

**USAGE OF SOCIAL MEDIA AND TIME MANAGEMENT  
OF UNIVERSITY STUDENTS**

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**ABSTRACT**

Time management is one of the key factors that balance human life. This study examined the association between the utilization of social media and time management of students. All the university students of Lahore were the population. Through quantitative methodology responses were collected by a structured questionnaire, divided into two sections, the first part described the utilization of social media and the second part about time management practices. A sample of 376 students was selected randomly. Pearson's Correlation was performed for analysis of the data. The results indicated that there was a significant negative association between both variables, social media utilization and time management of university students. Moreover, students of private universities were found more inclined to use social media.

**KEY WORDS**

Social Media; Time Management; University Students.

**INTRODUCTION**

Time is most worthy asset in life as it never comes back. Time management is self-management it refers to managing yourself in such a way that you obtain better outcomes in the available time. The amount of time cannot be controlled but its use can be (Misra and McKean, 2000). Time is the key component for success, which depends on how individuals organize it. Time management skills are wonderful tools for success. Learning management skills enable the students to work better in their studies (Ayeni, 2020). Time is a precious resource as it never gets back. Those who cannot manage their time effectively in their life experience stress and delays. The study indicated a significant positive association between time administration and the educational accomplishment of learners Cemialoglu & Sevil 2010), Daevis (2000), Grin & Skenner (2005), and Alani, Khan & Hawas, 2020). Study reveals a high-level correlation between Time administration and the Educational performance of learners Cyril (2015). In the present age, internet breathe in every field of life that is one of the most significant tools to connect people throughout the globe for the sake of entertainment, awareness, and education (Olowo et al., 2020). The

phrase Social media is characterized as an internet-based application that enables the users to create, edit, share knowledge, experience, and thoughts to interact with others in the form of textual, visual, and audio content (Selwyn, 2012).

Particularly, youth is more inclined to use social media applications for the exchange of opinions, knowledge, conversation, culture, and for the showcase of their social life (Boyd, 2007). It has become more popular among students (Iorliam & Ode, 2014). Social media users increased dramatically in recent years. From 16% to 86% rises just in five years (Lewis et al., 2008). Research shows that 5% of youth used social networking sites in 2005, which increased to 72% just in six years. That indicates fifty percent of social networking users increased in a short span of time. Facebook and YouTube were the most popular among young Americans (Pew Research Center 2019). Facebook possesses over five hundred million users and still increasing. Almost eighty-five percent of undergraduate students are Facebook users (Schneider, 2009). Social media usage is increasing among young students. Most of their time is consumed by social media. Facebook is the main distraction of young students (Karpinski and Duberstein, 2009). In 2019, Study shows that 90% of young Americans used various social media applications (Pew Research Center 2019). Youth waste their quality time on social media which affects their academic performance. Students should be spent their time on productive activities (Olubiyi, 2012). As time management is one of the significant factors that influences human lives, particularly the young students, hence the present study to empirically verify the relevance between both the variables.

### **Statement of the Problem**

The excessive and unrestricted utilization of social media influences students' life. Time management skills work an important part in enhancing students' productivity and achievements. It is an ability to manage time and students must understand and practice on these skills for better outcomes (Ahmad, Batool & Hussain, 2019). Time administration has a tremendous impression on every stage of life, especially on students. Generally, it strikes on the tertiary level because guardians and mentors have limited control over the learners. (Nasrullah et al., 2015). Poor time management is one of the students drop out reason from educational institutes. Thirty percent of university students drop out after one year, and half of the entire university learners never graduate according to U.S. News & World Report (2009). The excessive and unrestricted utilization of social media influences students' academic and social life (Peter, 2015). Students grumbled about the shortage of time while on the other hand, they spend hours on social media websites without being aware of. Unproductive activities are time traps that cause unsatisfactory and lower performance in education as well as in life. The young generation spends too much time on social media applications for entertainment that affect their performance. Unproductive and leisure activities are time wasters that lead to low academic achievement (Bal & Bal, 2015). So, there is a need to study the relationship between time management abilities time and usage of social media.

