Facebook Usage and Its Impact on Academic Performance of Sri Lankan University Students

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ABSTRACT

Like many other countries, Sri Lanka has been impacted by the Facebook phenomenon. At the beginning of January 2021, Sri Lanka had 7 646 000 Facebook users or about 35.8 percent of the country's total population. Facebook usage among university students continues to grow daily, as evidenced by the amount of time spent on social networking sites. Male and female university undergraduates are equally fond of Facebook. The prime intention of the study is to determine the relationship between Facebook usage and the academic performance of Sri Lankan university students. A convenient random sampling technique, the non-probability sampling approach, has been utilised to represent the sample. Moreover, the sample includes 45 (N=45) graduated students of the University of Sri Jayewardenepura. A convenient random sampling technique, the non-probability sampling approach, has been utilised to represent the sample. Due to the covid-19 pandemic situation, data gathering has been done byconducting an online survey; the sample consists of forty-five graduated students from the University of Sri Jayewardenepura. Data analysed using SPSS software (V26); the Pearson Correlation method has been utilised to test the reliability of the question items. In line with the study, it is revealed that university students use Facebook for various reasons, and their intentions also vary. Hence, the academic preferences and motivation for academic works also follow undergraduate students' dilemmas. In accordance with the hypothesis testing, it is revealed that there is a negative or positive correlation between Facebook usage and the academic performance of university students.

Keywords: Facebook usage; Academic performance; GPA; University student.

INTRODUCTION

Worldwide, technology has radically altered people's way of life, and the world has evolved into a true manifestation of a global village (Srinivasan, 2018). Not only has the frequency of international travel increased exponentially but so have the possibilities for cross-border trading of goods and services (Ltd, 2021). In line with that, there are approximately 4.66 billion active internet users worldwide, out of a total population of 7.83 billion. Of which, 92.6 percent use mobile devices to access the internet. Global penetration is estimated to be 59.5 percent, compared to 90 percent in the United States in January 2021 (Lambert, 2021). When Sri Lanka is considered, in January 2021, Sri Lanka had a population of 10.90 million internet users. Between 2020 and 2021, the number of internet users in Sri Lanka increased by 800 thousand (+7.9 percent). Sri Lanka's internet penetration rate was 50.8 percent in January 2021 ("Global Digital Insights", 2021).

As of 2021, over 3.96 billion people are using social media on a global scale, with the average user having 8.6 accounts across multiple networking sites ("How Many People Use Social Media", 2021). The world has been engulfed by social media networking. With over 500 million active users on its website every month, Facebook is at the forefront of the social media craze. Facebook is a social media and networking website based in the United States that Meta Platforms own. Mark Zuckerberg co-founded Facebook in 2004 with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes(Georgalou, 2018). The name is derived from the Facebook directories frequently distributed to American university students. Initially restricted to Harvard students, membership gradually expanded to include students from other North American universities and, beginning in 2006, anyone over 13(Odili, 2021).

By 2020, Facebook had 2.8 billion monthly active users ("Facebook Reports First Quarter 2021 Results", 2021). According to Sensor Tower report (2021), Facebook is the second most downloaded app globally. It is the sixth most downloaded app on the App Store and the most downloaded app on the Google Play Store (Chapple, 2021). The Facebook phenomenon has impacted Sri Lanka as it has many other countries. At the start of January 2021, there were 7 646 000 Facebook users in Sri Lanka, which was about 35.8 percent of its entire population ("Facebook users in Sri Lanka", 2021). Facebook usage among university students continues to grow daily, as evidenced by the amount of time these students spend on social networking sites (Raza *et al.*, 2020); Male and female university undergraduates are equally fond of Facebook (Johnson, 2017). Accordingly, the prime intention of the study was to identify the relationship between Facebook usage and the academic performances of university students.

