

**SOCIAL MEDIA AND ITS IMPACT ON STUDENTS ACADEMIC
PERFORMANCE**

A Thesis

**Submitted to The central Department of Sociology,
Faculty of Humanities and Social Sciences, Tribhuvan University,
In Partial Fulfillment of the Requirement for the Degree of Master of
Arts in Sociology**

Submitted By:

Pratikshya Thapa Magar

T.U.Regd.No: 6-2-0529-0051-2015

Symbol Number: 283478

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Declaration Letter

I hereby, declare that this thesis entitled “Social Media and its Impact on students Academic performance” submitted to the Central Department of Sociology, Faculty of Humanities, The outcome of my original work, completed under the supervision and direction of Mr. Keshab Raj Silwal of the Central Department of Sociology, Kritipur, Kathmandu, as a partial fulfillment of the requirements for the degree of Master of Arts in Sociology, is Tribhuvan University.

Pratikshya Thapa Magar

2024

**Central Department of sociology
Tribhuvan University, Kirtipur,
Kathmandu, Nepal**

Letter of Recommendation

This is to certify that Ms. Pratikshya Thapa Magar has completed this dissertation entitled “Social Media and its Impacts on Students Academic Performance” under my supervision and guidance. I therefore, recommend this dissertation for the final approval and acceptance to the dissertation evaluation committee of in partial fulfillment of the prerequisites for the Master of Arts in Sociology at Tribhuvan University's Central Department of Sociology.

.....

Mr. Keshab Raj Silwal
Supervisor

Date: 2024

**Central Department of Sociology
Tribhuvan University, Kirtipur
Kathmandu, Nepal**

Letter of Approval

This dissertation entitled “Social Media and its Impact on Students' Academic Performance” submitted by Pratikshya Thapa Magar has been accepted and approved for the partial fulfillment of the requirement for the degree of Master of Arts in Sociology.

Dissertation Evaluation Committee:

.....

Prof. Dr. Pasang Sherpa
Head of Department

.....

Dr. Sudeep Nakarmi
External Examiner

.....

Mr. Keshab Raj Silwal
Supervisor

Date: 2024

Acknowledgement

This discussion is written for the purpose of fulfillment of the requirements Masters of Art in Sociology from Central Department of Sociology. This dissertation would not have been possible without scholarly guidance, constant support of my thesis supervisor, Mr. Keshab Raj Silwal the professor of Central Department of Sociology, Tribhuvan University, Kirtipur, Nepal. I express my sincere gratitude towards him.

In course of completing this thesis, as the area of my study, I received support from various people especially all the students and school administration, who give their valuable opinion and the time required to accomplish this study. I am indebted to those students and teachers.

Needless to say, “error is human” and I can not be the exception, so I apologize for mistakes and errors committed. I hope the possible mistakes and errors would be covered by subsequent studies in the days to come.

I am also grateful to my parents who supported me in different ways while working out for this paper.

In course of this thesis, I received many help and suggestions from various person and institutions. I am very thankful to all of them.

Pratikshya Thapa Magar

Abstract

Social media basically refers to the tools and technologies which allow users to communicate and socialize with each other, via online. It is quite popular two medium interactive media of 21st century. The very active groups on using the social media are students who are more familiar about the rise of new technology.

For the study, the students from Everest Public Academy located at Bode, Bhaktapur were selected. The purpose of this research study is to examine the impact of social media on the academic performance of students. The sample consisted of 46 students. Interview method was used to collect the data and the interview schedule consisted of both open and close ended question. The collected data was analyzed through excel in detail. Both positive and negative influences are observed from this study. The major positive aspect are social media has helped to connect with family and colleagues who are far from home and it also help to clear their doubts and increase their concentration power. It has become more popular online tool for many students to refresh themselves and for few of them it has helped them to increase in their GPA. On other side, it has negative influences, social media is very useful medium if it is used properly within certain time limit but it can be destructive if misused or over used. The researcher have ascertained that maximum number of students have responded positively that social media helped them to get an important information for their study purpose, helped on academic sector were the major findings of the study.

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CHAPTER I

INTRODUCTION

1.1 Background of the study

The internet is a fantastic technological innovation. The internet has become a part of our everyday lives in the modern day due to its rapidly increasing global usage. These days, the locations with the easiest access to the internet are homes, schools, universities, libraries, and internet cafes. Common online activities include reading and composing emails, enjoying online games, finishing coursework, and having real-time conversations. It provides a very rich medium for Students gain greater competency through computer-human contact that transcends physical boundaries and the internet, which helps them in both their academic and professional life. Since the discovery of social media websites, the digital world has undergone significant transformation. Nowadays, social media is used by people of all ages to share their thoughts, stories, films, images, and other publicly accessible content on social media platforms. (Asur & Huberman, 2010)

Social contact is the purpose of social media. Social media is a general word that encompasses a variety of websites. Social media is an online forum where we may exchange ideas, knowledge, images, and videos. It refers to any internet-based or mobile media that supports social interactions among community members who are networked through accessible publishing strategies. It has become an integral part of our life and we all can use it in our day to day life. More about social media is a two medium of communication rather than the one medium of messages. The web 1.0 was the only one way of interaction where only the producer of the content will be able to send the material to the users without receiving any feedback on production (Musser and O'Reilly 2006). But the web 2.0 dramatically has changed the situation where many users can participate in the consumption and production of contents in Internet (Yigit and Tarman 2013). These days social interacting websites like youtube, Facebook, instagram, linkedIn, Wikipedia are popular among the internet users (careerbuilder. com2010) Nowadays, majority of peoples, especially youngsters habitually, often use social media for the motive like learning and keep in contact with family and friends.

Academic performance is the knowledge gained which is assessed by marks given by a teacher or educational goals set by students and teachers to be achieved over a specific period of time (Narad and Abdullah,2016). Academic achievement is commonly measured through examination or continuous assessments. The academic performance of students in most school and colleges has become an object of inquiry of research nowadays. Many people are concerned about how they might improve their academic accomplishment because academic achievement and excellence play a crucial influence in an individual's academic or career placement. Academic accomplishment will always play a part in determining one's level of employability in the workplace, one's level of success in life, and how well a student is positioned academically in schools and higher education. (Kyoshaba, 2009).

Academic performance is the outcome of education, the extent to which a teacher, student or institution has achieved their educational goals. It is commonly measured by continuous assessment or examinations but there is no general agreement on how it is best tested or which aspects are most important, procedural knowledge such as declarative knowledge or skills such as facts (Annie, Howard & Mildred, 1996). The idea of Academic performance is believed to acquire an shapeless nature, from it broadly incorporates various factors ranging from gaining a professional degree to the development of the moral sense in the students (York, Gibson, Rankin,& evaluation,2015).

Social media is a strong medium of social development. It is mixed up with the two words on social and other media. Socialization is a lifelong process in which individuals interact and learn with social rules, values and standards whereas media are a key of socializing. Sociologist in particular have found George Herbet Mead's(1863-1931) explanation of the genesis and development of the self to be an essential part of their efforts to account for socialization. In sociology, socialization is the process by which a human being beginning at infancy acquires the habits, beliefs and accumulated knowledge of society through education and training for adults. Socialization is a crucial factor in shaping the beliefs and behaviors of both adults and children, as it encompasses the entire process of learning that occurs throughout life. The generalized "others" offer a way to illustrate how society and its expectations seep into a person's consciousness, and the idea of role-taking allows one to depict the

connection between regular social interaction and more substantial, long-lasting social structures like institutions. Self-control and self-minding are processes that people engage in.

Sociologists frequently refer to the self as a notion that is helpful in explaining how people socialize. People's lives have been profoundly impacted by the development of social networking sites and the internet. It has a close relationship to developmental psychology, which holds that social experience is necessary for people to understand their culture and ensure their survival.

Social networking has developed into a widespread global trend that is now present practically everywhere. Since 2002, its popularity has increased, drawing and absorbing millions of internet users. (Boyd & Ellison, 2007). The use of social media sites has exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. When social media such as Facebook, YouTube and twitter appeared, our world was divided into online and offline. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people with their help we can communicate with each other, even on different continents, listen to music, read books, look at photos and much more. Social media have greatly simplified our lives and tightly tied to ourselves.

Social media and students has developed such a bond that has resulted in numerous beliefs, but as every object has its own pros and cons social media has also both positive and negative impact in the day to day life of the students and that finally shows the consequences in their academic performance. Social networking sites include Facebook, twitter, WhatsApp messenger, google talk , google messenger etc. are the examples the students are prone to social networking sites are online communities of internet users and as academic excellence plays an important role in an individual placement in an academic institutions or job placement. So, the individuals in this era are very much concerned with the ways they can enhance, their academic achievement. Receiving and generating ideas with the rest of the world, with the individuals of mutual ideas, sharing information of every sphere has resulted in the broadening of knowledge stock of students. But with no doubt students as being more a part from grabbing benefits from use of social media also has been addicted to

the sites and has developed as a hobby of surfing. So above having concern to meet with the race of the world of technology, students are trying to be all-rounder following more the social media tactics which has both positive and negative impacts in their academic performance.

Devi, Gouthami, and Lakshmi (2019), the knowledge regarding to the use of social media and its impact is a vitally important circumstance that has intimate for teaching as well as learning process of both teachers as well as students. It is thus important to identify the gap, if any, in alteration of social media in terms of increasing learning experience and strength it to improve efficiency in educational system. The research on such subjects can thus help to an extent to advance patterns of exchanging and sharing of information, commenting and discussing on ideas, and creating new knowledge. Simply put, it can enhance the learning experience as a whole.

Social networking sites have grown in popularity among students as a result of technological advancements. However, there is also much worry about how students are using social media and how this is affecting their academic performance. Thus, the purpose of this essay is to determine how social media affects students' academic achievement at Bhaktapur's higher secondary school.

1.2 Statement of the Problem

The internet is the most significant source of information in today's globalized society. The widespread use of mobile phones and the development of media technologies have significantly changed how people communicate on a daily basis. Some people believe that there has been a lot of disregard and difficulty with pupils' academic performance since the 1990s, when social networking platforms first appeared. Today's kids are using social media at an exponential rate, and students are starting to utilize it more and more as well. The frequency with which students are exposed to social media addiction, social media networks that they are more exposed to, and the impact of social media as a platform for student interaction has been discussed recently and has an impact on their academic performance. Social media is define as a online resources which people use to share content like photos, videos, images, text, opinion ,ideas, gossip and news (Drury, 2008). The use of social media among the students have reached at high levels and it has affected to their study time,

incorrect spellings, poor grammars and get distracted from their studies while socializing on social media (Ndaku, 2013). Those students who spend more time on social networks than on their academic work has affected their Grade Point Average (GPA).The manufacturing and distribution of equally sophisticated cellular phones has complicated situation, as they have no longer need to visit cyber before they send and receive messages. Attention has been shifted from invisible to visible friends, while the important ventures like writing and study might be affected in the process. Instead of students reading their books, they spend their time chatting and making friends via the social media and this might definitely have influence on their academic performance, because when you do not read, there is no way you can perform well academically.

Social media is like a magnet that always attracts and attaches the students to use it, however, it also helps students on their education purpose. It has given both pros and cons to student's academic performance. Due to massive use of social media there is a negative impact on the academic performance of students (X. Xuefan, Z.Z hipeng, Ponzoa M. Jose,2020).Using a social media is relevant so that students can gain ample of knowledge and familiar with new tools and techniques. Concerns about the potential effects social media use may have on students' academic performance are developing as a result of the popularity of these sites. Due to the ease of access to social media sites like Facebook, Instagram, Youtube, and others, people are spending excessive amounts of time online, frequently at the expense of their academic obligations. This issue is particularly critical as students may become distracted by the entertainment and social aspects of these platforms which leads them to decreased concentration on academic tasks and lower in productivity.

