Enhancing College Students' Academic Performance: The Impact of Social Media and Academic Platforms

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INTRODUCTION

Technological advancements have transformed education, making digital platforms and social media integral parts of the student experience. Our study investigates how these technologies affect college students' academic performance, focusing on knowledge dissemination and social interactions.

RQ'S

1. How do social media platforms influence academic collaboration among students?
2. What is the impact of official and unofficial social media pages on student academic performance and societal involvement?
3. How do students utilize digital technologies for academic and career advancements?
4. What are the perceptions of faculty and students regarding the integration of digital technologies into academic settings?

METHODOLOGY

- Qualitative Data: Conducted semi-structured interviews with five faculty members using NVIVO for thematic analysis.
- Quantitative Data: Distributed questionnaires to 69 students, analyzed using SPSS to identify patterns and correlations.

RESULTS

- Social Media Usage: High engagement on platforms like Instagram for academic collaboration, with varying impacts on class performance.
- Academic Performance: Positive correlation between social media usage and academic confidence; however, distractions are also notable.
- Digital Technologies: Platforms like Blackboard and career-oriented apps like LinkedIn and Symplicity are used variably but show potential in enhancing academic and career prospects.

ANALYSIS

- Distraction vs. Confidence:

A moderate positive correlation (0.277) suggests that more confident students may handle social media distractions better.

- Information Sharing:

A slight positive correlation (0.120) indicates that sharing information online can boost students' academic confidence.

- Use of Blackboard and ChatGPT:

A small negative correlation (-0.181) suggests that relying on Blackboard and ChatGPT may reduce students' confidence in handling academic tasks independently.

- Impact on Grades:

The negligible correlation (0.005) between digital distractions and grades indicates little effect on academic performance.

- Unofficial vs. Official Social Media Platforms:

Strong positive correlations (0.433-0.708) with unofficial platforms suggest these are valuable for peer-to-peer academic advice. Official pages have a moderate positive correlation (0.333-0.413) with student society participation.

- Perceived Value of Information:

A significant positive correlation (0.353-0.708) highlights the importance of quality information from both unofficial and official pages on perceived academic performance.

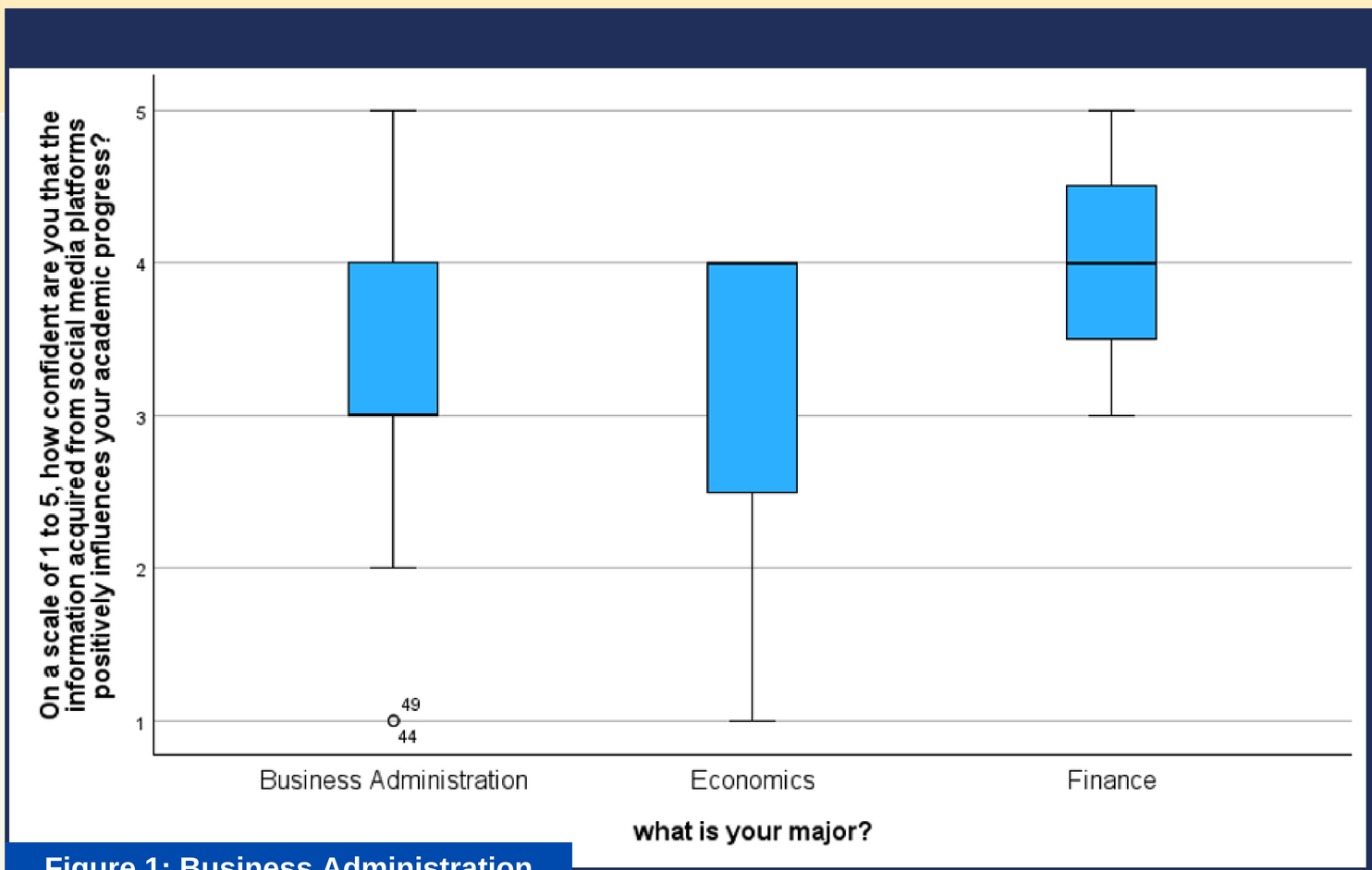


Figure 1: Business Administration students were most relevant

Which career-related apps do you currently use? (Linkedin)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	70.8	70.8	70.8
	No	19	29.2	29.2	100.0
	Total	65	100.0	100.0	

How often do you utilize career-related apps provided by the college for internship or job opportunities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	4	6.2	6.2	6.2
	Rarely	18	27.7	27.7	33.8
	Ocassionally	25	38.5	38.5	72.3
	Moderately	15	23.1	23.1	95.4
	Frequently	3	4.6	4.6	100.0
	Total	65	100.0	100.0	

Figure 2: Career App Analysis based on students' usage

RECOMMENDATIONS

- Policy Adaptation: Review and adapt policies to better integrate social media into academic settings.
- Faculty Training: Implement workshops to equip faculty with skills to effectively use digital tools.
- Awareness Programs: Increase student awareness of the benefits of career-oriented apps provided by the college.