

## **DOES SOCIAL MEDIA LEADS TO PROCRASTINATION? A COMPARATIVE STUDY AMONG UNDERGRADUATE STUDENTS OF ENGINEERING AND HUMANITIES**

**Nidhi Kamath\***

**Alfred Joseph Augustine\***

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### **Abstract**

Procrastination is a phenomenon common among college students and is increasing at an alarming rate. With the growing advent of technology, social media can be attributed as one of the causes of procrastination. A comparative study was done among the undergraduate students of Engineering and Humanities in the state of Karnataka, India to identify the relationship between the usage of social media and procrastination and its effect on academic performance. Results were analysed using Mann-Whitney and Chi-square test statistical tests. The study showed that irrespective of the discipline, academic performance was not impacted due to social media usage. It also explored the rate of Facebook usage and use of mobile phones. The results indicated a significant difference in the usage of Facebook. Humanities undergraduates' students used it more frequently. There was no effect of social media usage on academic performance and the majority of the students accessed social media through their mobile phones. The results also revealed no significant difference between the usage of social media and procrastination. However, based on the Likert scale analysed, we observed that majority of the students agreed that using social media led to procrastination. Thus, with effective management, undergraduate students can decrease academic procrastination

**Keywords: Procrastination; Social media; Undergraduate students; Mobile phones; Academic performance.**

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\* **Bachelor of technology, Chemical Engineering, Manipal Institute of technology, Manipal.**

## 1. Introduction

Social networking among college students has become very popular over the years<sup>[1]</sup>. Social networking sites have become an integral part of University students' life as a part of their day to day communication practices. According to a study, social media usage has the fastest growth in India with 34% increase in user percentage as of 2013. 62.6% Indian university students spent 10 hours in a week on social networking and the rest (17.5%) spent more than 10 hours per week<sup>[2]</sup>. According to a survey, teenagers and university students primarily use social networking sites to keep in touch with both near and dear friends as well as those they see rarely. Moreover, about 50% use social networking sites to make friends and the other 50% use social network sites to let other people "KNOW ABOUT ME"<sup>[3]</sup>.

Social networking sites have both advantages as well as disadvantages on students' academic performance. Many students declared that social networking sites had no effect on their marks while the rest admitted that the prolonged usage leads to academic procrastination<sup>[4]</sup>.

The word Procrastination has its root derived from the Latin word "procrastinat"- which means deferred until tomorrow. The ill effects of procrastination among university students include cramming just before the exams, half done assignments, anxiety, fear of failing and sense of under-achievement<sup>[5]</sup>. It is prevalent among university students. It is estimated that 80-95% of students engage in procrastination, 75% think themselves to be procrastinators and 50% are consistently procrastinating.<sup>[6]</sup>

According to a study conducted in Taiwan, an association was identified between the respondents and the use of mobile phones and have reported that respondents have allowed the usage of the phone to interfere with their academic activities<sup>[7]</sup>.

The purpose of this study was to gain understanding whether using social media leads to procrastination between Engineering and Humanities undergraduate students and also to explore the following:

- The relationship between usage of social media and academic performance.
- The rate of Facebook(past 24 hours)usage by respondents.
- Usage of social media through mobile phones.

## **2. Research Method**

### **Research Design**

A detailed correlation research method was employed to gather data and assess whether using social media leads to procrastination among college students in India through the use of online survey questionnaire.

### **Participants**

The study was conducted among undergraduate college students of Engineering and Humanities discipline belonging to 18-22 age group during a single semester. A total of 158 students from two colleges responded to the questionnaire (appendix 1) designed. The colleges selected were Manipal Institute of Technology for Engineering and School of social work, Roshni Nilaya for Humanities located in the state of Karnataka, India.

### **Procedure**

Students from two colleges were chosen randomly to respond to the questionnaire. An online anonymous questionnaire (appendix 1) was designed using survey monkey and the link was sent to all the respondents via WhatsApp (Whatsapp is service for texting as a replacement of SMS). Survey Monkey was used as a data collection tool. The survey expected to take about five to seven minutes for completion by each respondent. A total of 158 completely filled questionnaires were retrieved online and subjected to analysis.