In recent times social media have been a major stay in the minds of the students and the world at large thereby causing a lot of drastic measure by students, teacher and even educational administrators at large. Social media encourages to online learning for students because as the advancement of social media nowadays students can easily use social media platforms to read e-books, watch educational videos and learning through virtual video chats and calling (Tula's International School, 2020). Understanding how social media is used and investigating some of the current problems affecting students' academic performance as a result of social media are

crucial. In this work, the researcher aims to investigate the impact of social media on students' academic performance, with the goal of bridging the research gap and advancing the field's understanding. This study so looks into the issue of how social media networks affect students' academic performance and how they use social media in Bhaktapur schools.

This study attempts to find out answer of the following research questions;

-) What are the primary reasons students use social media and how extensively do they use these platforms?
-) How does the use of social media impact on the academic performance of the student?

1.3 Objectives of the Study

Generally, the objective of this study is to analyse the effects of social media. The main focus is how the social media has affected the daily activities and the academic performance of the students. The study aims to meet the specific objectives which are listed below:

-) To find out purposes of using social media by the students.
-) To examine the use and impacts of social media on the students' academic performance and activities of students.

1.4 Significance of the Study

Examining the implications of the networking site will be crucial given the exponential rise in the use of social media among young pupils. When used appropriately, social media can be beneficial in many facets of life. However, when misused or used without the necessary expertise, social media may cause problems and have detrimental consequences on both users and society as a whole. So this study is about the influence of social media on society and impact of social media on the academic performances of students. This study may help teachers to aware their students about the impacts of social media. This study is also important to parents that they will know the possible effects of social media usage has on their children.

This research work will also significant to researchers as well as students who wants to study in the similar issues.

I have divided this study into five chapters. The first chapter deals with general background of the study which followed by the statement of the problem, objectives of the study and rationale of the study. Second chapter deals with review of literature related with the statement of the problem. Third chapter deals with research methodology adopted for the study. Fourth chapter presents a use of social media and impacts of it on academic performance of student at school of Bhaktapur. And the final chapter presents the summary and conclusion.

1.5 Organization of the thesis

The entire study has been divided up into several chapters. The first chapter includes an introduction that includes the study's background, problem statements, objective, importance, and organizational structure. The literature review in the second chapter includes both an empirical and theoretical review. Social media, social media forms, some well-known social media sites, social media characteristics, symbolic interactionist theory, and sociology of education are all included in the theoretical review. Similarly, an empirical evaluation includes an overview of social media users in Nepal as well as a review of other scholars' research. The third chapter covers research methodology, which includes the study area, research design, data nature and sources, universe and sampling procedure, data gathering tools and methodologies, and study limitations. The last and fourth chapters provide tabulated and analyzed source data, with a primary focus on social media and its effects on higher secondary school students' academic achievement. The study's fifth chapter includes a summary, conclusions, and findings.

References and appendices were also included at the end of this research study.

CHAPTER II

LITERATURE REVIEW

A literature review is an essential step in the research process that aids in bridging the knowledge gap between previous studies and the current issue in the field. It alludes to the analysis of notions from the researcher's earlier research projects. By giving the reader a guided summary of the key discoveries and the gaps in our current understanding of the subject, this chapter provides an overview of the subject. It is an overview of the findings from the scientific literature regarding the particular issue or subject.

2.1.1 Conceptualization of Social Media

The term "social media" mainly refers to accessible online and mobile media. Scalable publishing strategies that provide mediated social exchanges between community members on a network. In comparison to other media, social media allows users to engage with material more actively and make use of technology.

In both the industrialized and increasingly emerging worlds, the influence of media has grown among the many societal segments. The way that young and current students spend their free time has been significantly impacted by social media. Regretfully, students who use social media extensively run a larger risk. (McGillivray, N.2012)

The Maps (2016) state that social media is a reflection of what occurs in the real world. It allows young people to connect and form connections in ways that they have never had before. Many teenagers, in contrast to adults, do not distinguish between their online and offline lives.

Marciniak (2016) asserts that social media has transformed how individuals communicate. In addition to having an impact on schools, it offers users quick publishing capabilities. Together, students and teachers can work on assignments or projects in chat rooms or bulletin boards, and they can stay in touch via video chat, blogs, and private chat rooms. This makes it easier for students to stay in touch with their teachers after class. Instructors can give feedback to students who submit their

work online (Marciniak 2016). It demonstrates that social media platforms have instructional value as well.

The social media category includes social networking sites, which have long been popular in the internet era. These days, a lot of colleges, institutions, and schools use social media platforms for a variety of objectives. Children can use a plethora of instructional apps, ranging from early childhood to high school. Because of the availability of digital prostheses, students are more engaged in these networking frameworks and in non-face-to-face conversational settings. Youth relationships with one another now have a different meaning. Furthermore, students are spending more time on social media due to the availability of inexpensive cellphones and less expensive internet access. The impact of social media on students' academic achievement was the main focus of the study.

2.1.2 History of Social Media

In today's world, the term social is common to everyone. If we look backward to the history of social media it rely on us how we start the history of this medium. The definition of social media may differ as some may define it by via letters postal service while some may define it as a ability to use them through internet connection to communicate with others (Terrel 2015). According to Seymour, Social Media is a process that transformed the communication and interaction of individual across the world. However it is not a new concept but it has been growing since the aurora of human interaction (Seymour 2010). Social Media starts with the postal service at 550BC and development of telegraph in 1792 AD which added new contribution to this concept. Telegraph is known as a new device which receive and transmit messages over a long distances. Likewise, the invention of telephone in 1890 AD and radio in 1891 AD had made easy process for social interaction. From the late 1960s, the internet existed as a network but the world wide web become available publicly on August 6th, 1991. In the early 90s, internet access was not accessible to public but throughout 1994 or 1995 private internet service providers (ISPs) began to appear in main subways areas in United States which give chance to many people to enjoy and have experience of online (Border 2009). From this time of history, the activity of people on online was began to rise.

In 1971, Social networking was invented where the message of email “qwertyuiop” was sent from one computer to another computer sitting next to each other. In 1978, Bulletin Board System (BBS) was produced to know users how to interact with one another through the users but it was slow where only one user will be able to log in at a time but also it was a good start. In 1988, the first version of IRC (Internet Relay Chat) was developed which is used for sharing a file, link and keep in touch (Nelson 2015).

Throughout the year 2000, around 100 million of people had access to the internet and it became much similar to the people for social engagement in online (Terrel 2015). In 2003, another incredible success site, LinkedIn, was established which more focuses on professional and making business contact. Early forms of internet media including forums, popular online networks and bulletin boards were socially high but the term of “Social Media” was not much popular until the fast rise of social networks such as Facebook, MySpace and Youtube which brings great attention to online sharing media. In the context of Nepal, there is no any actual date when people start to use social media. They could have started after the arrival of Internet service in Nepal. In 1993, Mercantile Office Systems (MOS) and the former Royal Nepal Academy of Science and Technology (RONAST) took a chance and introduced the Internet to Nepal for the first time. (Shakya 2007).

According to the Internet World Stats, in January 2024 A.D, the total number of internet users in Nepal was about 15.40 million. Nepal’s internet entrance rate stood at 49.6 percent of the total population at the start of 2024. Analysis of Kepios indicates that the users of internet in Nepal was increased by 172 thousand between the time periods of January 2023 to January 2024. Thus we can say that social media has become more popular so fast in Nepal too.

2.1.3 Forms of Social Media

Social media remain in different types and forms. It allows users to share and create text, make videos, images and other types of content and also interact and comment with other users. Basic forms of social media which are microblogging sites, social networking sites, forums, photos and video-sharing platforms, bookmarking and So on (May field 2008) . Microblogging is a cousin of texting which usually contain 160

characters where micro blogger can send the posts online quickly so that others can see it and the best example of microblogging sites is twitter. Other form of social media is social networking sites which considered as the most influential form of social media and its example are Facebook and LinkedIn. Forums are another form of social media. The term forum comes before the term of social media which is popular and powerful element of online section. It is the very great medium to find out the people of having similar interests and it also allows visitors to interact among each other to exchange ideas, help and give advice to each other. Social media sites doesn't only mean to write and read. Another forms of social media is photos and video-sharing platforms which consists of Youtube, Tiktok and Instagram. In this site we can watch different videos related to education and other entertainment shows and posts our personal photos of any events or occasion and make videos. Likewise another form of social media is bookmarking which is often helpful for the promotion of the business and allows users to share and store internet bookmarks. So, social media has different forms for various reason but the fundamental nature of all social media is two way of interaction.

2.1.4 Some popular Social Media sites

Youtube

One of the popular social media site is youtube. It is a video on desire platform that let creators to upload, watch and share videos and it considered as second most visited website in the world and also one of the worlds' most profitable and important website. The slogan of the youtube website is a" Broadcast yourself" which implies that the service of youtube is made primarily for the ordinary people those who want to share and publish their videos. Meanwhile various organization and companies to promote their business. It is free of charge so the people use its service for different purposes. Some uses for educational purpose, some for entertainment, some for cultural purpose, some for publicity and some for business and marketing. However, social media have the huge influences on the users.

Twitter

It is internet- based free microblogging service which is operated on its own web address where the users register it by themselves. It is a mixture of immediate

messaging and blogging for the registered users to share, post, reply and like to the tweets with short messages and the users who have registered can only read the tweets. The basic idea of twitters is to follow other user's tweets and to post one's own tweet which helps to gain a larger group of followers. It helps users to receive and share web links and other references which is much advantageous to gain more information.

LinkedIn

LinkedIn is a most popular social media sites which is designed especially for the business community. The main aim of the sites to allow registered members to document and establish the networks of people they trust and known professionally. LinkedIn is also a platform to a professionals to research companies, find jobs and get news update their business and industry which have indirect or direct influence in the economy of real life.

Similarly, some other popular sites of social media are Instagram, Google+, Facebook and Pinterest which appear on the present world as a strong social networking.

2.1.5 Features of Social Media

Social media is a digital technology which is used for sharing, exchanging and creating ideas. According to the May field (2008).social media have following features:

Openness

Social media is featured by its openness to the participation and feedback of users with almost no barriers on making comments or accessing information. Users are freely open to comment, share and vote.

Participation

Social media is participatory in nature so it allows interested parties to involve in interactions. It make indistinct the line between audience and media by motivating users to contribute and feedback.

Community

Social media allows organizations and individuals to communicate with compatible people and rapidly form communities which is based on similar goals or interests.

Conversation

Social media is largely different from the traditional media and it is a two-way communication which is mostly founded on broad cast.

Connectedness

Social media helps to continue interpersonal bond through mediated interactions. It offers connectedness to users by providing different links to other resources, sites and people.

2.1.6 Sociological Theory of Social Media and Academic Performance.

Social media and its impact on academic performance can be understood through various sociological lenses. Some of sociological theory are explained below:

Symbolic Interactionist Theory

This study attempts to see the influence of social media through the point of Symbolic Interactionism Theory. This theory describes the interactions of individuals with others in society throughout that it can explain the change and social order. Sociologist, Herbert George Blumer (March 7,1900- April 13,1987) develops a three principle in which first principle was that we act based on the meaning we have given to something and second principle was that we give meaning to things based on our social interactions and lastly third principle was that meaning we give to something is not permanent which means the thinking and meaning that we hold can change due to everyday life interaction. This ideas defines how the part of society changes as they re-created and created by social interactions. The development of individual is a social process as the individual give meaning to things and the people change based on their interactions with events, ideas, objects and other people (Brown 2013). On the basis of symbolic interactionist theory, sometimes there could be different meaning to different people for same thing.

Symbolic interactionism is a sociological perspective that is most concerned with the face to face interactions between members of society. Max Weber (1864–1920) and George Herbert Mead (1863–1931) are linked to this social theoretical paradigm. From this angle, a civilization is seen as the result of its shared language and symbols.

