

## **The Impact of Digital Media on Academic Performance**

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### **ABSTRACT**

Digital media plays a significant role in modern education, with social media and video games being two of the most frequently used platforms among students. This study examines the positive and negative impacts of these digital tools on students' academic performance. The research aims to determine the extent to which social media and video games contribute to or hinder academic success, focusing on their effects on learning activities, time management, and cognitive abilities. The study employs a quantitative research methodology, utilizing structured questionnaires to collect data from students of various educational backgrounds. Findings reveal that excessive use of social media and video games can negatively impact academic performance by causing distractions, reducing study time, and impairing focus. The study indicates that 86% of respondents believe social media can disrupt academic progress when used for non-educational purposes, while 72% agree that these platforms can enhance decision-making skills. Additionally, findings suggest that video game addiction leads to missed lessons, decreased homework completion, and fatigue during learning activities. However, 85.3% of respondents acknowledge the cognitive benefits of video games and social media, such as improved problem-solving skills, multitasking ability, and creativity. The research also highlights the potential for social media to positively influence education. Platforms like TikTok and Twitter can be utilized for academic purposes, enabling students to access educational content, collaborate with peers, and engage with instructors beyond the classroom. The data shows that social media facilitates real-time learning, with 58.7% of respondents being students who benefit from its accessibility. In conclusion, while digital media presents both challenges and opportunities, its impact on academic performance depends on usage patterns. Educators and parents must implement strategies to promote responsible digital consumption, ensuring students leverage social media and video games for educational enrichment rather than distractions. This study underscores the importance of digital literacy and time management in balancing academic responsibilities with recreational digital activities.

**Keywords:** Digital, Media, Academic, Video Game

## INTRODUCTION

Any form of material that is distributed through electronic devices is referred to as digital media. Electronic devices can be used to create, view, modify, and distribute this type of material which are software, video games, videos, websites, social media, and online advertising (Sara, 2022). Students frequently use digital media sites and applications. They spend a significant amount of time on these sites on a daily basis. Modern childhood is defined by digital media, yet its cognitive impacts are unknown and widely discussed. In education, social networking sites are extremely significant. Connecting with learning groups and other educational systems provides students with several chances to better their learning and have access to the most up-to-date information. Regardless of our age, gender, or race, digital technology becomes an essential part of our everyday life through entertainment, education, communication, and connection. In this generation, due to their accessibility, usability, and convenience of use, life is impossible without internet platforms.

The purpose of this research is to find out whether the digital media gives negative or positive impacts toward students' academic performance. However, this research specifically focuses on two particular elements of digital media which are social media and video games. Majority of the students nowadays are involved in using social media and also playing video games. The internet can be used in destructive ways, utilizing it for social media which has both positive and negative consequences. Rightly thus, educators and parents are concerned. Even young children today are known to suffer with mental health issues and social anxiety due to video game addiction and the usage of social media. It has been found that students, including kids, teenagers, and adults, use social media and video games the most. The younger people, between the ages of 18 and 24, used social media and video games the most. There seems to be a connection between depression, self-esteem, and how much time a person spends playing video games and social media. According to studies, 94 percent of video game and social media addicts are men and only 6% are women. Many of the men who participated in the poll reported lower self-esteem and were dissatisfied with their social lives. It makes sense that these two characteristics would have an impact on a student's academic performance.

Numerous studies have demonstrated a close correlation between student decline in the overall academic performance and social media use. This indicates that a student's overall academic performance is impacted when students' engages in excessive social media and video games usage. Many students only use social media for time-wasting purposes, talking, and social networking. As for the video games, the students' use it as a platform to release stress. As a result, they are unable to finish their homework, assignments, or projects on time due to the time management and schedules. This wastes their study time and neglects the learning activities. Their academic performance is impacted, which eventually lowers their grades. Additionally, students frequently check their social media accounts while studying for fresh notifications and updates and playing video games while in class. This diverts them from their studies and causes them to lose focus, which could have a severe impact on their academic achievement.

However, there is also the survey on the positive sides, in which social media and video games are very popular amongst students as it provides them the freedom to do whatever they

want to do during their leisure time. Students' can produce and distribute material, leave comments on whatever they like, connect with their friends and communicate with them, as well as make new friends. In addition to helping students learn more, video games can also let them escape from reality. Video games and social media can also be used as teaching resources for the students', if a student has a problem with their studies, they might use social media to connect with their teachers or fellow students. In today's world, schools are attempting to regulate how the students' use digital media on school grounds. Same goes for video games, some parents argue about how negatively the video games will distract the students' academic performance. However, there are sources mentioned about how video games help the student to improve their academic performance. This topic is a source of heated public debates and deserves careful attention from the researchers.

### **RESEARCH OBJECTIVES**

1. To find out the positive and negative impacts of video games and social media on academic performance.
2. To discuss the effects of playing video games on students' learning activities.
3. To determine whether the usage of social media can help to improve students' academic performance.

### **METHODOLOGY**

For this study, we will be using the quantitative research method in order to gain all the important details regarding this topic. The process of collecting and analyzing numerical data is known as quantitative research. It can be used to discover patterns and averages, to make predictions, to test causal relationships, and to generalize results to larger populations (Bhandari, 2021). In this study, the researchers will use the survey approach. As a result, among other methods, closed-ended questionnaires and mean are examples of approaches to gather and analyze quantitative data (Dudovskiy, 2022). The study includes all students from a range of educational backgrounds. To gather demographic data and assess the effect of digital media on students' academic achievement, a questionnaire will be distributed. The questionnaire will be divided into sections that ask about demographics and some crucial topics including the effects of digital media - both good and bad - the effects of video games, and how academic achievement has improved.

