
Correlation of Social Media Addiction to Academic Achievement in E-Learning**Rini Sefriani^{1*}, Yuliawati Yunus², Ambiyar³, Nurhasan Syah⁴, Fadhilah⁵**rinisefriani@upiypk.ac.id, yuliawati_yunus@upiypk.ac.id^{1,2} Universitas Putra Indonesia Yptk Padang^{3,4,5} Universitas Negeri Padang

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Abstract

This study examines the relationship between students' social media addiction and student academic achievement in online lectures that use e-learning platforms. The number of study participants was 79 psychology students, who were selected using purposive sampling. The findings show that there is a positive but not significant relationship between social media addiction and academic achievement. This condition indicates that student academic achievement will increase if students reduce their addiction to using social media. Online lectures provide space for students to access social media, so direction and guidance from lecturers is needed for students not to use social media during online lectures.

A. Introduction

Addiction to social media by students has become a widespread problem in the world of education, especially at the tertiary level [1]. The phenomenon of social media presence as a result of the development of information and communication technology is remarkable. With a variety of services that can be used, social media has changed the way we communicate in society. Social media presence even had an impact in the way we communicate in all fields, such as marketing communication, political communication and communication in the learning system. According to Kotler and Keller, social media is a medium used by consumers to share text, images, sound, video and information with other people. Based on Nabila et al social media is an online media that operates with the help of technology web-based which makes changes in terms of communication which previously could only be one-way and has changed to two-way or can be called interactive dialogue [2]. Social media is a place, service and tool that helps allows everyone to be connected so that they can express and share with other individuals with the help of the internet. There are several advantages felt by students, including making it easier for students to communicate information and support collaborative learning [3][4]. Likewise, previous studies have shown that social media allows students to share learning resources more quickly. When used properly, this can help the learning process of students and support the achievement of learning objectives [4]. According to previous research, social media and the internet positively influence student learning outcomes and social welfare (Duradoni et al., 2020) [5]. On the other hand, several studies on the other hand report that the excessive use of social media by students turns out to have a negative impact on various aspects of their lives (Brailovskaia J, n.d.). Previous studies have found that addiction to social media negatively impacts students' academic performance, health, interpersonal connections, and general well-being [1]. Addiction to social media can also give rise to bad habits such as insomnia, delaying meals, brain drain, despair, and academic failure (KE, 2016)(Haand & Shuwang, 2020) (Haand & Shuwang, 2020). students feel an inability to manage time spent on social media platforms and the amount of time spent on platforms for academic interests. which in turn will have an impact on academic achievement [6]. Studies [7] found that addiction to social media is negatively related to academic achievement. This statement shows that students' ability to manage time in using social media will affect the execution of assignments given by lecturers through the e-learning platform Sefriani, R., Sepriana, R. ., Radyuli, P., & Yuza, A. (2023). The problem of academic achievement caused by addiction to using social media by students will be studied, how strong the relationship is and the attitude that can be given by lecturers to students. Because this is the digital era, most students rely on getting information via the internet or the web [8]. However, it is often seen that students are so involved in social media that they neglect their academic responsibilities (Sepriana et al., 2021). The negative influence of social media can be characterized as a misguided priority in time management, which requires students to pay attention to their educational responsibilities [9]. The enjoyment of using social media can cause students' academic assignments to be delayed. Postponement of academic assignments carried out by students affects student academic achievement [10] This is certainly not beneficial for students in

the future. So it is important to study the relationship between social media addiction by students and their academic achievements.

B. Research Method

This research is a quantitative correlation research, looking at the relationship between social media addiction variables and academic achievement [11]. The sample of this research is psychology students who take online courses or apply e-learning. The instruments used were questionnaires to measure social media addiction and test instruments to measure academic achievement in lectures for psychology students [12] [13]. Data analysis was performed using the computer-assisted Pearson product moment correlation formula [14][15] [16].