It is a micro-level theory where researchers look at how people relate to each other in their society through language, symbolism, and communication. It views education as one way that labelling theory can be seen in action. According to this interactionist, there is a clear relationship between labeling and power. Social contact in the classroom, on the playground, and in other educational settings is the focus of symbolic interactionist studies of education. According to interactionists, people's interactions and interpretations of one another's actions sustain and produce culture. Every action and item has a symbolic meaning, and people use language to express and communicate their interpretations of meaning to other people. Those who believe in symbolic interactionism perceive culture as highly fluid and dynamic as it is dependent how meaning is interpreted and how individuals interact when negotiating and conveying meanings. Media spread and create symbols that become on the basis of our shared understanding of society. Theorists working in the interactionist perspective focus on the social construction of reality as an ongoing process in which people subjectively understand and create reality. Media constructs our reality in a number of ways. For some people, media depictions become a reference group that influences an individual and to which an individual compares herself or himself and by which we judge our success and failures as well as for others, people they watch on a screen can become a primary group or meaning the small informal groups of people who are closest to them.

However, using social media for non-academic purposes significantly negatively impacted academic achievement. Using social media for academic purposes was not a significant predictor of academic success or overall grade point average. Symbolic interactionism emphasizes how important it is to give human relationships significance and how social media can have a complicated and multidimensional effect on academic performance. Understanding how interactions, symbols, and shapes influence how we interpret technology and educational goals is crucial.

Structural Functionalism theory

Talcott Parsons (December 13, 1902 – May 8, 1979) was an American Sociologist of the classical tradition and best known for his structural functionalism and social action theory. He is considered as one of the most influential figures in sociology in the 20th century. This functionalism views society as a system where each part serves a

function that contributes to stability. In this, aspect social media could be seen as a new organization that fulfills the function of forming networks, facilitating communication and providing information. Distractions, encouragement of tardiness, and in-person encounters are some of its dysfunctions that could impair students' academic performance. Although social media makes it simpler to obtain academic resources and collaborate with peers, excessive usage of social media might upset the equilibrium required for concentrated study. (Parsons, T. 1951).

Strain Theory (Merton)

American sociologist Robert K. Merton (1910–2003) created the strain theory in 1939 as a methodical way to examine and comprehend the socio-cultural roots of abnormal behavior. It focuses on the social forces that push people toward deviation when they are unable to employ legal ways to accomplish culturally acceptable aims. Social media for students may represent as a platform that enhance the strain to achieve success, as they always see images of personal or academic achievements shared by their peers and the pressure of success might take students to use social media to look for shortcuts, copying assignments or even increase level of stress that impact their academic performance. The strain to meet academic expectations can lead to various copying strategies and some of which might be also a harmful to academic success (Merton, R.K. 1938).

Social Learning Theory

Albert Bandura (December 4, 1925 -July 26, 2021) was a Canadian -American Psychologist. He is known as the originator of social learning theory. This theory emphasizes that people learn their behaviours, attitudes and emotional reactions by observing to others. On social media platforms, students often observes their peers, influencers, educators who share their study techniques, educational tips or even delay habits. These behaviours can be adopted and learned which may can affect either positively or negatively in their academic performance. For instance, seeing friends and peers get succeed academically might motivate a student to work harder but observing others involve in non-productive activities lead to distraction and delay in their academic work (Bandura, A. 1977).

Network Theory

Mark Sanford Granovetter born on (October20, 1943) is an American Sociologist. He is best known for his work in social network theory. This theory examines the structure of social networks and the influence of behaviours and outcomes from these networks. Social media platforms create huge social networks where , resources, information and support are exchanged. A position of students with in this network can significantly influence their academic outcomes by well-connected to the academically motivated peers. Positive and strong network can provide academic motivation, resources, support while negative and weak network can might encourage to distractions. The success in academic is often influenced by peer networks and social media platforms which expand to facilitate in learning or it may lead to distractions on academic depending on the nature of connections (Granovetter , M.S. 1973).

Media Dependency Theory

Ball- Rokeach, S.J., & De Fleur, M.L.(1976) media dependency theory suggest that individuals rely on social media to fulfills certain needs, including social interaction, entertainment and information. It has become a central platform for students to meet their needs. The dependency on social media for social connection and entertainment can show a result in the issues of time management and reducing the time dedicated to academic tasks. But also, social media can also be a source of peer support and academic information it is used in proper manner.

Social media's impact on academic performance is miscellaneous and varies depending on how it is used. Different sociological theories highlight the complex interplay of individual behaviour, social structures and technology in shaping the outcomes of academic in the digital age. By applying these theories, we can understand better how the usage of social media might impact on the academic performance of students by highlighting both positive and negative influences based on different sociological perspectives.

2.1.7 Sociology of Social Media and Education

The study of sociology focuses on social life, social change, and the social factors that influence and are influenced by human behavior. It is primarily focused on community—that is, how we maintain and forge relationships with people while also connecting with one another from a sense of our position in the world. As new technologies emerged, social media significantly contributed to the process of redefining community boundaries. The traditional concept of community is limited to those who live nearby, but with the usage of social media platforms like Facebook, blogs, and the like, we may now communicate with members of that community more frequently than ever.

Sociology of education is the study of how public institution and individual experiences affect education and its outcomes. It is mostly concerned with the public schooling system of modern industrial societies which includes the growth of further, adult, higher and continuing education. It is a philosophical as well as a sociological concept which indicates intellectual techniques of the inculcation, management of knowledge and the social replication of cultures and personalities. It is involved with the activities relationships and reaction of the student's teachers in the classroom and focus on the sociological problems in the empire of education. To Ottaway (1962), it is a social study and its method is scientific which is a branch of social science that is concerned with educational methods, aims, administration, institutions and curriculum in relation to the economic, religious, political, social and cultural forces of the society in which they function. Sociology of education emphasize of social life and social relationships on the development of personality.

With the growth of information technology, the virtual world has become a source of information. It was found that 30% of student utilised social media to engage with their friends, peers and tutors while more than 52% used social media for video sharing talking and other activities (Ansari, 2020). Social media usage provides both challenges and benefits with the majority of the benefits seen in accessing and utilizing video clip, course content, transferring educational notes and etc. (Ansari, 2020). Both social media and social networking sites provide a platform for students to communicate connect and share social skill and also looking for others who have diverse perspectives (Gikas, 2013).

2.2 Empirical Review

The rise of social media has resulted in the pervasiveness across continent and cultures. The distance has not been an obstacle to the spread of opinions and ideas to the advent of social media. The social media has given rise to the new venues for organization, communication and even instructions. Scholars from all around the world have been studying the effects of social media use and its impact on students academic performance. Social media students grades and academic success tends to go up and down depending on how much time they spend on social media. Numerous research have looked into how social media affects students in the classroom. With an emphasis on Koforidua Polytechnic students, Owusu-Acheaw & Larson (2015) conducted a study to evaluate the use of social media by students and its impact on academic performance of tertiary institution students in Ghana. A questionnaire was employed as a means of gathering information. According to the study, the majority of respondents knew about the presence of several media websites and had access to mobile phones with Internet capabilities. The survey also revealed that the majority of participants use their phones to access social media platforms, logging on for thirty to three hours a day on average. Furthermore, the study found a direct correlation between respondents' academic performance and their use of social networking sites, and that respondents' use of these sites had a detrimental impact on their academic performance.

Nonetheless, Hasnain, et al. (2015) conducted research to examine the connection between Pakistani students' academic achievement and their use of social media. The findings imply that there is an anticorrelation between academic achievement and social media use. Youth and students can benefit from social media if it is used constructively to acquire knowledge that will improve their academic achievement.

Emeka and Nyeche (2016) conducted a study utilizing University of Abuja, Nigeria as a case study to examine the effects of internet usage on undergraduate students' academic performance. Questionnaires were used as the instrument for data collection in the survey approach. The findings showed that using the Internet helps students learn and develops their skills and abilities, which would help them in their academic and professional endeavors.

Brady, Holcomb, and Smith (2010) declared that social media had provided good platform for an education and students uses social media for e-learning.

Boateng and Amankwaa (2016) conducted the research on topic “The Impact of Social media on student Academic Life in Higher Education”. The main objectives of this study was to examine and explore how social media has impacted on students' academic life. There are 10 participants which are conveniently sampled and interviewed with a period of two weeks and in the empirical part of this study a qualitative approach was employed by using a semi structured interview among of the some selected student of Beijing normal university. Qualitative research was used rather than quantitative. After studying the phenomena which of interest to the study and various responses of the participant shows the results that social media is widely used by students of higher institution and participant support that social media contribute a significant role in the development of their academic life. The researchers find the result that students uses social media as a platform of discussions for the assignment and other work of courses, get newsfeeds on class schedules, receives and sends the information among their friends and also explore different issues related to their course work.

Lusk (2010) said that the social media could be used for an academic purpose by students where they can learn and enhance their communication skills. Social media has a new web tools which can be used for advance learning skills by the students.

Kalpidou, Costin, and Morris, (2011) stated that there is a relationship between students grade and social media and according to Jacobsen and Forest (2011), social media had negative effect on grades of students and further told some of the students were used social media while doing homework had bad impact on their grades. Ohio State University described in its study that those who did not spent their time on social media had high grade and those students who spent most of their time on social media had low grades.

S, S, & Suraj (2017) conducted study entitle “The Effect of Social Networking Sites on the academic performance of college students with reference to GFGC, Soraba”. The primary goal of this study was to look into how social media might help college students do better academically. A survey with a sample size of 100 students from

various college faculty members was conducted for the study. The study's main conclusions demonstrated that the majority of college students use social networking sites to communicate with friends and family. Additionally, it has been discovered that while social networking sites have enhanced understanding about company, service, and product, they have little effect on how you write or communicate in day-to-day situations.

Raut and Patil (2016) draw attention to the ways in which social media has affected the education sector, revealing both beneficial and bad effects on students' education. It also offers many strategies to mitigate the detrimental effects of social media on students' academic achievement, including time limits on social media use and access control measures.

Young kids have just begun using social media for academic purposes. It makes it possible for them to understand many types of information from various sources. Students make advantage of it to learn more and comprehend the hidden mysteries. Students can also hone their abilities and present themselves through a variety of blogging platforms by creating eye-catching content that validates their value. Social media is not just for amusement; it also helps young people collaborate with others, which helps them reach their full potential. Additionally, it makes it simple for people to share files, some of which may include books, articles, and educational films. (Siddiqui & Singh, 2016)

AL- Rahmi and Othman's (2013) conducted research found that grades of students was improved after they started to use social media. 260 participants from Malaysian college were surveyed for the study. According to the results of the study it imply that students' academic performance was improved after they utilize social media because it facilitates their access to an excess of educational materials, promotes collaborative learning among students and allows students to engage with tutors and lecturers and by the findings of research social media can addition normal education by providing additional line for knowledge purchase and educational materials.

Conversely, social media has a detrimental impact on young people. According to research from Ohio State University, students who used social media during their study sessions received lower grades than those who did not engage in these activities. Additionally, excessive and imbalanced social media use stresses people out mentally

and psychologically, which has an impact on their capacity for learning and comprehension. To be more exact, there have been instances where young people have become entangled in internet criminal activity due to ignorance and insufficient information. Individuals who engage in actions deemed immoral by society pose a serious risk to themselves as well as the target of their harassment. (S, Kumar, & Kumar, 2019)

Social media's double dealing includes a lack of sincerity, issues with diversity in thought, an increase in nudity, and a threat to moral behaviour. Social media can be harmful to the smooth operation of the societal system if it is not used appropriately. Offending and immoral content can cause mental stress, which can have an impact on many aspects of a person's life. Cybercrimes are another unfavourable effect of modern media. (Shabir, Mahmood, & Safdar, 2014)

In order to determine how increasing social media use affects college and university students' academic performance, Zahid et al. (2016) conducted a study. A questionnaire was utilized as the instrument for data collection in the study, which involved the random sampling of 300 students. Descriptive statistics were used to analyze the respondent data. The findings imply that social media can have a beneficial impact.

