

Effects of Social Networking Sites on Educational Performance of Undergraduates After COVID, Pakistan

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Abstract:

Social networking sites (SNS) is a platform using which people belonging to every field of the world can collect information related to their field. Smartphone, PCs, and data connection has a significant role to achieve this goal. But the use of SNS, which was much more than the normal routine, we saw in pandemic when the mode of teaching and the pursuit of education has shifted entirely from physical to online. **Aims:** The purpose of this research was how SNS has affected undergraduates in the field of education during and after the corona virus. Furthermore, highlighting what impacts they had on the quality of their learning outcomes and what they are still experiencing. Moreover, to investigate whether the e-learning platform makes any difference to students' health and how it links with academic performance. Primary data was collected from two major public universities, Rawalpindi, which are located in Pakistan. **Methodology:** In order to know the perception of these university students, a semi-structured questionnaire was used with a sample size of 25 respondents. The sampling technique used was simple random sampling and the methodology used was descriptive methodology using survey method. The software used to maintain data records was Microsoft excel. **Findings** of this research are how social networking sites affected the degree and how diverse types of changes in habits took place. Furthermore, to examine that what are the negative effects that students face on their academic performance due to excessive use of SNS.

Keywords: Social Networking Sites, Academic Performance, E-learning, Undergraduates, Higher Education, COVID-19

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1. Introduction:

SNS is a platform using which people belonging to every field of the world can collect information related to their field. While SNS are used for information collection, they are also used for social interaction. The apps that are mostly used for social interaction and information collection are google, WhatsApp, Instagram, twitter, Facebook, TikTok, zoom, google meet, google classroom etc. Most of the trends in the use of social networking sites were seen during the corona virus, with the majority of youth involved in using it.

If we talk about the emergence of the covid-19 the definition given by the world health organization in 2020 is that the covid-19 emerge out from Wuhan, a city in China and then gradually spread to different parts of the world (cucinotta & vanelli, 2020). According to the report published by UNESCO in 2020 that during the first phase of corona virus termed as covid-19 around 186 countries face closure of educational institutions. (Chaudhry, Zeeshan, & Ahmed, 2021)

Covid-19 in Pakistan:

According to the report published by the government of Pakistan on February 26,2020, the first case of corona virus was reported in Karachi when a person who came from Iran tested positive for the virus (Pakistan, 2020). After that, as the number of cases increased over time, the HEC decided to close educational institutions like universities and shifted the mode of education from physical to online. This was a precautionary decision to keep students safe from the effects of the corona virus. But while this decision saved the health of the students and teachers, many problems arose for them. Both of them faced many challenges in which firstly it was very difficult for both to avail the opportunity and secondly a communication gap suddenly appeared between the teacher and the students (Chaudhry, Zeeshan, & Ahmed, 2021).

But in the time of corona virus, there was no other alternative to continue the education, so the online shift was courage. As online study is not considered as an optimal interactive education, this research focuses on what initiatives were taken by the students to acquire learning capabilities during pandemic. This study investigates how satisfied students were with the app that teachers

used to deliver lectures. This also interrogate about either the timetable properly scheduled for the classes, and they were comfortable with that (Paudal, 2021).

1.1 Problem statement:

The basic motive of research is to search out what problems' undergraduates have faced during the time period of corona virus and how massive social media usage has affected both their psychology and academic performance. Moreover, which gender are most affected by SNS usage during Corona and student satisfaction level was the turn that the teacher used to deliver the lecture and that the student movement was mostly at what should have been used during the lesson. Furthermore, what is the satisfaction level of students after using the e-learning platform?

1.2. Research questions:

- What is the satisfaction level of students after using the e-learning platform?
- What initiatives were taken by the students to acquire learning capabilities during pandemic?
- How massive social media usage has affected both their health and academic performance?
- What problems undergraduates have faced during the time period of corona virus?

1.3. Objectives:

- To assess how SNS has affected undergraduates in the field of education during and after the corona virus.
- To analyze the impacts, they had on the quality of their learning outcomes and what they are still experiencing.
- To investigate whether the e-learning platform makes any difference to students' health and how it links with academic performance.

