonal relationship is .018 respectively. And the p value for social media and Academic performance is .320 and the p value for social media use and Interpersonal relationship is .861 respectively. Thus, we can say that p>0.05 for which we accept the null hypothesis that there is no significant relationship between social media use, Academic performance and Interpersonal relationship among young adults.

DISCUSSION

The variables for the present study were Social Media Use, Academic performance and Interpersonal relationship. The total number of samples used is 102. According to the result obtained from Table 1, it showed that there is no significant relationship between social media use, academic performance and interpersonal relationship, therefore accepting the Null Hypothesis which states that there is no significant relationship between Social Media use, Academic performance and interpersonal relationship among young adults.

The present study shows that there is no significant relationship between social media use, Academic performance and Interpersonal relationship among young adults. But we cannot state that there is no relationship as we can see from the results that correlation coefficient value is .100 and .018 which shows negligible correlation between the two variables undertaken for the present study. Because there could be other variables that affect the relationship between the variables, even if there is a non-significant correlation coefficient, it could still be weak or moderate. Apart from social media use there might be other factors like attention span of the student, lack of proper availability of the learning materials, teacher's teaching method. Their past experiences, parental support and many others reasons might influence the academic performance and interpersonal relationship among young adults.

In a study done by Young (2006) found that Internet use time, regardless of purpose, is less likely to influence academic performance, implying that there is no significant relationship between the two variables, supporting the current study's findings.

In support of the study, (AlFaris et al.,2018) found no significant relationship between Grade Point Average and the frequency of daily SM use or use during lectures.

In contrast to the current finding, Mensah & Nizam (2016) found a significant relationship between internet addiction and students' academic performance in their study. According to the findings of a study conducted by Raju et al. (2014), there is a weak negative correlation between online social network usage and perceived quality of interpersonal relationships.

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CONCLUSION

Social media which has been the necessary part in one's life, the result of the study shows that the use of the social media application has no relation when it comes to the young adult's academic performance and their interpersonal relationship.

The amount of time they spend on using the social media does not lead to decreasing their academic performance. They use social media in order to communicate with friends and people far away from them and also interact with new people, but this do not lead to distancing themselves from the ones who are close to them or near them, so there is no relationship between social media use and interpersonal relationship.

Therefore, it can be concluded that the use of social media use among young adult has no relationship with academic performance and their interpersonal relationship. Social media can help students to impart new knowledge and staying in contact with their loved one staying away from them.

Limitation

The present study was conducted taking the total of 102 sample. Since the sample size was small, this might be one of the limitations of the study giving the result as no significant relationship between social media use, Academic performance and Interpersonal relationship among young adults. The other limitation is that the unequal responses of the participants based on gender. The number of responses collected from the male participant was less than that of female. The views and opinions of these two groups of individuals will be totally different from one another regarding the study variables. The use of the standardized tool for the study is be the other limitation, since the questionnaire use to determine one among the three variables was a subscale of a particular scale. So, the lack of availability of a proper tools and scale id one of the biggest limitations of the present study.

Suggestion

More research is required in order to understand, determine the use of social media in relation to academic performance and also social media use in relation to interpersonal relationship. Since there is still no proper understanding of what is the actual factor responsible when there is a significant relation between social media use, academic performance and interpersonal relationship or when there is a no significant relationship between these variables. Whether there is one single reason for such relationship or there are multiple factors involved. Such study could be conducted with more appropriate use of standardized tool.

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Conflict of Interest

The author(s) declared no conflict of interest.

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