At Centro Escolar University Malolos, Tamayo & dela Cruz (2014) investigated the connection between students' academic performance and their use of social media sites while pursuing a bachelor's degree in information technology. According to the study, social media use hinders pupils' ability to learn and has a direct impact on their attendance at school. A scatter diagram was created from the analysis's result to provide a clear picture of the correlation or relationship between the variables. Academic Performance and Social Media Have an Impact on Each Other. It simply indicates that a student's performance in class activities and general academic achievement are impacted when they become overly involved with social media use.

Compared to the counterparts the students who are using the social media platforms for academic purposes instead of non-academic purposes, were found significantly positive and greater impact of the use of social media in their academic performance. The study further suggested that if it is used by the educators and teachers as a tool to

improve and effortless learning environment, then social media swear to enhance learning of students (Sivakumar, 2020).

The way that today's teenagers and students spend their leisure time on social media platforms has been greatly impacted by social media. Social media's rise is mostly being used for communication and information sharing with followers and friends. Unfortunately, those students who spend a lot of time on social media are at greater risk. (McGillivray, N. 2012)

Malaney (2005) study found that some students in multiple studies in 2000 and in 2003 stated that their grades has been affected due to too much time spent on social media. Banquil et al.(2009) observed a drop in students' grades and lack of time in concentration through the participation in social networking sites. Other studies also concluded that the compulsion with SNS had unfavourable effects on performance of students. Results shown from the study of Swedish students indicated that due to large use of social networking by students it will guide them to poor academic performance (Rouis et al., 2011).

Nevertheless, some researchers and studies have found a positive impact on students' academic performance due to the participation in social network. According to Apeanti and Danso (2014), students think that their teachers have having fun by using social media. The author also noted that students think their academic performance would improve if they will connect with their teachers and colleagues through social media. The authors also noted that teachers should provide sometimes class hours through social media platform. Boyd (2007) had suggested that social media enhances students view of self, community and the world. By staying connected through social media helps students to stay connected with their family and friends and also updated about news feed, share pictures and videos and exchange new ideas (O' Kette & Clarke- Pearson, 2011).

Maps (2016) asserts that social media is an addition to the physical world. Young people can interact and form connections in ways they have never experienced before thanks to it. Many teenagers, in contrast to adults, do not perceive a distinction between their online and real lives.

However, a research conducted by Kirschner and Karpinski (2010) showed contradictory results when looking at the relationship between social media and

academic achievement. It was found that social media has a negative impact on academic achievement after using it. U.S.college students had filled out a survey on their social media habits and academic achievement for the research. According to the results it was found that social media users performed worse academically than those who didn't used those platforms of social media. The impact of social media use on academic performance may vary depending on the nature of the work and the user's capacity for self-regulation.

According to a 2019 study by Abilene Christian University, students with GPAs that were higher than average on social media had less than thirty minutes a day using the sites. There is conflicting evidence regarding the impact of social media use on students' academic achievement, and social media appears to have both positive and negative effects on academic performance. The majority of research participants also claimed to lack self-control and become distracted by social media while studying. By putting time limitations on their internet usage and setting goals for their academic work, students need to learn how to self-regulate how they use social media.

(Amin, Mansoor, Hussain, Hashmat, & Invention, 2016) carried out a study on the effect of social media use on university of Pakistan students' academic performance. For the study, a survey of 300 students from three universities was conducted. The survey discovered that the majority of students used social media platforms for learning, including exchanging academic content, participating in group discussions, and finding out about other research articles. The study also discovered that kids' academic performance is negatively impacted by excessive social media use.

2.2.1 Overview of social media users in Nepal

Social media has become a powerful worldwide tools for communication, networking and for sharing the information. The use of social media has importantly increased in Nepal in recent years, which is symptomatic of the growing in digitalization of a country. The main objective of this literature review is to present a broad overview of Nepal's scene on using a social media and emphasizing the major platforms.

The scene of social media in Nepal is a representation of various population of the country. The dimensions of users are especially a young people who are of the age of 18 to 34 (Regmi, 2020). However, the number of the elderly individuals are

increasing which shows the base of the social media users are growing day by day and the gender differences are still exist comparing men and women , men use social media more frequently than women (Shakya, 2020).

The number of social media users in Nepal which start at 2023 was identical to 41.0 percent of total population. 43.6 percent of social media users of Nepal are female while 56.4 percent of social media users are male. According to the data published in 2023 the number of users who use Facebook are 11.85 million, which is 3.7 %, Instagram users are 2.15 million which is 6.5% , Twitter users are 553.6 thousand which is 32.5 % and LinkedIn users are 1.2 million which is 20%. In comparison to the users of rural area and urban areas, the users of urban areas have higher level of social media involvement due to their remarkable internet base.

The impact of social media on students has changed drastically over the past decade. The study of social media and its impact on education in Nepal is an emerging field, reflecting the growing influence of digital platforms on communication and learning. Most of the kids spent more time in computer and mobile phones than with each other in early 2000s. Over a time, influence of social media has increased. Before the introduction of social media in Nepal, students used to discuss with teachers and mostly depend upon a books, articles and libraries but today, students are found being addicted to such social media accounts like Facebook, Instagram, Tiktok, mobile games like PUBG, Free Fire and other social media platforms. But in recent years, in Nepal, social media platforms like Facebook, WhatsApp, youtube, Instagram are widely used for communication and information sharing. These platforms are increasingly being utilized for educational purposes, with students accessing online tutorials engaging in academic discussions and sharing study materials. In particular Youtube has become a popular source of educational videos on subjects ranging from math and science, learning language and similarly Facebook groups allow students to collaborate, share resources and seek help from teachers and peers. Social media offers easy access to vast amount of information and educational resources which is particularly beneficial for the students in rural areas of Nepal, where the physical quality education materials access may be limited. The Government of Nepal has recognized the role of technology in education and has initiated efforts to improve digital infrastructure. In conclusion, Social media has provide great potential to

enhance education in Nepal by providing access to fostering interactive learning information ensuring responsible use for its effective implementation in the education sector.

2.2.2 Conclusion of Literature Review

The main conclusion of all these empirical reviews is that social media has indirect or direct influences in the academic performance and life's of student but the consequences whether it is negative or positive depends on the factor like, time spend on social media platforms, knowledge of social media, and proper use of features and tools of social media. Many researcher has suggested that there are clear risks involved when students consumed too much to internet and social networking sites. It was found that social networking sites are the most common used social media networks among students and also youtube/ Wikipedia has the main resort point for students for research purposes. Students engage themselves with one activity or the other on the various social media sites on day to day activities. The other thing found through this empirical review is that in the context of Nepal, very few studies have been done regarding to social media and not surprisingly sociological research on social media is almost insignificant. Regardless, of the fact that unbelievable number of social media users are in Nepal, and it is still too soon to access the impact of social media in Nepal among the young generation but also still it is very important to contribute very little in the huge gap in the studies of social media through sociological perspective. This chapter also discussed the age usage as well as the gender usage of social media websites. According to the most of the research done on this topic, the number of teenage girls and boys involved in social media sites are equally divided. The purposes of this paper is the researcher will examine the level of student involvement on social media sites, how often they use them, for what reason they use them, and how this sites affect in their academic performance.

CHAPTER III

RESEARCH METHODS

Methodology is a procedure to come to the solution of the problems through planned and systematic dealing of the collected data and interpreted facts and figures.

3.1 Study Area

This study is carried out in the Bhaktapur. Bhaktapur District is a part of province 3 which is a part of Bagmati Province. It is located in the eastern part of Kathmandu valley which is the smallest district among the Nepal's 77 districts. It covers an area of 119km². The population of Bhaktapur is 4,30,408, according to the record of Nepal census 2021. Bhaktapur was the capital of Nepal until the Malla Kingdom divided into three states. This district is divided into four municipalities which are: Bhaktapur Municipality, Changu Narayan Municipality, Surya Binayak Municipality, Madhyapur Thimi Municipality.

For the study I have choose one of the private school from Madhyapur Thimi Municipality. I choose Madhyapur Thimi because I have stayed here for more than 14 years and I know about different secondary schools but among them the main reason to choose Everest Public Academy is the teachers and schools administration are very supportive so it was easy for me to collect data. This school is one of the private school in Bhaktapur District. It is situated in Madhyapur Thimi, Municipality ward number 9. It was established on 2066 B.S. There are 18 teachers in total. Male teachers are 7 and female teachers are 11. There are all total 21 rooms including science lab, computer lab, class rooms and others. 8 toilets for students and staffs. In this school there are around 600 students including boys and girls. Everest Public Academy is one of the most popular private school in this area. It is situated in sub-village of Bode, Bhaktapur. For the study, students of class 9 is taken. The reason for choosing this school is because of the information needed will be easily required.

3.2 Research Design

Research design is a strategies, planning and structure of any research. It is also an overall formulation of a research problem. According to smith (1976), research design

is the experiment which refers to the arrangement and selection of conditions. It includes the steps and techniques used to carry out social and scientific research. All things considered, research design is the process of planning, organizing, and carrying out a research project within a given budget and time frame.

The aim of this study is to find out the impacts of use of social media on the academic activities of students. So as per the nature of the study it is both explorative and descriptive research design is used and also to progress this study qualitative research method is used. It will be done among the students of class 9 .The attempt of the research was made to determine the opinion of respondents on the impact of social media on students academic performance.

3.3 Nature and Sources of Data

This study is basically qualitative in nature and secondary data is collected from school administration to know the attendance and academic performance of the students but more emphasis was given to the collection of primary data. These primary data is qualitative in nature which was collected by using open-ended and close-ended questions and all the secondary data is collected from different published and unpublished sources as needed.

3.4 Universe and Sampling Procedure

A distinct and recognizable group is referred to as a research universe or population. The method of gathering data on a whole population by looking at a sample of it is known as sampling. The method of gathering data on a whole population by looking at a sample of it is known as sampling. According to Field (2005), a sample is a smaller group of units taken from a population in order to ascertain the realities about that community.

A population is any collection of people, things, or events that share a single, observable trait. (Mugenda, 2003). 46 randomly selected grade nine pupils were selected from the 600 total students enrolled in the Everest Public Academy School in the Madhyapur Thimi Municipality of the Bhaktapur district. To obtain the necessary sample size, the researcher must employ purposive sampling in addition to basic

random selection. Students are asked to select numbers at random, and those who match the numbers selected are included in the sample.

3.5 Tools and Techniques of Data Collection

The process of obtaining and assessing information about certain variables in a pre-existing system in order to analyze results and respond to pertinent inquiries is known as data collecting. The researcher employed the primary approach of data collection, which involved asking respondents to self-involve through questionnaires in order to gather original data.

3.5.1 Questionnaire

Since a questionnaire will provide the necessary information in an understandable format, it is utilized as a data collecting technique to gather information from respondents. Another name for a research tool that collects data from a big sample is a questionnaire (Kombo and Trump 2006:89). The inquiry featured a closed-ended and open-ended format. Students received a questionnaire asking them to participate in the study by submitting information about the study's goals and objectives. Respondents are instructed to complete the questionnaire without holding back because data gathering was done in a confidential manner.

3.5.2 Focus Group Discussion

Focus group discussions are an additional method of gathering data for qualitative research. A moderator gathers a group of people with similar interests or characteristics, and uses the group's interactions to gather information about a particular issue and then direct future action. Focus group discussions, according to Krueger and Casey (2015), are helpful for producing in-depth information regarding perceptions, sentiments, and motivations as well as for comprehending the dynamics of a group around a topic. They stress that thoughts and points of view that might not come out in one-on-one interviews are frequently revealed in group discussions. It provided comprehensive information about the research topic, which was not achievable with quick procedures based on questionnaires. In a focus group, the questions were spoken, open-ended, generally broad, and qualitative. The ability to watch nonverbal cues in group interactions made it helpful.