2. Review of literature:

Behera (2022) et.al stated about the analysis of impact of SNS on psychometric health of higher education students and mention pros and cons of over usage of SNS during COVID-19 in Western Odisha universities, India (GMU, SUIIT). The Sample size of research was 277 respondents out of which 141 were female members and 136 were male members. Descriptive methodology by using questionnaire method was used for research. Findings of the research were approximately 49.5% of study intervention showed that students under the age of 18-20 years suffer from issues

of headache, acidity, and anxiety. Female were the most affected gender psychologically throughout pandemic (Behera, Gartia, & Pachori, 2022).

Paudal, 2021 stated that the research is to highlight the strategies followed during and after pandemic, barriers in student-teacher interaction during online mode of study and assess the confronts faced by university students during covid and post covid in Tribhuvan university, Nepal. The actual size of sample was 280 out of which 160 were teacher and 120 were university student. The survey method was constructed on four parameters i-e 3 sets of close ended questionnaire and one set of open-ended. Findings of the research were the communication gap between the student-teacher interaction. Interrogate students' responses such as 76.9% students express positive impact of SNS on academic achievement. 69.2% students consider online mode of education as self-disciplined (Paudal, 2021).

Bibi (2020) et.al stated to demonstrate variation in responses depending on gender and level of satisfaction in response to using SNS from Universities of Pakistan (UOL, COMSATS, UCP, GCU). Descriptive research methodology along with simple random sampling method of conducting online survey through open ended questionnaire. Primary outcomes demonstrate that higher level of satisfaction of university students. Findings of this paper was most preferred sources of SNS by youngsters during pandemic are gaming zone and chatting with friends through WhatsApp (Bibi & Nawaz, 2020).

Al-Dwaikat (2020) et.al stated that psychological distress symptoms relation with excessive use of SNS among undergraduate students in an international university of science and technology. The population size of the sample was 456 undergraduate students. Transverse descriptive study through the method of conducting online survey used. Findings of this paper were that extreme association between high usage of SNS and its impacts on mentality of undergraduates. Average students use SNS for entertainment purposes. A high percentage of female students seemed be influenced psychologically. 70% female affected with psychological diseases of stress, depression, and anxiety (Al-Dwaikat, Aldalaykeh, Ta'an, & Rababa, 2020).

Yadav, 2023 stated that the analysis of strengths and weaknesses on academic achievement of education and explains online system with distance education in higher education institutions in India. Research is based on descriptive research methodology by using secondary sources of data.

The study reveals that students living in urban regions are more satisfied with the online mode of education. 50% of students in urban area are satisfied while 37% of rural area not satisfied (Yadav, 2023).

Sobaih (2022) et.al stated that perceived behavior of public colleges' students in Egypt towards online mode of education. Data collected from 9 public colleges of undergraduate students. Online survey methodology with simple random sampling used. Study reveals the relation of three research hypothesis that are attitude towards behavior, subjective norms, and influence on students' academic achievement (Sobaih, Hasanein, & Elshaer).

Atlam (2022) et.al stated that during pandemic provision to broad audience, time and location and flexibility access to technology in Arab countries. Sample size was 1766 university students from different Arab countries by conducting online survey method through questionnaire. The study demonstrates the factors which disrupt the online mode of education are slow speed of internet, power, access to resources of e-learning and infrastructure issues (Atlam, Ewis, El-Raouf, Ghoneim, & Gad, 2022).

Atkins (2021) et.al stated that conceptualize students' behavior during pandemic and correlative exchange between individual, environment, and behavior in research- intensive university in northwest of England. The sample size of population was 303 and studied through structured questionnaire through conducting online survey method. Study exhibit that teachers are capable to goal oriented for sake of online learning during pandemic. Teachers' focuses on self-regulation instead of student' (Atkins, Limniou, Hands, & Elshamaa, 2021).

Iqbal (2022) et.al stated that conceptualize students' perception in e-learning in locale of public sector universities, Pakistan. Data collected from population of 707 participants out of which 441 female and 266 were male. Mixed method study using a variety of assessment methods by collecting data quantitatively. Study reveals that about 93% student satisfaction using e-learning mode while the factors which increases the level of satisfaction are no cost of transport, rent, time saving (Iqbal, Ashiq, Rehman, Rashid, & Tayyab, 2022).

Tsang (2021) et.al stated that support of three unit to four prophetic factors that are: student-student interaction, teacher-student interaction with institution in universities in Hong Kong. Sample size was 409 out of which 151 were male and 258 were female members. Course design and mixed

method approach used. Study reveals the role of instructor in developing the student satisfaction behavior towards academic achievement during pandemic (Tsang, So, Chng, Lam, & Chu, 2021).

