

STUDY OF EFFECTS OF SOCIAL MEDIA ON THE STUDIES OF MEDICAL STUDENTS OF NISHTAR MEDICAL UNIVERSITY

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ABSTRACT

Objectives: To determine the effects of social media on study hours of medical students of Nishtar Medical University. It is recommended to do intervention programs of optimal use of social networks with the aim of promoting the quality of studies. **Methodology:** A sample of 200 students was selected via simple random sampling. A pre tested questionnaire consisting of 21 questions was given. 200 medical students from Nishtar Medical University were included in the study using simple random technique. Each student's name and roll number was written on the paper chits, afterwards the paper chits were tumbled and placed in a bowl which was tossed well for them to mix. Using simple random sampling technique, the person closed his eyes and randomly picked the paper chits one after the other from the bowl until 200 students were selected. Students from 1st year to final year MBBS were included in the study. BDS and other degree program students were excluded from the study. Data was collected in a period of 6 months from 8th february, 2021 to 8th August, 2021. Data was collected using self developed questionnaire. Data was obtained through personal visits to students participating in the study. The type of data was quantitative and we made use of SPSS software for the analysis of data. **Result:** Among 200 respondents, 80(33.33%) were males and 160(66.66%) were females. Mean age of respondents was 21 years. Among them, 85(35.42%) were day scholars and 155(64.50%) were boarders. 239(99.60%) used social media and 1(0.4%) didn't. 146(62.10%) reported of finding social media interfering with their studies while 34(14.50%) didn't and 55(23.40%) were not sure. About 55.30% of students spend more than 4 hours on social media, 37.60% spend 2-4 hours, and 7.2% spend less than 2 hours on social media. About 77.60% of the students use social media for entertainment, 8% for academic and 14.30% for other purposes. Before social media, approximately 94.90% of students were satisfied with their studies. 64.60% of students studied for more than 4 hours, 21.1% had 2-4 hours, and 14.3% gave less than 2 hours before social media. In these study hours, about 41.50% of students studied 2 hours, 36.90 students studied 2-4 hours, and 21.60% studied for more than 4 hours. 62.10% of students said that social media interferes with their studies, 14.50% said that social media does not affect their study schedule, and 23.40% of students doubt the interference of social media in their studies. Among 200 students, 182 students find difficulty studying while using social media, and 55 students do not have any problem. Now mostly students about 66.10% have multiple study patterns, 19.10% students have monophasic, and 14.80% have biphasic study patterns. Among them, 45.10% of students are satisfied with their studies after social media, and 54.90% are unsatisfied, 79.30% of students find social media beneficial for their education, and 20.70% of students said that they do not find it beneficial. About 90.30% of students said that YouTube is beneficial for their studies. 84.30% of students said that they would continue using social media and 15.70% said not to use social media in future. In the end, about 65% of students feel that they are addicted to social media, and 35% of students do not feel addicted to it. **Conclusion:** The results of this study showed that use of social media affects study hours. Therefore, it is recommended to do intervention programs for optimal use of social media with the aim of promoting the quality of medical studies. According to the emerging phenomenon of social media use and the lack of familiarity with all the effects of these networks, the need for future research on other aspects of social media's impact on student's lives is highlighted.

Keywords: Study hours, social media, Quality of Medical Studies.

INTRODUCTION

Social media is a technology based on computer that works by sharing of thoughts, ideas and information by building of virtual groups, networks and communities. It is an internet-based program which provides quick material to the user. This material includes personal information, documents, videos and photos. Most of the people connect with social media through computer tablet, laptops and smartphones. (1)

The main purpose behind the origination of social media is to be used as a means for communication with friends and family but it was proved useful for businesses. It helped them to take the benefit of social media as a communication site to gain access to the customers. The use of social networking sites such as WhatsApp, Instagram, twitter has now become an international phenomenon. A survey conducted in 2011 demonstrated that roughly 20 million Pakistanis habitually used the internet (2)

Because of technology development, study habits are evolving. Study habits are characterized as those methods, for example, summing up, note taking, laying out or finding material which students utilize to help themselves in the proficient learning of the current material. It infers a kind of pretty much long-lasting strategy of considering. As indicated by investigation propensity is the inclination of student to contemplate whenever the chances are given, regardless of whether orderly or unsystematic, productive or wasteful. Study habits are the pith of dynamic character.