3.6 Data Analysis Process

Data analysis is the process of arranging the information gathered from respondents to draw conclusions. This chapter makes an effort to assess and analyze the data that has been gathered utilizing a variety of instruments and variables in order to secure the goals from the study's main findings. The respondent's demographic data is included. This chapter included a discussion and summary of the study's findings. Descriptive statistics were also used to evaluate quantitative data. Data from both qualitative and quantitative sources were connected to enable in-depth variable analysis. Data from questionnaires was coded, compiled, transformed, and examined to create concise reports. The specific category from which the analysis was conducted yielded descriptive statistics in the form of frequencies and percentages. Data was entered into the excel sheets under this heading.

3.7 Limitation of the study

The investigation was carried out with certain constraints by the researcher. Obtaining a master's degree in sociology within a limited budget, time, and resource frame is the aim of this research project. This study is descriptive and exploratory in character, although it excludes data from all age groups. In order to avoid the study's conclusions and outcomes becoming overly generalized. Because physical books are hard to come by, the researcher must rely more on internet resources.

CHAPTER IV

BACKGROUND OF RESPONDENTS AND FIELD

This chapter addresses the respondents' social and personal attributes, including their age, sex, caste, religion, level of education, and occupation. A description of the respondents' backgrounds has been attempted in this chapter. Analysis of respondents' backgrounds is crucial to any social science research project since it helps to understand respondents' circumstances and uncover patterns in individual behavior. A random sample of 46 pupils from class 9 at one of the higher secondary schools in the Madhyapur Thimi Municipality's Bhaktapur District was chosen for the study.

4.1 Education level of Respondents

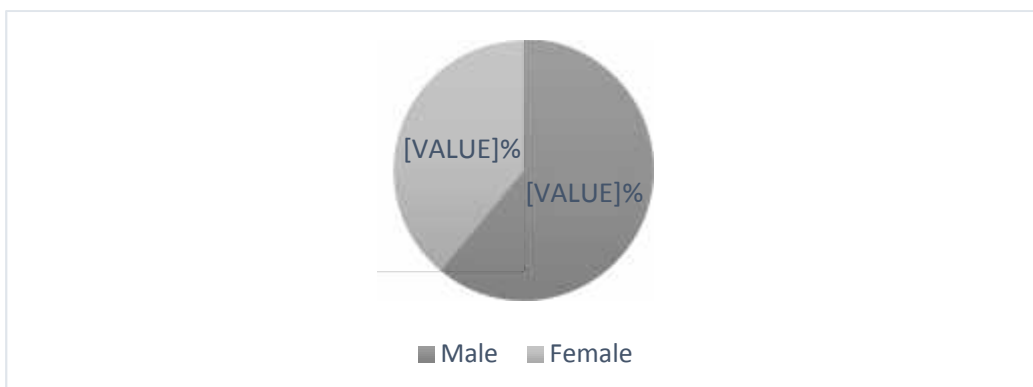
Data for this study was gathered from 46 secondary school pupils who were chosen at random from the Madhyapur Thimi Municipality in the Bhaktapur District. 46 pupils were randomly selected as a sample size from level 9. 46 questionnaires were sent out in total, and 46 of those were returned, indicating a 100% response rate.

4.2 Composition of students by Gender

Students are actively involved in the use of social media. Both boys and girls are randomly chosen to collect the data at the field. The composition of students is clearer in the figure below.

Fig 1

Composition of students by gender



Source: Field survey, 2024

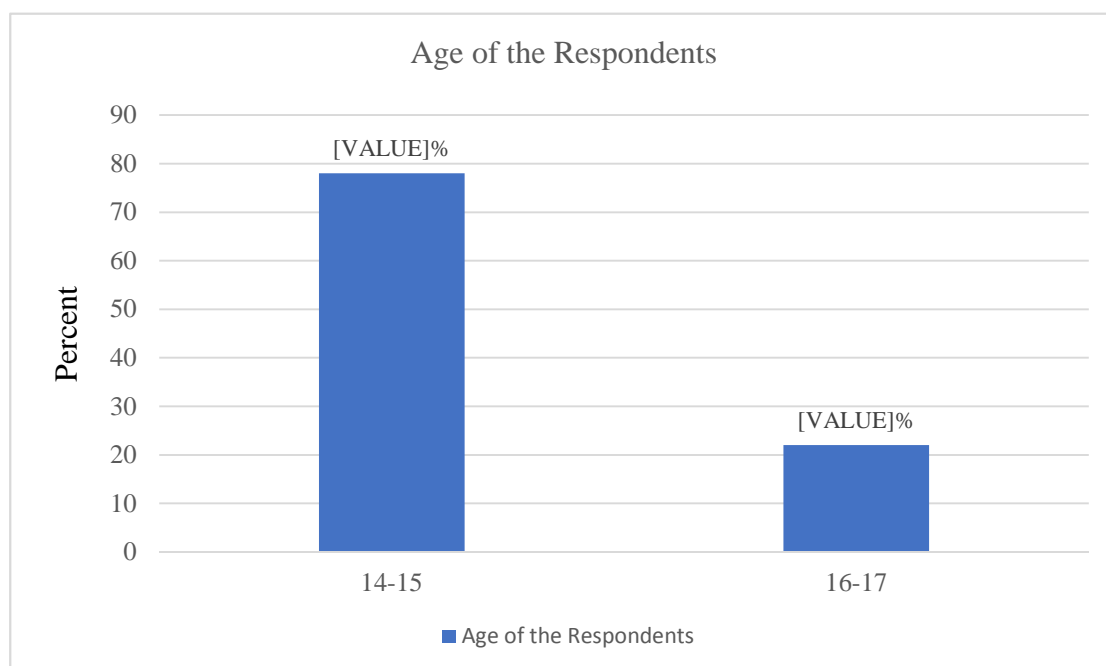
The respondents were asked to state their gender. The above figure illustrates that out of total respondents, 61% of respondents are male and 39 % of respondents are female. It shows that majority of the respondents in class 9 in Everest Public Academy school of Thimi, Bhaktapur are male. The higher proportion of male students suggests a greater influx of male students into the institution. Since there are more male students than female students, men make up the bulk of those who react. Nonetheless, it is not expected that the respondents' gender will affect the study's conclusions because the questions were not gender-sensitive.

4.3 Age of respondents

In the beginning years, Internet access, personal computers, mobile phones and social media websites were used for information gathering and research. Nowadays, social media is becoming more popular in all generation. Teenagers have become accustomed to this life style more than older generation in recent years. It is very important to know the age of respondents as to know the active involvement in social media is whether teenagers or older generation. In order to know the age of respondents figure is shown clearer below:

Fig 2

Age of respondents



Source: Field survey, 2024

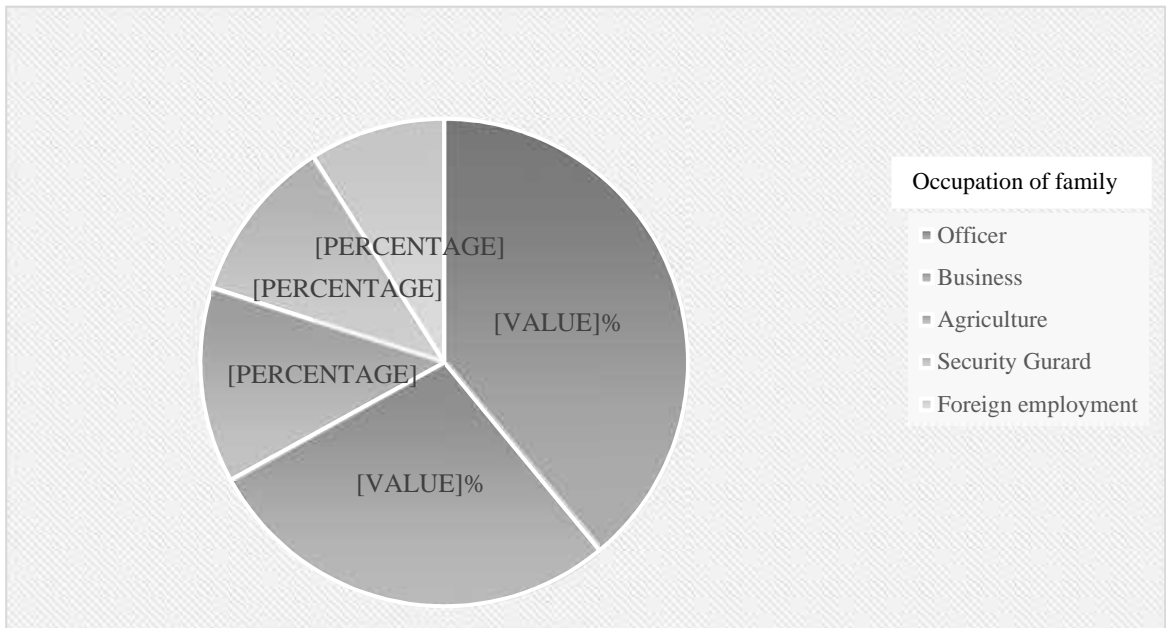
The respondents' ages, which were divided into two categories, are depicted in the above image. Out of the 46 respondents, 36 respondents, or 78% of the total, are in the 14–15 year old age group, and 16 respondents, or 28% of the total, are in the 16–17 year old age group. This suggests that teenagers made up the bulk of the respondents.

4.4 Major occupation of Respondent’s family

Nepal is known as land locked country so the major occupation of the most of the people is agriculture but not in the case of the people of city area. Some other sectors are business, officer, security guard and foreign employment. The pie chart below illustrates the different occupation of respondent’s parents.

Fig 3

Major occupations of respondent's parents



Source: Field survey, 2024

The above figure represents the distribution of respondent's parent's major occupation. Out of 46 respondents, 39% of respondents parents are engaged as army officer, 28% of them are at business and 13% of are at agriculture and 11% of them are at security guard and among them 9% of parents are depends on foreign employment opportunities. During the study it is found that the majority of social media user respondents are from the army officer and business family rather than other occupation family. There is no any controlled or restriction environment at the use of social media at home whose parents are belong with occupation of officer and business but the students whose parents are belong with occupation of foreign employment and security guard and agriculture are found more likely to be liberal and more mixed type of situation.

CHAPTER V

USE AND IMPACT OF SOCIAL MEDIA ON RESPONDENTS

Social media comes both with cons and pros. It can be a very useful online tool if it was used properly but also there is a bitter reality that it can impact negatively in the lives of students if it is misused or not used properly. This chapter mainly includes is the students use any type of social media or not and how it impact on their academic performance and in day to day life.

5.1 Types of social media

Social media platforms have become essential to modern communication which offers a various ways for people to connect, engage with content and share information. These platforms can be categorized into several types based on their nature of user and interaction and core functionalities. Nowadays, most of people access to social media platforms. In order to know whether the respondents access to the social media or not data collected at the field is shown in the table below:

Table no. 1

Respondents access to the social media

Responses	No. of respondents	Percentage
Yes	46	100%
No	0	0%
Total	46	100%

Source: Field survey, 2024

In the recent years social media has become pervasive and significant for content sharing and social networking. It is more popular at the youth. It provides students with multiple medium to connect with virtually with others. Social media can be both advantageous and disadvantageous which rely on the involvement of students on the social media sites. Sometimes social media platform helps to find out the content that

seems relevant to academic work. From the above table reveals that all the respondents have access to the social media.

5.2 Most use social media by respondents

Social media has become a dominant aspect of student's daily lives, influencing different feature of their academic performance. For many social media is a daily habit an fascinating space where they can catch up on news, engage in discussions and it also acts as a bridge that connects people across the world, allowing them, to exchange ideas, form communities and foster relationships. There are different types of social media platforms like Youtube, Facebook, Tiktok, Instagram, Wikipedia/Google/Chrome and others. In order to know the social media sites does the respondents use their responses is collected at the field and presented in the table below:

Table no. 2

Most use social media by the respondents

Responses	No. of respondents	Percentage
Youtube	22	48%
Facebook	7	15%
Tiktok	0	0%
Instagram	8	17%
Wikipedia / Google / Chrome	4	9%
Others	5	11%
Total	46	100%

Source: Field survey, 2024

Social media is being more popular in today's generation. Respondents are asked to identify which of the listed social networks they currently use. The listed social media platforms were: Youtube, Facebook, Tiktok, Instagram, Wikipedia/Google/Chrome and others. The above table represents that among the 46 respondents 48% prefer Youtube, 17% prefer Instagram 15% prefer Facebook, 9% prefer Wikipedia/google/chrome and 11% prefer others which indicates that maximum number of students use YouTube rather than other sites of social media platforms.