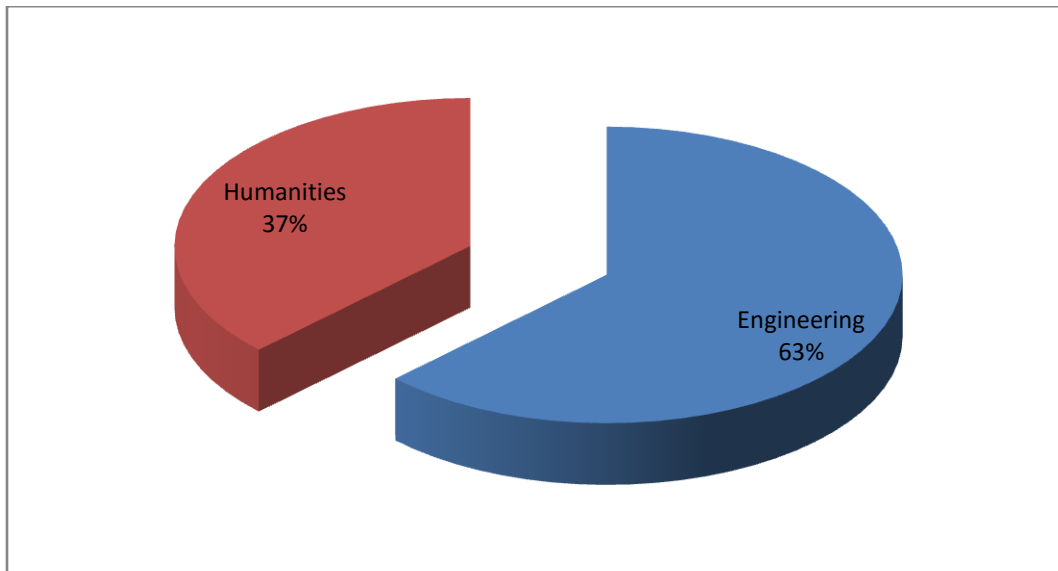
### **Data Analysis**

The collected data was analysed using frequency, percentage, mean, standard deviation along with Chi-square test and Mann-Whitney test. Correlation Analysis was done in order to understand whether social media usage had an impact on academic performance and other effects of using it. SPSS (Statistical Package for Social Sciences) 13.0 was used to analyse the collected data.

### 3. Results and Analysis

**Table1: Respondents frequency and percentage.**

	Frequency	Percent
Engineering	99	62.7
Humanities	59	37.3
Total	158	100.0



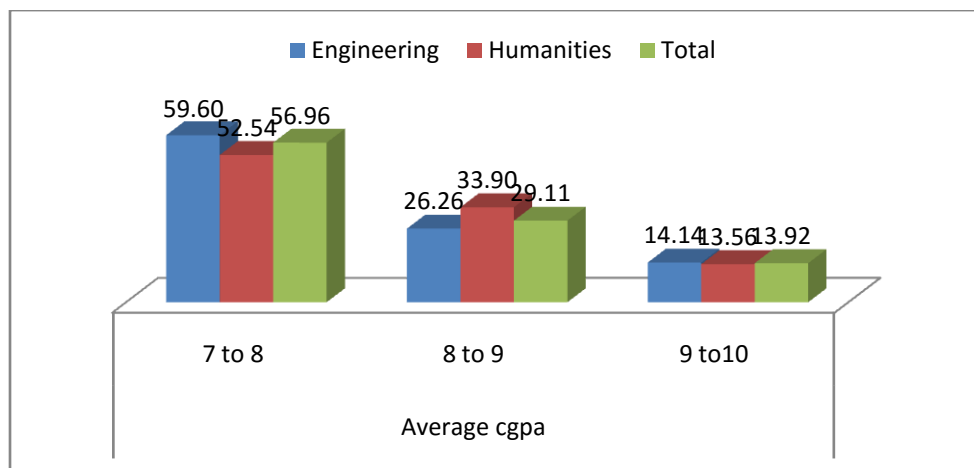
#### **3.1 Relationship between usage of social media and academic performance.**

The study indicated that there is no significance between usage of social media and academic performance.