3. Methodology:

The data that I collected to fulfill the objectives of my research was **quantitative**. Primary data was collected from two major public universities, Rawalpindi, which are located in Pakistan. Since the data to accomplish this research was quantitative in nature, the methodology used for data acquisition is descriptive methodology. And the sampling method I used for data collection was simple random sampling. The main reason for selecting the methodology was that this methodology shows an in-depth picture related to any topic and answers all these questions: why, when, where, what and how something happens. And since the purpose of this research is the same, how social networking sites have affected undergraduates, when did this thing take effect, where did they belong to, what challenges did they face? how academic performance affected during covid and why did this happen. This also answers what initiatives they have taken to overcome challenges. Using this methodology, it was estimated for what purpose they mostly used social media. So, to achieve my research objectives using this methodology the technique I used for data collection was simple random sampling.

3.1 Unit of analysis:

This research was limited to those undergraduate students who experienced the e-learning platform during pandemic and perceived its negative effects on their academic achievement. As mine data related research was quantitative in nature, a semi-structured questionnaire tool was used with a sample size of 25 respondents, 13 respondents from each university. During this research, by using semi-structured questionnaire it was known what effects the students felt on their health during pandemic which effect they felt on their academic achievements. Also, what were their results after attending online exams and what difference did, they notice between the physical and online exams.

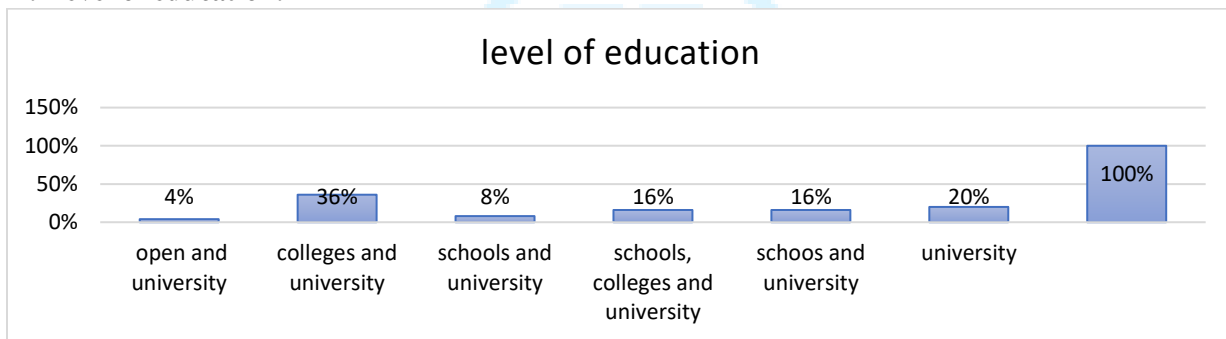
4. Results and Discussion:

4.1. Family Background

As mine research was quantitative in nature, so I had collected data from both male and females. Out of which 64% from female and 36% were male. The majority of females was because one university was entirely female and other one was co-education, so the number of females was 64%.

I first asked questions related to family background from which I found that most of the respondents told me that 36% of their responses were that four members were studying during covid. and this thing is also visible in the table below inside my first theme.

A: Level of education:



Job status of respondent:

are you doing job	frequency	Percentage
Jobless	21	84%
yes, doing a job	4	16%
Total	25	100%

4.2. Resources availability during Covid

a. Access to smart phones and during covid:

Then when I asked some questions to know the smartphone penetration during Corona, it was found that 24 percent said that all family members had smartphones while 40 percent said that almost all of them had and 16 percent said. The percentage said only two people had.

access to smart phone during covid	frequency	percentage
2	4	16%

3	1	4%
4	2	8%
9	1	4%
All	10	40%
Almost all have access.	6	24%
just males	1	4%
Total	25	100%

b. Access to internet and quality:

Then when I inquired related to internet access and satisfaction with it, it was found that 48 percent said that we had Wi-Fi connection and its quality was excellent while sixteen percent said that They had installed data package and its quality was excellent while 20 percent said that data package was installed but its quality was not good while 8 percent said that Wi-Fi connection was there but it was not good. The quality was not good and there were four percent who said that there was Wi-Fi and there was also a package.