STATEMENT OF THE PROBLEM

The "net generation" makes up today's university students. That is, children who have grown up knowing the power of various technologies from an early age (Kirschner and

Karpinski, 2010). Facebook is solely a user-to-user messaging platform. Many college and graduate students regularly use Facebook. The impact of social networking on university students' progress, and improvement is of vast public concern today (Abramson, 2011). Mehmood and Taswir (2013); Kist (2008) emphasised that using technology like social media can positively or negatively impact students' educational performance. Thus, this study aims to ascertain the nature of Facebook usage of university students and the relationship between Facebook usages on the academic performance of university students.

Q_1: How many times do university students spend on Facebook?

Q_2: Do students use Facebook to time pass?

Q_3: Do students use Facebook to watch gossip?

Q_4: Do students use Facebook to chat with friends?

Q_5: Do students use Facebook to release stress?

Q_6: Do students use Facebook to read academic information?

ASSUMPTIONS

H_1: Time of Facebook usage does not impact university students' academic grades.

H_2: Facebook use for time passing does not impact university students' academic grades.

H_3: Facebook use for watching gossip does not impact University students' academic grades.
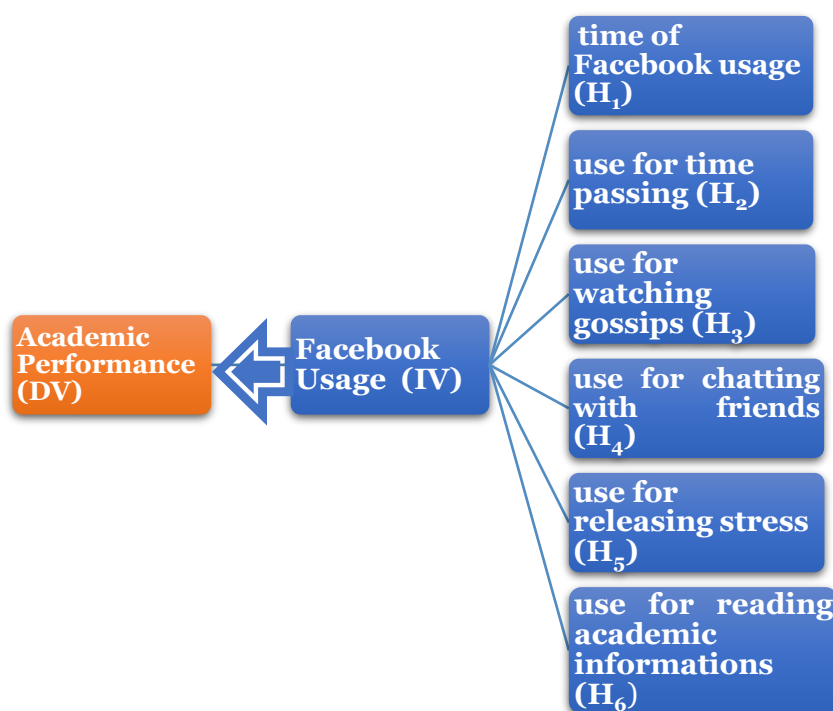
H_4: Facebook use for chatting with friends does not impact university students' academic grades.

H_5: Facebook use for easing stress does not impact university students' academic grades.

H_6: Facebook use for reading academic information does not impact University students' academic grades.

METHODOLOGY

Conceptual frame

Operational definitions

Academic achievement is the extent to which a student, teacher, or institution has achieved its educational goals. It represents the culmination of the students' efforts. It is a term that refers to the outcomes that demonstrate how well an individual has accomplished specific goals. Academic achievement includes completing secondary school diplomas and bachelor's degrees. There is no consensus on how to best evaluate academic achievement or which aspects are most important procedural knowledge like skills or declarative knowledge like facts (Ward *et al.*, 1996). In this research, university students' *'Academic Performance'* is considered by their awarded degree class.

Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others ("Facebook meaning", 2021). In line with that, it can be defined that *'Facebook Usage'* is spending time in the social media application of Facebook.