### **Significance of Study**

Time management refers utilization of time in such a way to achieve the best possible outcomes. The results of time management practices serve the individuals as well as the community. Time management is one of the powerful key factors in humans for a balanced

life. This study may be helpful for the learners, educators, instructional coordinators, shareholders and beneficiaries of education and the community as a whole.

### **Objectives of the Study**

The study aimed at the following objectives:

1. To study the level of time management on the part of university students
2. To study the extent of using social media by the university students
3. To study whether there is any relationship among the level of practicing of time management and the usage of social media by the students.

### **Research Question**

The research and investigation of the study based on the following research question:

- What is the relationship between the level of practicing of time management and the usage of social media of students?

### **Research Hypothesis**

**H:** There is a relationship between the usage of social media and time management of students.

### **Null Hypothesis**

**Ho:** No relationship exists between the usage of social media and time management of university students.

## **LITERATURE REVIEW**

The popularity of social media is increasing day by day. Its usage spreading fast among the youth of the world. Students are broadly engaged in using Social Media applications that may affect students' personal and educational lives (Sivakumar, 2020). In 2005 only five percent of American adults were active on social media, in 2019 it grew in seventy-two percent. Facebook and YouTube are widespread among adults in the U.S (Pew Research Center). Echekwu (2017) conducted a study in Nigeria to investigate the significance of utilization of social media and time administration between students of Nigeria. Findings exposed a significant negative association among social media utilization and time administration. It was suggested that the institutional administration should create consciousness and enlightenment on the value of social networking sights for the better performance of students in their personal and academic life. In another research the connection between utilization of social media by youngsters and their scholarly accomplishment in high schools. It was found that the use of web-based applications was significantly associated with students' educational performance. The study indicated that that the use of social media applications between lecturers and learners had positive participation in students' academics (Olowo et al., 2020).

Survey research was conducted in the University of Lagos to investigate the effect of Social Media on the Academic Performance Of learners. The study uncovered that majority of the learners were social media addicted. The researcher suggested that social networking applications should be utilized for a limited time and it should cover academics interests only. Parents and mentors should observe the use of social media by the students (Peter,

2015). Zachos et al. (2018) conducted a study in a Commerce institute and found that social media does not influence academic outcomes. And there was no connection between time proportions spend on social networking sites and grades. A descriptive study was conducted with one thousand five hundred sample-size. A questionnaire was used for data gathering. The study disclosed that most of the learners had mobile phones and Internet facilities. Most of the students use social media applications thirty minutes to three a day. The study indicated a negative association between the use of social media and the educational performance of learners. It was recommended that students should be encouraged to use the internet and social media for learning purposes rather than unfruitful activities (Owusu-Acheaw & Larson, 2015).

A study was conducted by Sivakumar (2020) on social media and its involvement with the academic attainment of students. A survey method was used to obtain related data. The results indicated that there are significant variations within educational performance and social media influence among the students. The positive usage of social media contributes as well as promotes the learning of the students. A mixed-method approach study was conducted in Cambodia. An open and closed-ended survey was used as the tool. One hundred and eleven university students were the sample size. The study disclosed that poor time management caused poor educational performance. It also indicates procrastination, lack of sleep, and dropout risks are the effects of poor time management skills. Creating a schedule and avoid in delays are the way to manage time properly. (Savuthsengheng et al., 2020). A descriptive study was conducted by Ahmad, Batool & Hussain (2019) on time management with a four hundred sample size. The study described that time management skills work an important part in enhancing students' performance and their achievements. The study revealed a high-level association with time administration and the educational accomplishment of students. So, the relationship verified that the learning of students is affected by their time management techniques. It is an ability to manage time and students must understand and practice these skills for better outcomes.