4.3 Mode of SNS usage

Then, as I had a research question, who are the accounts of the response on social media, how many did they use before Corona, how many did they use during it, and how many are doing it now, and in addition, who did they use? From which I realized that there was a higher percentage of people who were present on each platform with a percentage of about 40% while 20% were only WhatsApp addicts and 52% when it comes to time. (Su & Guo, 2021) There were those who said that they spend their limited time on social media before Corona, while after Corona, they said that the percentage of most was 40% who said that they spent the entire day on social media.

Mostly preferred accounts on SNS:

Accounts on SNS	frequency	Percentage
almost on every platform	12	48%
Facebook and WhatsApp	5	20%
Games, Facebook, and WhatsApp	1	4%
Instagram	1	4%
Instagram	2	8%
Instagram and Facebook	2	8%

snapchat and WhatsApp.	1	4%
WhatsApp and Instagram	1	4%
Total	25	100%

a. **SNS used before covid with duration:**

SNS used before covid	frequency	Percentage
almost on every platform	3	12%
Facebook	2	8%
Facebook and WhatsApp	3	12%
Games, Facebook, and WhatsApp	1	4%
Instagram	4	16%
Instagram and Facebook	1	4%
Instagram and WhatsApp	4	16%
snapchat and WhatsApp.	1	4%
TikTok	1	4%
WhatsApp	5	20%
Total	25	100%

b. **SNS usage during covid and duration:**

SNS usage during covid	Frequency	percentage
every platform	8	32%
fb and Instagram	3	12%
fb and WhatsApp	5	20%
Instagram	4	16%
Twitter	2	8%
WhatsApp	3	12%
Total	25	100%

c. **After covid:**

Time	frequency	Percentage
4 to 5 hours	1	4%
5 to 6 hours	1	4%

6 hours	1	4%
7to 8 hours double of that before covid	1	4%
Addicted to SNS	1	4%
double of that before covid	2	8%
Limited	8	32%
other than university time	2	8%
Total	25	100%

a Mode used by instructor during Covid

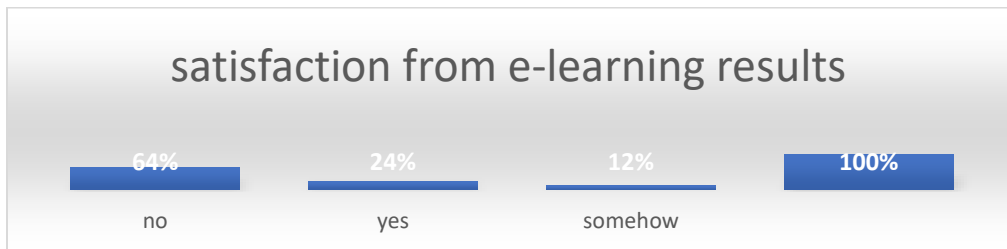
App	frequency	Percentage
Facebook, google meet and zoom	1	4%
google meet	8	32%
LMS	1	4%
Zoom	7	28%
zoom and Facebook	1	4%
zoom and google drive	1	4%
Zoom and google classroom.	3	12%
Zoom and google meet.	1	4%
zoom and LMS	1	4%
zoom, Facebook and Microsoft	1	4%
Total	25	100%

a Satisfaction to app used by instructor

Then when asked how many percent are satisfied with the result of e-learning, it was found that there are sixty percent who said they are not satisfied with their result which came online while 24 percent said yes. They are satisfied and there were 12 percent who said that we are satisfied to some extent. Then later they were asked to 64 percent who were dissatisfied with their result why you are not satisfied and they answered that our practical work is missed out due to online Then when asked how many percent are satisfied with the result of e-learning, it was found that there are twenty four hundred and sixty percent who said they are not satisfied with their result which

came online while 24 percent said yes. They are satisfied and there were 12 percent who said that we are satisfied to some extent. Then later they were asked to 54 percent who were dissatisfied with their result why you are not satisfied, and they answered that our practical work is missed out due to online.