Sampling, methods of data collection and data analysis

A convenient random sampling technique, the non-probability sampling approach, has been utilised to represent the sample. Moreover, the sample includes 45 (N=45) graduated students of the University of Sri Jayewardenepura. Data gathering is conducted through an online survey due to the covid-19 pandemic situation and data analysed using SPSS software (V26); the Pearson Correlation method has been utilised to test the reliability of the question items.

RESULTS AND DISCUSSION

Nature of the participants (Data contributors)

By utilizing university students' gender, subject disciplines, and awarded degree class-related data analyzed for consideration the nature of the graduates.

Table no 1: Gender

		Frequency	Percent	Valid Percent
Valid	male	22	48.9	48.9
	female	23	51.1	51.1
	Total	45	100.0	100.0

Male participants for the survey are 48.9 percent and the female participants 51.1 percent.

Table no 2:Subject disciplines

		Frequency	Percent	Valid Percent
Valid	humanities	12	26.7	26.7
	social sciences	30	66.7	66.7

	Frequency	Percent	Valid Percent
Other	3	6.7	6.7
Total	45	100.0	

Subject disciplines of the graduate students can be divided as humanities 26.7 percent, social sciences 66.7 percent, and other 6.7 percent.

Table no 3:Awarded degree class				
		Frequency	Percent	Valid Percent
Valid	1st class	16	35.6	35.6
	2nd upper	15	33.3	33.3
	2nd law	11	24.4	24.4
	general	3	6.7	6.7
	Total	45	100.0	100.0

According to table no 03, it is revealed that the sample includes 35.6 percent of 1st class holders, 33.3 percent of 2nd upper holders, 24.4 percent of 2nd low degree holders, and 6.7 percent of general degree holders.

Nature of the Facebook usage of the university students

Table no 04: Did you use Facebook when you were at the university?				
		Frequency	Percent	Valid Percent
Valid	yes	36	80.0	80.0
	No	9	20.0	20.0
	Total	45	100.0	100.0

Out of the 45 participants, 80 percent accepted that they have used Facebook when they were at the university. And also, 20 percent have mentioned that they have never used Facebook when they were undergraduates.

Table no 05: How many times per day did you log into Facebook?				
		Frequency	Percent	Valid Percent
Valid	once	3	6.7	8.6
	twice	8	17.8	22.9
	thrice	1	2.2	2.9
	more than thrice	23	51.1	65.7
	Total	35	77.8	100.0
Missing	System	10	22.2	
	Total	45	100.0	

In line with the 80 percent of Facebook users, time usage of Facebook was also considered. 8.6 percent logged into Facebook once a day, 22.9 percent logged in to

Facebook twice a day, 2.9 percent logged into Facebook thrice a day. Lastly, 65.7 percent logged into Facebook more than thrice a day.

Table no 06: How many times for a week did you log into Facebook?		Frequency	Percent	Valid Percent
Valid	daily	30	66.7	83.3
	several times	5	11.1	13.9
	rarely	1	2.2	2.8
	Total	36	80.0	100.0
Missing	System	9	20.0	
Total		45	100.0	

According to table no 06, it can be seen that for a week, the daily Facebook log-in stands at 83.3 percent, several times for a week is 13.9 percent, and only 2.8 percent rarely logged into Facebook.

Table no 07: You preferred to log in to Facebook in the Morning		Frequency	Percent	Valid Percent
Valid	strongly agree	13	28.9	36.1
	agree	16	35.6	44.4
	neutral	7	15.6	19.4
	Total	36	80.0	100.0
Missing	System	9	20.0	
Total		45	100.0	

Out of the Facebook utilized 36 participants, 30.1 percent strongly agreed that they have been preferred to log in to Facebook in the Morning. 44.4 percent also agreed to the statement and 19.4 percent neutral.

Table no 08: You preferred to log into Facebook at the midnight		Frequency	Percent	Valid Percent
Valid	strongly agree	3	6.7	8.8
	agree	13	28.9	38.2
	neutral	5	11.1	14.7
	disagree	5	11.1	14.7
	strongly disagree	8	17.8	23.5
	Total	34	75.6	100.0
Missing	System	11	24.4	
Total		45	100.0	

8.8 percent strongly agreed that they preferred to log into Facebook at the midnight, and also 38.2 percent agreed, 14.7 percent neutral, 14.7 disagreed and 23.5 percent strongly disagreed with the statement.