		Group					
		Engineering		Humanities		Total	
		freq	%	freq	%	freq	%
Average grade point average.	7 to 8	59	59.6%	31	52.5%	90	57.0%
	8 to 9	26	26.3%	20	33.9%	46	29.1%
	9 to10	14	14.1%	8	13.6%	22	13.9%
	Total	99	100.0%	59	100.0%	158	100.0%

**Table 2.Effect of social media usage on academic performance.**

	Chi-square	p value	
Average cgpa	1.072	0.585	NS

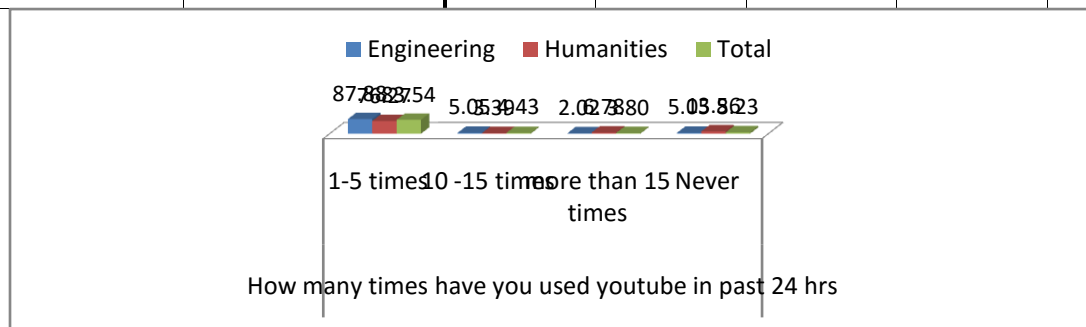


### **3.2 Rate of Facebook Usage(in the past 24 hours) by respondents.**

This section analyses responses with a tabulation between the discipline and the rate of Facebook usage in the past 24 hours. Significant differences is found in the time spent on Facebook ( $p=0.047;p<0.05$ ) . Thus, the students from Humanities background use Facebook more often than engineering students.

**Table3.The rate of facebook usage.**

		Group					
		Engineering		Humanities		Total	
		freq	%	freq	%	freq	%
In the past 24 hours how often did u check fb page?	1-5 times	82	82.8%	43	72.9%	125	79.1%
	10-20 times	12	12.1%	6	10.2%	18	11.4%
	more than 20 times	5	5.1%	10	16.9%	15	9.5%
	Total	99	100.0%	59	100.0%	158	100.0%



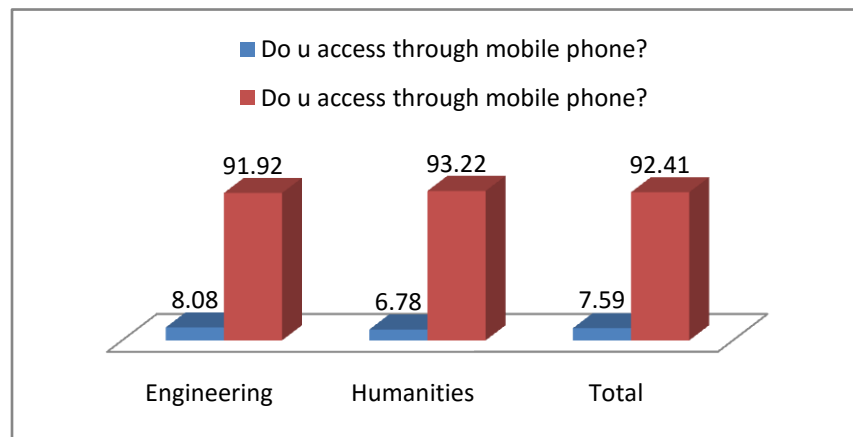
	Chi-square	p value	
In the past 24 hours how often did u check FB page?	6.099	0.047	sig

### **3.3 Usage of social media through mobile phones**

There is no significant difference in the above aspect among the two groups although the majority of the students access social media through their mobile phone.