These days, social networking is a necessary component for everyone. Many students disclosed that they use media platforms for a variety of reasons during the data collection process. To find out which social media platforms respondents has been using and why respondents are asked to identify which social networks they are using. In that process some of the respondents answered in this way:

Jyotsna Pokhrel, a 14-year-old student participant from Everest Public Academy school was asked a question," which social media did you use most and why? She answered in this way:

Social media is useful for me to talk to new people, post and research about the creative fields and I am also interested in like movies, music and art so I usually use youtube more than other social media sites. (Source: Interview, Everest Public Academy, June 25, 2024)

Another respondents, Pratik Basnet, a 15-year-old student participant from Everest Public Academy answered that:

Social media is useful for me to get good knowledge and connect with my friends and family who are far away and sometime I use social media to watch movies also. So I use all type of social media platforms according to my needs. (Source: Interview, Everest Public Academy, June 25, 2024)

According to the students' above statements, they use a variety of social media platforms. For example, they use Facebook to connect with others, collaborate in groups, and stay informed about social, academic, and extracurricular events; Instagram is used for sharing and watching videos; Wikipedia, Google, and Chrome are used to search for topics related to their studies; and others.

5.3 Reasons for using social media

The reason for using social media means the objective to use social media. Students use social media for different reasons. Some of the reasons of using social media are for study, chatting, writing blog and others. Students may use one or more features of social media as per their objectives when they are on online. In order to know the major reasons for their involvement in social media respondents asked to choose the main reason of using social media and their responses are shown in the table below:

Table no. 3

Main reasons for using social media by respondents

Responses	No. of Respondents	Percentage
For study	28	61%
Chatting	8	17%
Writing blog	0	0%
Others	10	22%
Total	46	100%

Source: Field survey, 2024

The above table shows that among the 46 respondents 61% of respondents use social media for study purpose, 17% of them use social media for chatting and get connected with friends and relatives and remaining 22% of respondents use social media for other reasons. This indicates that the majority of the respondents use social media for study. They use to search different activities about the study which helps to clear about any doubt related to their study.

There are different reasons for using a social media platforms. It play a vital role in every student's life. To find out the reasons behind the using of social media researcher has taken an interview with the respondents. In that process some of the respondents have answered in this way:

Anuska Khadka, a 15-year-old student participant from Everest Public Academy School answered that:

Social media can be use for various reasons but especially I use this site for the study and for to develop more creativeness as well as for the sharpness of my mind but sometime the reason for using this sites is to get connected with my family and friends through online. (Source: Interview, Everest Public Academy, June25, 2024)

Another respondents, Abisan Rai, a 14-year-old student participant from Everest Public Academy School answered that:

I usually use social media for study purpose because it helps me to search reading materials related to my study course and sometime I use this site for entertainment to make my mind fresh. (Source: Interview, Everest Public Academy, June 25, 2024)

Another respondents, Prathana Thapa, a-16-year old student participant from Everest Public Academy School answered that:

There are different reasons for using social media but I usually use social media for chatting and get connected with my family and my friends. (Source: Interview, Everest Public Academy, Jun24,2024)

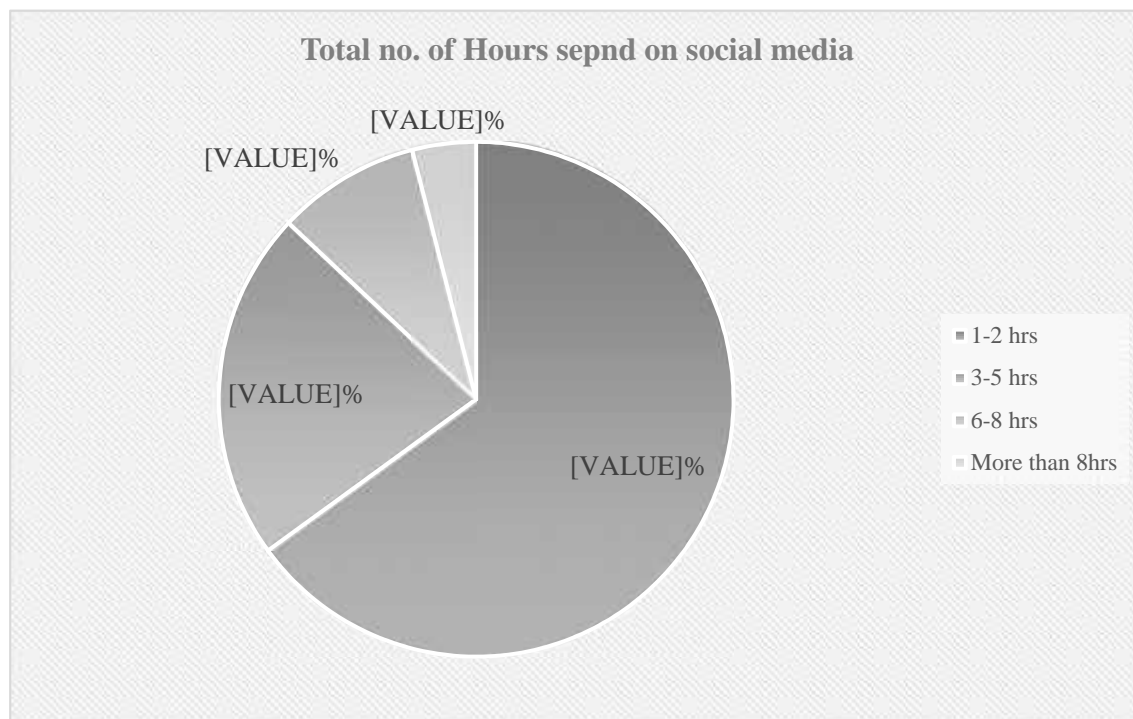
Based on student statements, it was discovered that the majority of them use social media for academic purposes in order to foster their creativity. Some of them also use it for other purposes, such as conversing and maintaining relationships with friends and family.

5.4 How many hours do you spend on social media?

The hours of time spent on social media by students is taken as the hours spend on social media. Students have been spending their time on social media for different hours. It is clearer by the figure below that shows the hours of spend on social media.

Fig 4

Total no. of hours spend on social media.



Source: Field survey, 2024

Respondents spent their time on social media for different hours. Those who involve in reading materials spent less hours on social media than others who involve in social media for different other purposes. From the above figure it illustrates that most of the respondents about 65% spent an average of 1-2 hrs everyday on social media, 22% spent 3-5 hrs, and 9% spent 6-8 hrs and 4% of more than 8 hrs. The maximum of students using social media is of time for 1-2 hrs. This implies most of respondents spend a lot of time on online.

Students are spending their time on social media for different hours according to their needs and habit. To find out how much hours does the students spend their time on social media researcher has asked to some students and during this they have answered in this way:

Suyog Nepal, a 16-year old student participant from Everest Public Academy school answered that:

I spend almost 3-5 hours a day on social media. I get addicted after the use of social media so that I am having a harder and harder time completing simple tasks and focusing on finishing reading a book as well as completing homework has become less and less important to me. (Source: Interview, June 25, 2024)

Another respondent, Anshuman Maharjan, a 14-year old student participant from Everest Public Academy School answered that:

I spend almost 1-2 hours per day on social media in school running time but in holiday I spend almost 6-8 hours. During the school running time I spend time on social media for educational purposes but in holiday I spend time on social media for chatting with friends and playing online games. (Source: Interview, June 25, 2024)

From the above statement of the students it was found that most of them spend 1-2 hours on social platforms for educational purposes but some of them spend 3-5 hours or more than that after engaged in social media platforms where they watch reel videos and play online games as well as done other activities.

5.5 Duration of using social media.

Students have been using social media since various durations. It is clearer by the table shows the duration of using social media

Table no. 4

Duration of social media use by respondents

Duration	No. of respondents	Percentage
Less than 6 months	4	9%
6 months – 1 years	7	15%
1 year – 5 years	31	67%
More than 5 years	4	9%
Total	46	100%

Source: Field survey, 2024

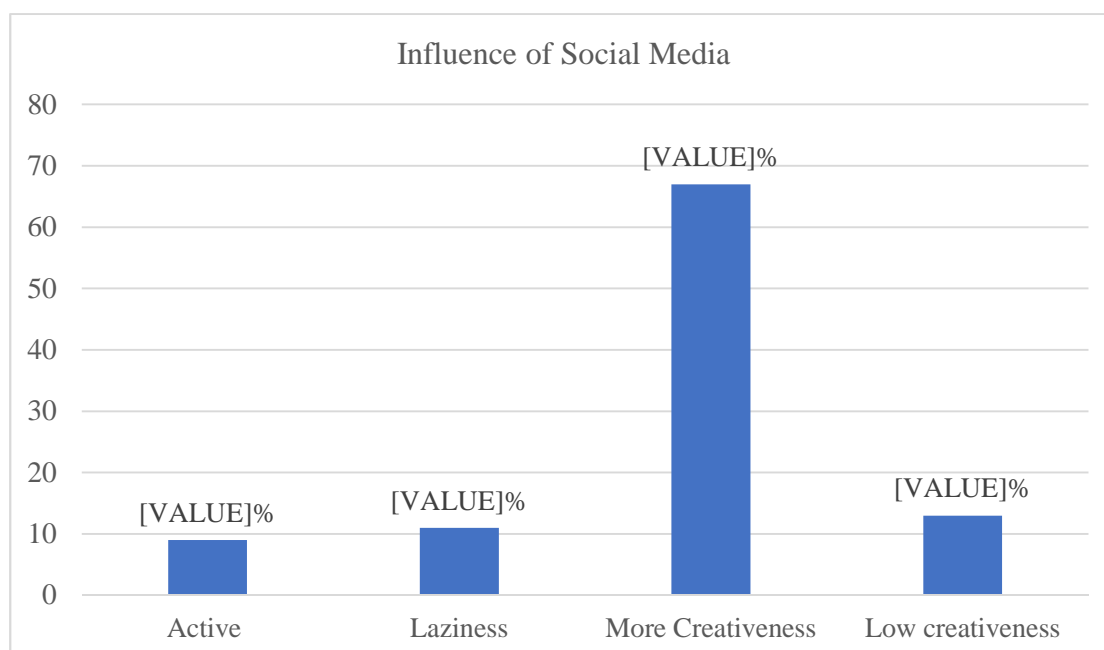
The period of time from which youth began to use social media to the time of interview is taken as the duration of using social media. Students have been using social media since various durations. According to the above table, the majority of respondents—roughly 67%—use social media for one to five years, 15% for six months to one year, and 9% for less than six months and more than five years. This indicates that a growing number of students are utilizing social media, as evidenced by the fact that younger kids have been using it for 1–5 years and 6 months–1 year. So with this fact, we can say that there seems to be larger number of social media users in secondary school of Bhatkatpur.

5.6 Sort of influences get from social media in classroom

Respondents are further asked to know about the what sort of influences they get after the use of social media are mention in the figure below:

Fig 5

Sort of influences of social media in classroom



Source: Field survey, 2024

Out of 46 students 39 says that social media has impacted and 7 says it has no influence in class room. So the above figure show that out of 46 students, 11% of students say that they have experienced laziness, inside the classroom after the use of social media 9% say that they have felt activeness after the use of social media as they feel refresh after the use of social media, 13% response as low creativeness and remaining 67% feel more creativeness as they remember different information and logic from different forms of social media.