A descriptive study was conducted in Nigeria that uncovered that time administration is one of the factors that influence the educational accomplishment of learners. The study indicates that some other factors like performance, psychological and family workload also influenced the students (Nzewi, Chiekezie & Ikon (2016). Time administration influences classroom performance of Learners. They must create balance in personal and educational tasks. Better performance can be achieved in as well as out of educational institutes by meeting deadlines and prioritize the worklist. Productive time administration skills are important in educational excellence and community involvement as well. Co-curricular activities help the students to manage time adequately (Makasheva & Isabekova, 2016). Time is a unique substance that is unable to exchange by humans. Time management requires self-management skills. The study was piloted to investigate the relationship between time administration and the educational accomplishment of learners. The sample consists of thirty-five male and twenty-eight female students. The results of the study revealed a high-level association between time administration and educational performance of Higher Secondary students (Cyril, 2015). Young students spend their time on social media, which steals adequate time for social, educational, and other productive activities (Madden, 2007). Students waste their quality time on social media without being aware of it, which causes procrastination and delay in educational assignments. And then

they complain regarding their time. Planning and prioritizing is necessary for students to overcome time traps and unproductive activities (Bal and Bal 2015).

## METHODOLOGY

### Research Design

This study was quantitative in approach, descriptive, and survey type in nature.

### Population

The population of the study consisted of the university students in the Lahore district. University of the Punjab (PU) and University of Engineering and Technology (UET).

### Sampling Technique

The sample of the study consists of 400 university students, who were selected through stratified proportionate random sampling.

### Instrument

Pre-developed Questionnaire was used for data collection. Questionnaire related to Social Media usage was adapted from Beth Morisey (2012). This pre-developed and tested questionnaire was adapted. It was further altered as per the requirement of the research and cultural context. This tool was consisted of four-point Likert scale items, and hence was used to collect relevant information. Another tool “The time Management” questionnaire which was early developed by Briton and Tesser (2001) was used to collect time management related data.

### Data Analysis

After the collection of data, Statistical Package for the Social Sciences SPSS was to draw the results. Pearson's correlation coefficient was used for correlation and variance analysis.

**Table 1**  
**Association between Social Media Usage and Time Management of Students**  
**(N = 376)**

Variables	Pearson's r	P value
Usage of Social Media	- .320**	P < .01
Time Management		

Table 1 depicts the correlation between time management and usage of social media in the university students. Results show a moderate negative correlation in these variables (M = 59.51, SD = 10.14) and (M = 51.34, SD = 12.16), having value 0.320 which are statistically significant by showing P < 0.01. In the light of these statistics the null hypothesis was rejected which has statement that for the university students there is no relationship between social media usage and time management.

Hence, it leads to the conclusion that higher the level social media usage, the lower will be time management and vice versa, for the university students.

## **DISCUSSION**

The study was administered to investigate the correlation between the time administration practices of university students and their social media utilization. The outcomes of the study exposed the existence of an inverse association between the time management practices of university students and their use of social media. So, it may be inferred that if social media utilization level became higher, time management practices become lower and if time management practices became higher, social media utilization become lower. The results of this study are also in line with the past study, carried by Echeekwu (2017).

The study revealed an inverse correlation exists between time administration and utilization of social platforms between learners.

The outcomes of the study also coordinate with the research conducted by Baal and Baal (2015) noticed the modern generation of students used internet-based websites and applications for prolonged without thinking, which affects their time administration, family life, and health as well. If the student manages their time properly and prioritizes their tasks, scheduling the things and events, spend a balanced tension-free and hassle-free life.

Good Time Management is essential for a human being because by using Management abilities effectively, work stress can be overcome and have more time control for productive activities. It is a necessary ability to learn to be productive and satisfy, while it allows time for other important activities with family and friends (Subramanian, 2016).

The students who are unable to manage their time effectively may face barriers in their studies and normal life.

## **CONCLUSIONS**

The study was administered to investigate the correlation between the time administration practices of university students and their social media utilization. A negative association was noted with in the variables, usage of social media, and time administration.

It indicates that excessive usage of social media may hamper the academic achievements of university students.

## **RECOMMENDATIONS**

- Learners should be taught appropriate time management methods and strategies.
- Students should be encouraged to use digital platforms for their educational and character development through seminars and sessions organized at institutions.
- Seminars on time management skills should be created specifically for students.
- Educators should encourage students for time administration practices
- Students must strive diligently to overcome setbacks and meet their commitments and objectives.

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