Satisfaction from e-learning results:



Reasons behind who were not satisfied:

Difference between online and physical exams	Frequency	percentage
physical exams are more knowledgeable.	4	16%
Grades are better in physical exams	5	20%
same results	2	8%
CGPA drops	1	4%
plegrism issues in online exams so grades matters	2	8%
conceptual paper so tough so get less grades	4	16%
GPA goes up during covid while lessens after covid.	4	16%
grades get lower in online but better now	3	12%
	25	100%

Outcomes of SNS

When asked for what purpose they use social media mostly, 56% of people said that they use it mostly for entertainment and in percentage terms. Sixteen percent said that they only used WhatsApp to contact others, 8 percent said that they used Twitter for news, etc., used to take online courses and 8 percent said they did not use social media platforms for online jobs. social media mostly, 56% of people said that they use it mostly for entertainment and in percentage terms. 16 percent said that they used it for entertainment, 16 percent said that they only used WhatsApp to contact others, 8 percent said that they used Twitter for news, etc., and that 8 percent said that they did not. used to take online courses and 8 percent said they did not use social media platforms for online jobs. When asked for what purpose they use social media mostly, 56% of people said that they use it mostly for entertainment and in percentage terms. (Nisar, Hussain, & Hameed, 2020) 16 percent said that they used it for entertainment, 16 percent said that they only used WhatsApp to contact others, 8 percent said that they used Twitter for news, etc., and that 8 percent said that they did not. used to take online courses and 8 percent said they did not use social media platforms for online jobs. 56 percent said they used social media for entertainment, while 16 percent said they used WhatsApp for communication, and eight percent said they used Twitter for news. to know the details of etc. while eight percent said that they have used it to do an online job.

56 percent said they used social media for entertainment, while 16 percent said they used WhatsApp for communication, and eight percent said they used Twitter for news. to know the details of etc. while eight percent said that they have used it to do an online job.

4.4. Summary Of Findings

- After conducting research almost 64% students said that they are not satisfied with the results of online learning platform
- Level of satisfaction to attempt online exams were also lower.
- There were 20% who said that they have got used to the comfort zone during the corona virus, the losses of which they are still feeling.
- Among the results of this report, it will be seen what percentage of undergraduates were satisfied with online learning and what percentage were unsatisfied, apart from the reasons given by those who were unsatisfied for physical and online exams are given below:

Satisfaction from e-learning results:

Difference between online and physical exams	Frequency	percentage
physical exams are more knowledgeable.	4	16%
Grades are better in physical exams	5	20%
same results	2	8%
CGPA drops	1	4%
plegrism issues in online exams so grades matters	2	8%
conceptual paper so tough so get less grades	4	16%
GPA goes up during covid while lessens after covid.	4	16%
grades get lower in online but better now	3	12%
	25	100%

Impacts of online learning on academic performance:

Negative impacts of covid on study	frequency	Percentage
practical missed	4	16%
cgpa affected	4	16%
not focused to study	4	16%
delay work habit	7	28%
degree dropped	1	4%
habitual of comfort	5	20%
total	25	100%

4.5 Conclusion:

As we have seen, the trend of online teaching and online learning in most of the developed countries while the trend within the developing countries was negligible, but when covid came, there was a very drastic change. In which the entire education system has shifted from physical to online mode and most of its use is seen in the higher education sector i.e., universities etc. and its

students are mostly influenced by this. Their various impressions have been recorded in this research. Therefore, after conducting this research, we concluded that while the trend of students towards social media apps was extremely low before Corona, the trend has doubled during Corona and its effects after Corona. Even after this, the students are still feeling it and its effects are felt not only on their academic performance but also its negative effects on their health. So, while students used the online mode to take classes, most of their use was spent on using different social media platforms, and in addition, most of the shifts in their preferences were the social media used. It was for this purpose that there could be entertainment within the boring routine of Corona.

As 56% of the responses were those who said that they used SNS for entertainment and the platforms they used mostly for entertainment and social media apps were WhatsApp, Instagram, Facebook etc. If we talk about empowerment in job sense, the rate of people who got jobs during covid was only 8% and they also did freelance during covid. if we talk about online courses, the rate of doing these courses during covid is very low benefited. The use of SNS has been seen a lot during covid but if we look at its satisfaction rate, it is very less compiled. There were even some people who said that they had become addicted to using SNS, which they still felt in their routine and affected by its disadvantages.

However, what was concluded from this research is that if social media platforms used in a positive way within covid, in the sense that it would have benefited even now and may be even during the covid. It would have been less harmful for those respondents who have become completely accustomed to it.

4.6. Recommendations:

- It is suggested that more work can be done on the disproportionate on marginalized areas of Pakistan.
- Furthermore, it is suggested that better facilities of internet must be introduced in marginalized areas of Pakistan so that it become beneficial to adapt pandemic situations in future.

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