**Table 5. Usage of Social Media through mobile phones.**

		Group					
		Engineering		Humanities		Total	
		freq	%	freq	%	freq	%
Do u access through mobile phone?	no	8	8.1%	4	6.8%	12	7.6%
	yes	91	91.9%	55	93.2%	146	92.4%
	Total	99	100.0%	59	100.0%	158	100.0%



	Chi-square	p value	
Do u access through mobile phone?	0.089	0.765	NS

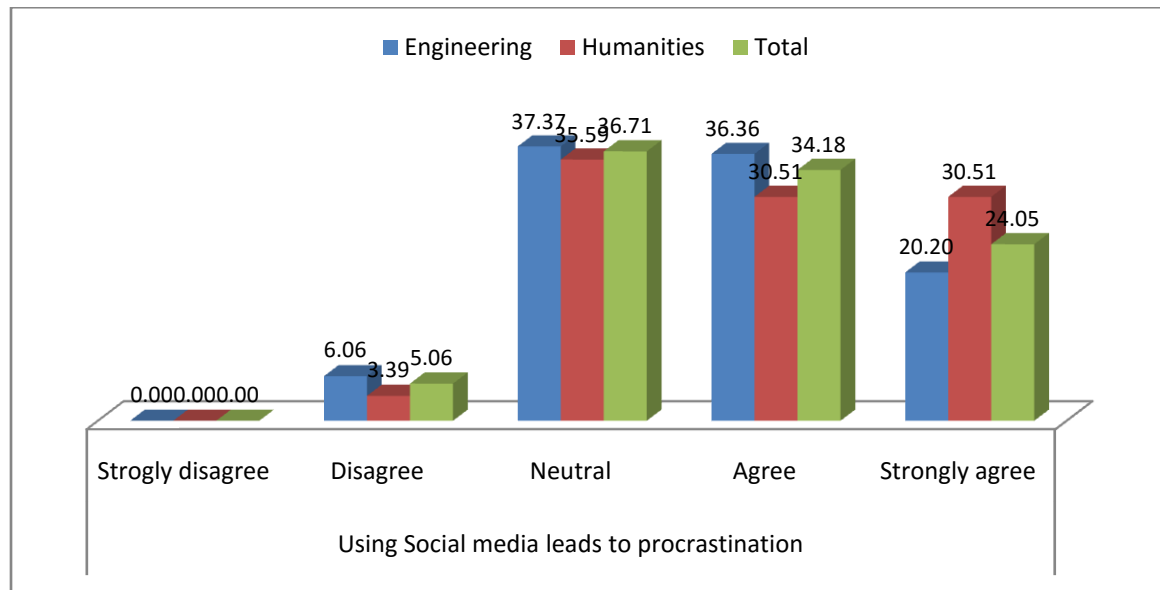
### **3.4 Relationship between social media usage and procrastination.**

A five-point Likert scale (1 for strongly disagree to 5 strongly agree) is used to analyse the relationship between social media usage and procrastination. There was no significant difference between the two disciplines. However, the mean value based on the Likert scale confirmed that the students agree that using social media leads to procrastination in both the disciplines.