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\left(n \sum (X)^2 - (\sum X)^2 \right) \left(n \sum (Y)^2 - (\sum Y)^2 \right)}}$$

Tabel1. Relationship Level Classification [17]

Interval Coefficient	Relationship level
08.00 – 1.00	Very Strong
0.60 – 0.799	Strong
0.40 – 0.599	Strong Enough
0.20-0.399	Low
0.00-0.199	Very Low

C. Result and Discussion

Result

Based on data analysis calculations, the results of the study show that there is a relationship between social media addiction and student academic achievement in e-learning learning of 0.122 by processing data using Microsoft Excel. The magnitude of the relationship or correlation value obtained means that there is a correlation or relationship between student addiction in using social media and academic achievement in lectures carried out with e-learning, but this relationship is not significant. Students who are addicted to social media are assumed to still use it for learning which will support understanding of learning material in e-learning lectures so that the effect is not significant. It is hoped that lecturers will be able to provide direction and guidance to students to be able to make the best use of social media in e-learning lectures. This is related to research conducted [18] which says that students who are given the opportunity to use social media when given assignments are higher than those who are not given access to social media. [19] explains that the excessive use of social media has a negative impact on student learning. [20] found in his research that addiction to social media affects student learning outcomes[21] also revealed in his research that addiction to social media is positively related to academic success among students. Several

studies have shown that social media addiction has no correlation with academic success [22] So while there is a link between social media addiction and academic achievement, there are many other factors that influence it.

Discussion

The use of social media by all groups has become commonplace today. Students are no exception, students are almost always found accessing social media. The impact of using social media can be seen positively and negatively. Research conducted [23] revealed that students who frequently access social media have a lower impact on learning outcomes compared to students who do not access social media. Frequent use or access of social media by students creates addiction to social media so that students are negligent in carrying out assignments that should be completed. Whether school assignments, household assignments or assignments related to personal life. This is also expressed in current research which shows that students who experience social media addiction have an impact on academic achievement. This situation shows that social media can be a medium for students to get information related to their studies. explained that there is a significant influence of learning assisted by the Facebook social network on physics learning outcomes [24]. The existence of the social media network Facebook is a means for students and teachers to discuss learning or subject matter given by the teacher. This is different from the opinion expressed by ajibade in his research which explains that social media addiction is not an indicator of academic achievement [25]. Revealed in their research that social media addiction has an impact on bad behavior in everyday life [26]. In online learning, there are wide opportunities for students to use social media. If students have good self-control in using social media, it will not have a negative impact on students' academic achievement. Students' ability to control themselves in using social media is very influential as explained in research from [27]. In e-learning learning activities, teacher skills in using social media are really needed so that the teacher can use the E-learning system [24]. The use of social media in online learning activities or e-learning really helps students to find information about subject matter. A study shows that Google and Edmodo have a positive impact in supporting collaborative e-learning [28]. The use of social media by students has a high tendency, the level of emotional intelligence of students has a moderate tendency, and the overall level of student learning achievement is still in the incomplete category [29]. Also revealed that addictive behavior on Facebook social media and cognitive chemistry learning achievement are interconnected or correlated and are categorized as very strong [30]. The same thing was also expressed in research which showed a weak positive relationship between the two [31]. Social media addiction is negatively correlated with academic achievement, which means that a student's low academic performance has nothing to do with the student being an indication of social media addiction [32]. Learning using the e-learning platform provides opportunities for students to access information related to the material provided by the lecturer which will help students to improve their understanding of the lecture material. Whether or not a student frequently accesses social media has no correlation or impact on student academic achievement [33]. It is possible that students' academic achievement is influenced

by other factors such as learning motivation, learning discipline, learning environment and so on [1] [34] . Based on the discussion provided by previous research, it is recommended that students be wiser in using social media and continue to improve their academic achievements. Social media is a means or forum used to facilitate interaction between fellow users which has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also be used by companies as a marketing media.

D. Conclusion

The conclusion of this research is that students who experience social media addiction have a relationship with academic achievement. This is proven by the correlation between social media addiction and academic achievement of 0.122. The relationship between social media addiction and academic achievement is not significant but has an impact on students' academic achievement. Students can obtain information related to learning by accessing social media, especially learning carried out online or using e-learning platforms. Learning using the e-learning platform provides opportunities for students to access information related to the material provided by the lecturer which will help students to improve their understanding of the lecture material. By accessing social media which contains learning material, it will be very helpful and increase students' level of understanding of the subject matter. It is hoped that lecturers in online lectures will be able to provide more direction and guidance regarding the correct and useful use of social media.

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