Emergent good study practice help predict success and a student will find himself working more competently and experiencing less anxiety in the process. Further it will have impact on successful study habits in a more proficient academic environment. Use of social media and internet devices have both advantages as well as challenges, mostly its benefits seen in terms of access to course contents, video clips and transfer of the instructional remarks etc. (5)

In past decade many researches and surveys have been conducted and social media has shown to

have both positive as well as negative effect on the academic performance of the students.

A study showed that there is negative relationship between Facebook and the academic performance of students. The grades of the students decreased due to increased use of social media. (6)

Past international studies have found that students who expend more time on social media sites are on the verge of poor academic performance. The reason behind this negative performance is their habit of spending time chatting online and making friends on social media sites instead of reviewing their own course work [7].

It has also been noticed that time spent by students on social networking sites is negatively related to their academic performance. We had no local data to support that evidence. Therefore, to check the effect of social media on the study patterns of medical students, we planned to conduct this research in our university to authenticate the previous result.

MATERIALS AND METHODS

It is a descriptive study and a cross sectional survey was carried out for data collection. Sample size was calculated by WHO formula for sample size as

$$n = \frac{Z^2 \times p(1 - p)}{\epsilon^2}$$

where

z is the z score=1.96

ε is the margin of error=0.05

N is the population size=1650

p̂ is the population proportion=82
which comes to be 200.

200 medical students from Nishtar Medical University were included in the study using simple random technique. Each student's name and roll number was written on the paper chits, afterwards the paper chits were tumbled and placed in a bowl

which was tossed well for them to mix. Using simple random sampling technique, the person closed his eyes and randomly picked the paper chits one after the other from the bowl until 200 students were selected. Students from 1st year to final year MBBS were included in the study. BDS and other degree program students were excluded from the study. Data was collected in a period of 6 months from 8th february, 2021 to 8th August, 2021. Data was collected using self developed questionnaire. Data was obtained through personal visits to students participating in the study. The type of data was quantitative and we made use of SPSS software for the analysis of data.

RESULTS

The research survey of the effect of the use of social media on the study hours of the students of the Nishtar Medical University occurs on 200 students. 15% of age group 17-19, 65% age group 20-22 and 16-20% of age 23-25 students give their opinions in which 33.33% of the respondents were males, and 66.66% were females. Among them, 85 students were Day Scholar, and 135 were border. Data shows that about 99.60% of students use social media. These students' most used app on social media was WhatsApp that 90 students out of 200 used this. Seventy-three students use mostly Facebook, 51 students Instagram, ten students twitter, and 13 students' others. About 55.30% of students spend more than 4 hours on social media, 37.60% spend 2-4 hours, and 7.2% spend less than 2 hours on social media. About 77.60% of the

students use social media for entertainment, 8% for academic and 14.30% for other purposes. Before social media, approximately 94.90% of students were satisfied with their studies. 64.60% of students studied for more than 4 hours, 21.1% had 2-4 hours, and 14.3% gave less than 2 hours before social media.