Social media has both negative and positive influences in the classroom. On the positive side, it can be used as an educational tool to increase engagement, allow students to explore educational content and participate in discussions which makes them more creative. However, the negative side comes where social media become a distraction. Student may spend more time on social media platforms instead of focusing on lessons, lead to laziness and low creative. To find out the sort of influences students get after the use of social media in classroom researcher has taken interview to the some of the respondents. In that process some of the respondents answered in this way:

Karan Thapa, a-14-year old student participant from Everest Public Academy School answered that:

Social media has bring positive influences in my classroom. Before the use of social media I was less creative and cannot face to teachers and my friends too but after using social media platforms I can face to my teacher and my friends and also made me more creative. I build up my confident level. (Source: Interview, Everest Public Academy, June25, 2024)

Another respondents, Istadha K.C, a-15-year old student participant from Everest Public Academy school answered that:

Social networking can have both beneficial and detrimental effects. It has a bad impact on my teaching activities, in my opinion. I used to be more creative and active before using social media, but after using these sites, I became less creative since I felt lethargic and became sidetracked from my studies. (Source: Interview, Everest Public Academy, June 25, 2024).

According to the statement of students it was found that social media has made huge influence in their academic performance. Some has positive influences as well as some has negative influences. Those students who use social media in proper way are found more creative and active whereas those who use social media for entertainment and time pass are seems to be low creative and lazy.

5.7 Action done by respondent through social media

Researchers have discovered that teenagers enroll in a variety of online programs to acquire new skills and figure out inventive ways to obtain access to new technologies.

Table no. 5

Action done by respondent through social media

Responses	No. of respondents	Percentage
Entertainment	23	30%
Reading Materials	13	28%
Working Matters	5	11%
Others	5	11%
Total	46	100%

Source: Field survey, 2024

Mostly of the students used social media for academic related purposes. From the above table it explore the various action carried out by the respondents on social media. It was found that 30% respondents involved in entertainment, 28% agreed to use social media for reading materials, 11% for working matters and 11% for others. This implies that most of the respondents use social media for entertainment. Those who mostly involved in entertainment purpose was found lack of concentration on their study and get addictive to the social media platforms and also bring negative impact on academic performance of students while the respondents who use for education purpose was found active and more creative and bring positive impact on their academic performance.

Nowadays social media platforms are especially popular for entertainment purposes for all age groups but also they use social media for to search different information's related to different topics. In order, to know the kind of information do students search through the social networking sites some students are taken interview by researcher. In that time they have answered in this way:

Ranish Thapa, a 15-year old student participant from Everest Public Academy school answered that:

Social media makes our life easier. I usually use social media to search the information about the latest updated news and article related to the study but

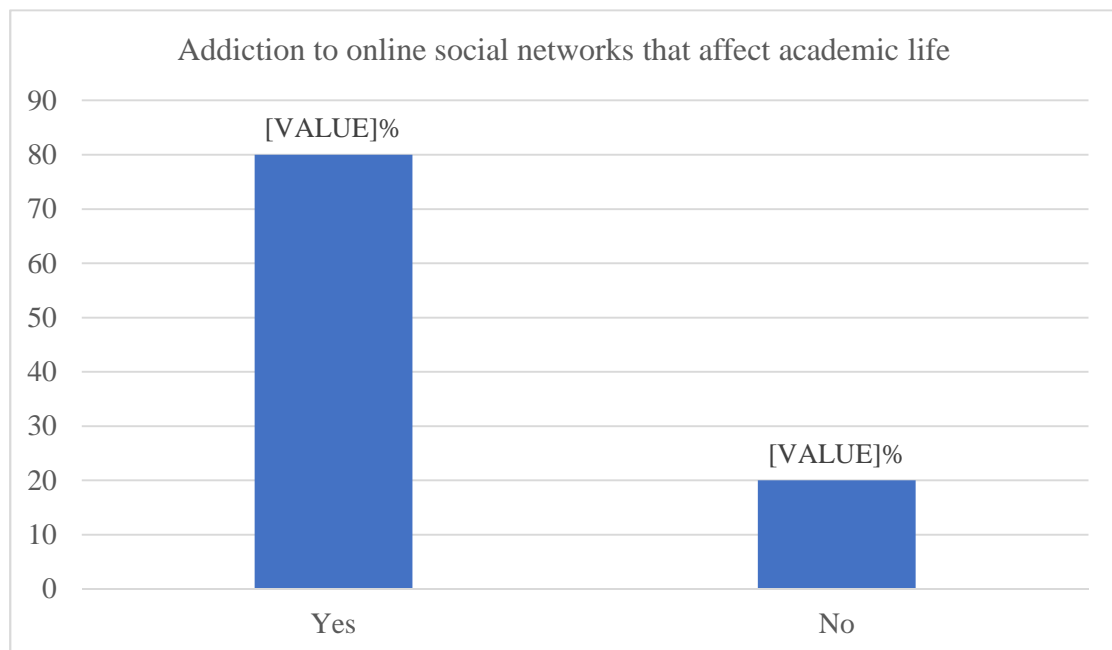
sometime to make my mind fresh I use it for entertainment where I watch funny reels and videos. (Source: Interview, Everest Public Academy, June 25, 2024)

5.8 Addiction to online social networks that affects academic life

Social media has both positive and negative sides. It can be both beneficial and harmful at the same time which depends upon how you use and for what purposes you use the social media platforms. Nowadays, social media platforms is being much popular among the teenagers and they mostly rely upon the social media. Since some of the respondents see social media as a significant issue, the following figure asks students to reply on whether they think social media has an adverse effect on their academic lives:

Fig no.6

Addiction to online social networks that affects academic life



Source: Field survey, 2024

The aforementioned figure shows that the majority of respondents, or 80%, believe that addiction to online social networks is a problem that negatively impacts academic performance because it causes users to become dependent on the platforms, which causes them to become distracted from their studies and find it difficult to focus.

According to their research, 20% of respondents believe that their addiction to online social networks has no negative effects on their ability to succeed academically since they believe that these platforms help them study, sharpen their skills, and foster creativity.

Addiction to social networks significantly impacts students academic performance and overall life. To find out whether the addiction to online social networks have affects academic life of respondents or not researcher have taken interview to the some of the respondents. Among them one of the respondents have answered in this way:

Bipika Karki, a-14-year old student participant from Everest Public Academy School answered that:

I think social media will be problematic issues which will affects our academic life because due to over use of social media platforms we will get addicted towards it and get distracted from study and cannot concentrate on our study. (Source: Interview, Everest Public Academy, June 25, 2024)

Another respondents, Sudip Giri, a-16-year old student participant from Everest Public Academy school answered that:

I think social media is not a problematic issues which will affects our academic life because I think social media platforms help us in our study and sharpness our mind and make us more creative. (Source: Interview, Everest Public Academy, June 25, 2024)

From the above statement of the respondents it was found that the addiction to online social networks has affected their academic life. Those who get addicted and overuse social media are found that they get distracted from their study and cannot concentrate on their study but who use social media for limited of time for educational purpose said that it helps in their study to tackle difficult tasks and make more creative.

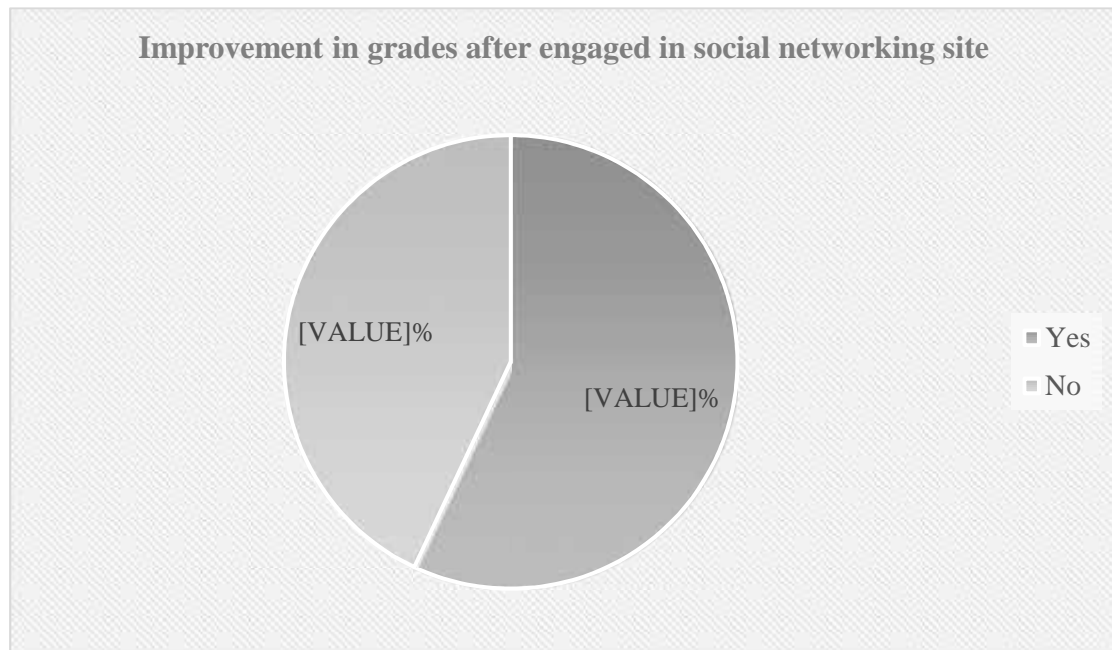
5.9 Improvement in grades after engaged in social networking sites

Depending upon the proper or improper use of social media it makes difference in the academic performance of students. In order to know that students think there is no

improvement or any improvement in their grades since they have engaged in social networking sites respondents are asked to fill up the data after that their responses are presented in the figure below.

Fig.no.7

Improvement in grades after engaged in social networking sites



Source: Field survey, 2024

Social media technologies have several benefits on education which includes access to course materials, updated about the current news, exchanging ideas and so on. Some students think that after the engaged in social networking sites they have improve in their grades but some think that after they get engaged in social networking sited they have not improve in their grades. According to the research study analysis, 43% of respondents believe that their grades have improved after using social networking sites, whereas 57% of respondents believe that their grades have not improved at all as a result of using these sites. This suggests that the majority of respondents believe their grades have not improved.

5.10 Impact of Grade point average (GPA)

Rely upon the improper or proper use of social media, it influence in the academic performance of the students. In order to know the impacts of social media among the school students of Nepal. Students are asked whether social media has influenced their GPA or not and their response are presented in the following table.

Table no.6

Status on GPA

Impact of GPA	No. of respondents	Percentage
Decrease in GPA	20	24%
Increase in GPA	19	22%
Total	39	46%
No impact	7	8%
Total	46	100%

Source: Field survey, 2024

From the above table illustrates that 46% of respondents say that their GPA is impacted due to the use of social media where as 24% of respondents say that their GPA has decreased due to the use of social media and 22% of them say that their GPA has increased due to the use of social media. While 8 % of respondent say that there is no effect of social media on their GPA. The data reveals that the impact on the student academic performance greater than the no any impact on the academic performance of students. Those students who respond their GPA have increased due to the use of social media revealed that the fact they have use social media for limited time and also found that they spend most of their time on social media for their study purpose but those students who respond their GPA have decreased are found that they mostly engage in social media for entertainment purpose and others. In comparing to those respondents whose GPA has increase and decrease some of the respondents

have no any impact in their GPA because they keep balancing on their both study and on social media platforms.