Table no 09:You preferred to log into Facebook when you have a free time

		Frequency	Percent	Valid Percent
Valid	strongly agree	21	46.7	61.8
	agree	12	26.7	35.3
	neutral	1	2.2	2.9
	Total	34	75.6	100.0
Missing	System	11	24.4	
	Total	45	100.0	

There is 61.8 percent of participants has been strongly agreed when they have free time they preferred to log into Facebook. And also, 35.3 percent agreed, 2.9 percent neutral.

Table no 10: You preferred to log into Facebook when you feel dull

		Frequency	Percent	Valid Percent
Valid	strongly agree	21	46.7	61.8
	agree	13	28.9	38.2
	Total	34	75.6	100.0
Missing	System	11	24.4	
	Total	45	100.0	

61.8 percent has been strongly agreed that they have preferred to log into Facebook when they felt dull. Moreover, 38.2 percent agreed to the statement.

Table no 11:You preferred to log into Facebook when you feel alone

		Frequency	Percent	Valid Percent
Valid	strongly agree	22	48.9	64.7
	agree	12	26.7	35.3
	Total	34	75.6	100.0
Missing	System	11	24.4	
	Total	45	100.0	

64.7 percent of students have strongly agreed that they preferred to log into Facebook when they feel dull and 35.3 percent of students have been agreed to the statement.

Table no 12: Hypothesis testing

		Correlations						
		DV	**H₁**	**H₂**	**H₃**	**H₄**	**H₅**	**H₆**
DV	PC	1	.626**	-.496**	-.651**	-.290	-.251	.370*
	Sig.		.000	.003	.000	.097	.152	.031
	N	45	35	34	34	34	34	34
H₁	PC	.626**	1	-.465**	-.299	-.110	-.279	.242
	Sig.	.000		.006	.091	.543	.115	.176
	N	35	35	33	33	33	33	33
H₂	PC	-.496**	-.465**	1	.431*	-.092	-.099	-.590**
	Sig.	.003	.006		.011	.604	.577	.000
	N	34	33	34	34	34	34	34
H₃	PC	-.651**	-.299	.431*	1	.163	.169	-.402*
	Sig.	.000	.091	.011		.358	.340	.018
	N	34	33	34	34	34	34	34
H₄	PC	-.290	-.110	-.092	.163	1	.607**	.183
	Sig.	.097	.543	.604	.358		.000	.299
	N	34	33	34	34	34	34	34
H₅	PC	-.251	-.279	-.099	.169	.607**	1	.417*
	Sig.	.152	.115	.577	.340	.000		.014
	N	34	33	34	34	34	34	34
H₆	PC	.370*	.242	-.590**	-.402*	.183	.417*	1
	Sig.	.031	.176	.000	.018	.299	.014	
	N	34	33	34	34	34	34	34
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

In accordance with hypothesis testing, time of Facebook usage and University students' academic grades has a moderate positive association (PC .626**); Facebook use for time passing and University students' academic grades have a moderate negative association(PC -.496**). Moreover, Facebook use for watching gossip, and University students' academic grades have a moderate negative association (PC -.651**); Facebook use for chatting with friends and University students' academic grades have a weak negative association(PC -.290). Furthermore, Facebook use for releasing stress and University students' academic grades has a weak negative association(PC -.251); Facebook uses to read academic information and University students' academic grades have a weak positive association(.370*).

CONCLUSIONS
According to the study, it can be concluded that university students log into Facebook to accomplish various reasons, and their intentions of using Facebook have differences.

Moreover, academic preferences and motivation for academic works significantly follow undergraduates' dilemmas. Furthermore, in line with the hypothesis testing, it can be concluded that there is a negative or positive correlation between Facebook usage and University students' academic performance, and Facebook usage has a positive or negative impact on the academic performance of university students.

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