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Table 1: DIFFICULTY FACED IN STUDYING WHILE USING SOCIAL MEDIA

ANS	FREQUENCY	PERCENTAGE
YES	182	76.80%
NO	55	23.20%

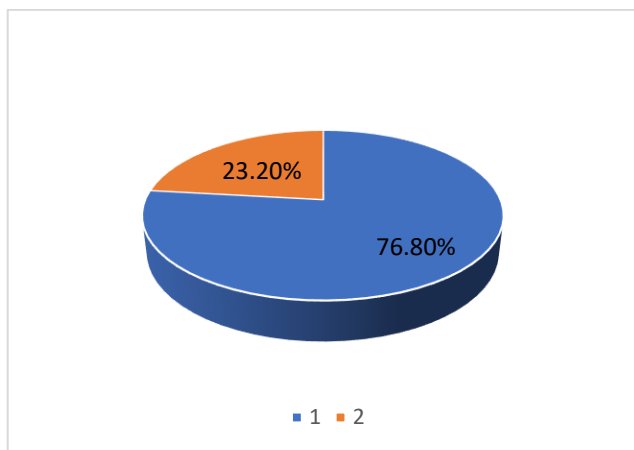


Table 2 STUDY PATTERN

ANS	FREQUENCY	PERCENTAGE
MONOPHASIC	45	19.10%
BIPHASIC	35	14.80%
MULTIPLE	156	66.10%

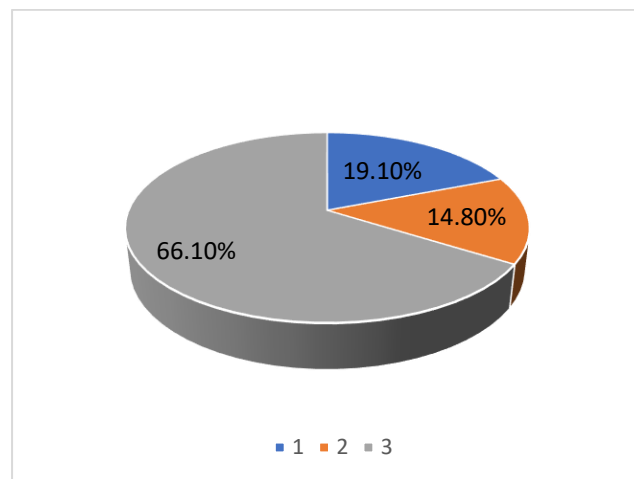


Table 3 Social media app most helpful for studies

RESPONSE	FREQUENCY	PERCENTAGE
YOUTUBE	177	90.30%
ZOOM	12	5.10%
FACEBOOK	2	0.80%
OTHER	9	3.80%

DISCUSSION

Today is the age of social media. Social media is very frequent among students of all categories and it has a major influence on the study pattern of medical students. Therefore, we decided to have this research. Previous researches have a mixed conclusion on use of social media and students study performance. The rationale of this research is to observe the relationship between the use of social media and the study habits of university students. Recent research results demonstrate that there is a positive correlation between the use of social media for academic purposes and the learning behavior of students. To date, no agreement has been reached on the impact of technology use on study habits. Probably the cause is that there is not enough research data available to recognize the learning impact of technology use in medical students [8]. Moreover, increasing technology has influenced only a few researchers to look into the gravity of

this matter on Pakistani education [9]. On the opposite side, social media helps students by connecting students with their classmates to complete classroom projects [10]. We came across another study which stated in their research that students can have group negotiations to exchange ideas, contact with teachers and catch the attention of friends through social networking sites (SNS) [11]. Furthermore, a study conducted on the impact of social networks in Pakistan, stated that the Internet can also aid students to improve their academic performance [12]. More studies which are carried out in different universities of Pakistan paid attention on the use of the Internet by undergraduate students. The results show that use of internet and social media is positively related to academic performance, with 63% of medical students stating that they only use the Internet for study-related work [13]. The endpoint is that the students who use social sites for educational

purpose are more likely to achieve good scores in studies. But other students who use social sites only for entertainment have a chance of bad grades by diverting their time on useless scrolling.

CONCLUSION

The research was conducted in the medical students of Nishtar Medical University Multan, about the effects of social media on their studies. The study revealed that many students use social media for academic purpose. But social media has affected academic performance of students negatively. As cited earlier, 62.10% students find social media interfering their studies while 14.50% did not find it interfering their studies and 23.40% students were not sure about any prominent effects. Most of the students were using social media for entertainment purpose.

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