**Table4: Social media usage and Procrastination relationship.**

		Group					
		Engineering		Humanities		Total	
		freq	%	freq	%	freq	%
Using Social media leads to procrastination	Strogly disagree	0	.0%	0	.0%	0	.0%
	Disagree	6	6.1%	2	3.4%	8	5.1%
	Neutral	37	37.4%	21	35.6%	58	36.7%
	Agree	36	36.4%	18	30.5%	54	34.2%
	Strongly agree	20	20.2%	18	30.5%	38	24.1%
	Total	99	100.0%	59	100.0%	158	100.0%
	Mean	3.71		3.88		3.77	
	S.D	.860		.892		.874	
	Mann-Whitneytest value	Z 1.139					
	p	.255, NS					





### **3.1 Relationship between usage of social media and academic performance.**

The study revealed that majority of the students had 7-8 CGPA equivalent to 61-71%. A surprising finding was that social media usage had no impact on academic performance. This finding is consistent with a previous study done by the student researchers of the Whittemore School of Business and Economics from all the colleges at their University . The results indicated no correlation between the grades and the time spent on social media<sup>[8]</sup>. It is backed by a previous research on Nigerian students of Tertiary institutions where their hypothesis that frequent use of social media had no effect on academic performance was accepted and also proven to be correct<sup>[9]</sup>. It is also in line with a study conducted in India which revealed that the correlation had no significance at both 0.01 and 0.05 levels between the usage of social media and academic performance among the 310 undergraduate students surveyed. Thus, the result indicated that use of social networks sites was not related to undergraduates academic achievements<sup>[10]</sup>. Our results are confirmed by a study conducted in Lyceum of the Philippines – Laguna. The correlation coefficients showed a negative relationship between social networking sites usage and academic performance. The results confirmed that there is no relationship between usage of social networking sites and academic performance.<sup>[11]</sup> Thus, irrespective of the discipline, social media usage had no impact on undergraduate student's academic performance.

### **3.2 Rate of Facebook Usage by respondents**

The study revealed that Humanities students were more likely to use Facebook than Engineering students.

This was consistent with the findings of Whittmore School of Business and Economics student researchers from all the colleges at their university. They found that the highest percentage of the heavy users were from College of Liberal arts and College of health and Human services while the light users were the ones from College of Engineering and Physical sciences.<sup>[8]</sup>

### **3.3 Usage of social media through mobile phones**

It was observed that there was no significant difference in the use of mobile phones to access social media among the two disciplines. However, we find that majority of the students in both the disciplines accessed social media through their mobile phones. Students having smart phones can easily access the internet and use social networking and hence they increase the utilisation of social networking sites.<sup>[12]</sup>

Thus we can conclude that the two disciplines are not digitally divided.

### **3.4 Relationship between social media usage and procrastination**

Our primary research sheds light on whether usage of social media leads to procrastination. The findings did not suggest significant difference among the two disciplines. However, the mean value based on the Likert scale confirmed that the students agreed that using social media leads to procrastination among both the disciplines. A study revealed an influence of social network sites on youngsters` teaching and that they distract students off their studies.<sup>[12]</sup>

Spending time on social media like Facebook may not theoretically pose a problem, however, large amounts of time spent on it can distract the students from their academic work and thereby lead to procrastination.<sup>[13]</sup>

Using social media gives students a break from their work and serves as a reward system leading to lower stress levels. However, when too much social media is used it leads to procrastination and results in higher stress levels. According to the findings, more amount of time spent on Facebook ,other social media and academic sites leads to lower level of stress.<sup>[14]</sup> Time

management can be an effective tool to deal with procrastination. However, it does not guarantee success since students with academic procrastination behaviour can be successful too.<sup>[15]</sup>

#### **.4. Conclusion**

Social media usage had no impact on undergraduate student's performances when we compared both the disciplines: Humanities and Engineering. Facebook usage was found to be used more by Humanities students. With the growing advent of technology, the majority of the students are using their mobile phones to access social media. Irrespective of the discipline, undergraduate students agree that using social media leads to procrastination. However, procrastination due to the usage of social media had no impact on their academic performance. From the discussion above, we can conclude students use social media as a break from their work and is associated with lowering their stress levels. Thus, with efficient time management, students can effectively use social media to their advantage.

For future studies, responses from undergraduate students belonging to varied disciplines can be used and thereby greater statistical power can be used in the relation of social media usage and procrastination. The purpose of social media used and time spent on each of them can be analysed for the varied groups of students.

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