Social media has influence in academic performance of the students in different way. If it was used in proper way it may give negative influences in the academic of students which directly impact on the GPA of students. Spending too much time on social media can lead to less time studying and lower grades. In order to know the impact of social media in their GPA students are asked whether social media has impact their GPA or not and their responses are presented below:

Shrutisha Baniya, a 14-year old student participant from Everest Public Academy school answered that:

My GPA is greatly impacted by social media. I find it difficult to focus on my studies after using social media, and I spend too much time on these platforms, which lowers my GPA. (Source: Interview, Everest Public Academy, June 25, 2024)

Another respondent, Bandana Karki, a 15-year old student participant from Everest Public Academy answered that:

Social media has both positive and negative impacts. It has made positive impact in my academic performance. It helps me to get more information and content related to my study course as well as it also helped me to solve and learn to tackle confusing problems related to my study by which my GPA has increased after the use of social media. (Source : Interview, Everest Public Academy, June 25, 2024)

The respondents' statements indicate that there is a correlation between students' academic performance and their GPA. Students who use social media sites excessively for leisure and pleasure saw a decline in their GPA, but those who used them for academic purposes saw an improvement in their GPA.

5.11 Presentation and Analysis of open Ended Questions:-

Social media refers to the technology that enable people to interact and converse with one another. When utilized properly, it may be a very effective tool, but it also has disadvantages. Positively, it connects individuals globally, offers a fantastic forum for idea sharing, and can serve as a source of inspiration and knowledge. On the other hand, overuse of social media can result in problems including anxiety, addiction, decreased creativity, distraction, and more. It can be a fantastic tool for connecting with others and for personal development if used responsibly, but if misused, it can have unfavorable consequences. Students are becoming increasingly distracted and active in social media platforms. Based on the data gathering, it was discovered that all participants accessed social media. Every participant has a unique perspective on social media use. They believe that there are benefits and drawbacks to social media use, depending on the individual. It is more important for today's generation to blog their life and also intake knowledge but it can be very addictive too.

The use of social media can impact academic performance of students in both positive and negative ways depending on how it's used. The key to balancing social media use and academic performance lies in moderation and time management. When it is used appropriately it can be helpful tools to students but when it is overused or misused, it can be distraction that hinders academic progress. 95% of students said that social media has improved as a platform for them to achieve better academically and that it has no effect on their performance, according to data gathered from the field. It helps them to get answers to their questions, expand their knowledge, improve their ability to focus and think creatively, but 5% of the students said that social media had a negative effect on their academic performance because it causes phone addiction and excessive use of social media, which makes it difficult to focus on their studies and causes them to spend too much time on the platform.

Social network means to using internet based social media sites to study connected with family, colleagues, and friends. It have changed the way we communicate each other. Students use social networks for different purposes. They utilize a variety of social media sites, including Instagram, Facebook, Youtube, Tiktok, and others. Students use Tiktok for trends and challenges, short engaging content, and creative outlet; Instagram for watching and sharing reel videos; Facebook for group

collaboration, social connections, and information about academic, social, and extracurricular events; and Youtube for entertainment, educational content, and creative expression. According to data collected from the field that it was found that they use social media to connect and stay in touch with family and friends and colleagues who are far from home. Generally they use for study purposes and entertainment. They communicate with distant family members and keep up with their peers via social media. They keep a high networking level and use social networks to build a variety of abilities.

CHAPTER VI

SUMMARY, FINDINGS AND CONCLUSION

6.1 Summary and Findings

This study's last chapter summarizes its key findings and draws conclusions from the investigation. The main findings and the conclusion drawn from the data in relation to the study's objectives are reported by the researchers in this chapter.

The purpose of this study is to look into how social media use affects pupils at Everest Public Academy in Bhaktapur's academic performance. It addresses several research questions that students have about the use and effects of social media. This study's general objectives are to assess the impact of social media on secondary school pupils while keeping the research topic in mind. Specific study objectives were established in order to address the research topics.

Basically, the goal of this academic project is to gather fresh information about the effects of social media on students' academic performance. It also seeks to provide guidance on how to use social media responsibly and identify strategies for doing so.

This study area examination is primarily descriptive, with minimal exploratory design. In order to gather accurate and valid data for the study, 46 students from the study region were selected as a sample of the population, which is made up of all the pupils in the study area. In order to achieve the study's goal, both qualitative and quantitative data were gathered using informant question schedules and other data gathering technologies. Focus groups and questionnaires were used to gather data.

While some of the gathered qualitative data were manually examined, the majority were coded and tallied. The actual situation on the ground was then accurately represented by a thorough analysis and presentation of the data. The information was given with pertinent citations, comparing the results to past research on the subject of the study.

The goal of the study was to determine why people use social media and how it affects students' academic performance. The results showed that the students' main uses of social media were for enjoyment, obtaining reading materials, and maintaining connections with distant relatives and friends. There are 39 percent female responders

and 61 percent male replies. It demonstrates that men make up the bulk of responders. The respondents were split into two age groups based on their age distribution: 78% of the respondents were between the ages of 14 and 15, while 22% were between the ages of 16 and 17. Being a landlocked country, the majority of people in Nepal are employed in agriculture.

During the data collection, it was found that the respondent's parents are employed in different fields. 46 respondents said that their parents are divided into the following employment categories: 39 percent are officers, 28 percent work in business, 13 percent are in agriculture, 11 percent are security guards, and 9 percent depend on opportunities for work overseas. It was discovered throughout the survey that, as opposed to other occupation families, the bulk of social media user respondents come from the officer and business family. Among the respondents who utilize various social media platforms, it was discovered that 48% of them like YouTube and 17% favor Instagram. Fifteen percent prefer Facebook, nine percent prefer Google, Chrome, Wikipedia, and eleven percent prefer other social media.

Additionally, it was discovered that every respondent had access to social media. The majority of respondents—65%—spending an average of 1-2 hours each day on social media, followed by 22% who spent 3-5 hours, 9% who spent 6-8 hours, and 4% who spent more than 8 hours. This suggests that the majority of respondents used the internet extensively. Students have been using social media for varying lengths of time. Based on data gathering, approximately 67% of respondents said they have been using it for 1–5 years, 15% said they have been using it for 6 months to 1 year, and 9% said they have been using it for less than 6 months and more than 5 years.

Social media use has an impact on students' GPA, according to 46% of students, whereas 22% and 8% of students, respectively, claim that social media has increased and decreased their GPA, and 8% of students think that social media has no effect at all. One in eleven of the forty-six students report feeling lazy after using social media. Following their usage of social media, 9% of respondents report feeling more active, 13% report feeling less creative, and the remaining 67% report feeling more creative as a result of remembering various ideas and facts from various social media platforms.

Researchers have discovered that pupils pick up inventive methods to use new technologies and acquire new abilities and information. Fifty percent of students engage in recreational activities, twenty-eight percent use social media for reading materials, eleven percent for work-related purposes, and eleven percent for other purposes. 3 percent of students said they disclose their personal difficulties on social media, compared to 97% of students who said they do not share any personal concerns on these platforms.

The majority of students believe that addiction to online social networks is a problem that negatively impacts their academic lives, according to research, however few disagree, and the bulk of active social media users are younger than older generations. Five percent of respondents in the study claimed to have utilized social media for research purposes, while ninety-five percent claimed to have obtained pertinent material from it.

There are several reasons why students utilize social media. Social media is used for a variety of purposes, including studying, blogging, and conversing. Of those surveyed, 61% use social media for academic purposes, 17% use it for conversation, and the remaining 22% use it for other purposes. It suggests that the majority of respondents utilize social media for educational purposes. Online social networks have their advantages and disadvantages. Respondents' academic lives may be impacted. Twenty percent of students claim there are no problems that have an impact on their academic lives, however eighty percent of students feel that addiction to online social networks is a major issue.

While 43% of students claim that their grades have not improved at all, 57% of students claim that their grades have improved as a result of using social networking sites. Social media has benefited teachers and students alike, to the point where it has been discovered that school administrators have also advised pupils to utilize it to stay informed about events and for academic purposes. Younger generations utilize social media more frequently than older generations do.

6.2 Conclusion

Social media is an online forum where people can exchange films, images, information, and thoughts. It mostly refers to the internet and any mobile media that

facilitates mediated social interactions between networked community members by means of accessible publishing strategies. Instead of using their time for education, students are spending more time on social networking sites. The study's findings were used to draw the following conclusions. During the research period, a lot of both positive and negative effects are observed. The current state of the impact of social media on schoolchildren has been provided by this study. The results of the study showed that young people in Nepal are using social media more and more. Young people use social media for a variety of things, including studying, talking, blogging, watching movies, playing online games, and more, and the majority of them concur that social media has affected their academic pursuits. They were able to obtain helpful and additional information regarding the study materials by using social media. It was encouraging to see how many kids were using social media for their academic assignments. The majority of the results of the research that have been done indicate that students utilize social media sites for amusement as well as to communicate and produce new ideas and concepts connected to their education. This study looked into the small percentage of students whose excessive usage of social media causes them to lose focus and become distracted from their studies. Some students find that using social media excessively leads to lethargy, but those who use these platforms sparingly and only for educational information are said to be more self-assured and capable of overcoming study-related challenges. Their GPA has been impacted as well. It is also observed that even though students may participate in creative and engaging classroom activities because of social media, their GPA may not increase or vice versa. Those who use social media for a limited amount of time have seen an improvement in their GPA, while those who do not have a time limit have seen a decline. Additionally, they are learning a great deal more from social media platforms that provide them with specialized knowledge and information. Students are utilizing social media platforms to stay in touch with friends, family, and relatives that live far away from them. Additionally, they are studying via various social media platforms that provide them with particular knowledge and information. In order for the pupils to be aware of current events and issues, it has also made them more creative and engaged. Social media should be used responsibly and for a limited amount of time, despite the fact that it can have both beneficial and harmful effects.

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Appendix I

Social Media And Its Impact On Students Academic Performance

Introduction and purpose of the study:

The purpose of this study is to see the impact of social media on students' academic performance among the students of Madhyapur Thimi, Bhaktapur.

I am preparing research work for the partial fulfillment of the requirement of the M.A Sociology. There is no wrong or right answer and you are not judged here in anyway so feel free and open. I would like to request students to read the questions carefully and tick out the best alternatives. The data and information collected by this form will only be used for the research so all the students are also requested to give the answer without any hesitation since the answer will be confidential.

Respondent's Profile:

Name of the student:

Age: Gender:

Religion:

Address:

Occupation of the family:

Education level:

Name of the school:

Do you have any questions before we start?

1) Do you use any type of social media/networks?

i) Yes ii) No

2) How many social networking websites do you use?

i) 1-2 ii) 2-5

iii) 5-10 iv) More

3) How many hours do you spend on social media daily?

i) 1-2 hours ii) 3-5 hours

iii) 6-8 hours iv) More than 8 hours

4) Which social media do you use the most?

i) YouTube ii) Facebook iii) Tiktok

iv) Instagram v) Wikipedia/Google/Chrome

vi) Others

5) How long have you been using a social networking sites?

i) Less than 6 months ii) 6months -1 years

iii) 1 year- 5years iv) More than 5 years

6) What kind of information do you search for through the internet (Tick all options that are applicable to you)

i) Entertainment ii) Reading materials

iii) Working mater iv) Others

7) How much do you share personal problems through the social media?

i) Every time ii) Sometimes iii) Not at all

8) What are the main reasons you use social media?

i) For study ii) Chating iii) Writing blog

iv) Others

9) Do you think addiction to online social networks is a problematic issues that affects the academic life.

i) Yes ii) No

10) Do you believe that using social networking sites has not improved your grades at all ?

i) Yes ii) No

11) Do you feel lack of concentration in other after the use of social media?

- i) Yes ii) No

12) Do you think that the use of social media has impacted on your academic GPA?

- i) Yes ii) No

13) What sort of impact do you find after the use of social media?

- i) Increase of GPA ii) Decrease in GPA

14) Has the involvement of social media influenced your classroom activities?

- i) Yes ii) No

15) What sort of influences do you get from social media?

- i) Active ii) Laziness iii) More Creativeness
iv) Low Creativeness v) Others

16) Has the school administration suggested whether to use social media for academic purpose?

- i) Yes ii) No

17) Is age has impact on the use of social media?

- i) Yes ii) No

18) Younger generations than older generations make up the majority of social media users who are active.

- i) Yes ii) No

Appendix II