### **FINDINGS AND DISCUSSIONS**

The majority of respondents are female, accounting for 66%, while male respondents make up only 34%. In terms of marital status, 79.3% of respondents are single, while 20.7% are married. Regarding age distribution, the largest group (71.3%) falls within the 18 to 28-year-old category, followed by 17.3% aged 29 to 39. A smaller percentage (6%) belongs to the 40 to 50 age group, while 3.3% are between 51 and 61 years old. Only 2% of respondents are aged 61 and above. In terms of ethnicity, the majority (86.7%) are Malay, while 9.3% are Chinese and 4% are Indian. The respondents' place of origin shows that 72.7% come from urban areas, 22% from suburban areas, and only 5.3% from rural areas. As for occupation, the largest group

consists of students (58.7%). Private sector workers make up 11.3%, followed by public sector employees at 10.7%. Housewives, self-employed individuals, and the unemployed each account for 5.3%. Lastly, 3.3% of respondents are retirees.

For the Section B The Positive and Negative Impacts of Video Games and Social Media on Academic Performance, the findings of the study reveals that majority of the respondents agree that video games and social media can impact negatively since spending more time on social media for reasons other than education, can cause distraction from the learning environment, affecting their academic progress (86%). However, 14% of the respondents disagree with this statement.

Next, data also shows that most of the respondent agree that video games and social media can also impact positively as it can helps improving mental flexibility and capacity, problem-solving skills, multitasking ability, faster and more accurate decision making, and creativity with 85.3% but there are still 14.7% of the respondents that disagree with the statement. Lastly, based on the data only 72% of the respondents agree with the statements that video games and utilizing social media may lead to quicker and more accurate decision-making. However, the other 28% of the respondents are disagree with this statement.

For the Section C The Effect of Video Games Towards the Students' Learning Activities, the findings of the study reveals that video game was found to negatively impact students' learning activities ( $M=3.47$ ,  $SD=0.55$ ). It was shown that addiction to video games impacted students in missing their daily lessons and putting in less effort on homework ( $M=3.58$ ,  $SD=0.65$ ).

Addicted to video games show signs of weariness and regularly sleep throughout the learning activities ( $M=3.47$ ,  $SD=0.47$ ). As some students spend their days and nights actively involved in online shopping, gaming, and enjoyment rather than using social networking sites for scholastic purposes. These activities take people's attention away from academic endeavors, hinder their ability to study, and result in low academic accomplishment in certain youngsters (Kolhar, Kazi & Alameen, 2021) However, this analysis shows that there are still respondent that agree video games can impact positively as video games can turn studying into fun and exciting activities without uninteresting lessons ( $M=3.43$ ,  $SD=0.67$ ). Moreover, playing video games can also stimulate students creativity, focus and visual memories ( $M=3.42$ ,  $SD=0.64$ ).

For the Section D The Improvements of Academic Performance Through Social Media, the findings of the study revealed that social media can positively impact the improvement of academic performance ( $M=3.56$ ,  $SD=0.55$ ). Data shows that through social media, teacher can teach their students anywhere and anytime through messages, videos and pictures on social media platforms ( $M=3.56$ ,  $SD=0.66$ ). Based on the table it can be seen that social media helps students to access the latest notes and information of their assignment ( $M=3.48$ ,  $SD=0.72$ ).

According to Mekler (2021), college students who spend more time on TikTok tend to lose track of time, which affects how much work they can get done for their classes, there are still respondent agree positively that social media applications such as tiktok and twitter could help in improving academic performance. According to the past research, Twitter has the potential to be an effective learning tool that can benefit both online and in-person university courses (Aydin, 2014) and the data shows that twitter thread sharing assists students to learn a

wide range of issues from latest news to history and, etc. ( $M=3.48$ ,  $SD=0.73$ ). Also, TikTok videos can also be used to create a discussion group, assign homework, make class projects, and share new lectures ( $M=3.38$ ,  $SD=0.80$ ).

## **CONCLUSION**

The study provides both educational and reassuring information. Digital media usage has greatly increased in popularity in recent years due to technology's rapid advancement. These digital media platforms are now heavily used by both the general population, especially the students. The main goal of this study was to evaluate the impact of digital media towards performance. The summary of this study concentrates on our conclusions and analysis based on the questionnaire that was distributed and completed by 150 respondents in total.

The results of this study show the respondents agree that video games and social media have both negative and positive impact on student's academic performance. Mean and standard deviation was analyzed to gather information and results of our research. Based on the respondents' feedback, the majority of them agree that video games have a significant impact on student's academic performance whether it is from a negative or positive side.

The results of this study have helped researchers to better understand how the use of digital media can affect students' academic performance. The use of digital media such as social media and also video games are indeed giving a huge impact towards academic performance. The results demonstrate that the majority of students use digital media to satisfy both their interests in entertainment and their educational needs. From here, it can be seen that the use of digital media can help students to broaden their knowledge and assist them to get better grades in their academic performance. For instance, from the findings most people agree that Twitter can help students to learn a wide range of issues from latest news to history, etc. Therefore, this will help them to do well in their exams.

From this study, most people are also aware that excessive use of digital media also can jeopardize their children's academic performance. Therefore, as parents they can find the best alternative to cater this matter. For instance, the findings show that students' missing their daily lessons and putting in less effort on homework because of their addiction to video games. Moreover, by conducting this survey, will actually give a better idea to the next researchers on how the digital media can affect academic performance. In addition to that, this study also can help to assist in providing improvements in existing policies. For example, the laws, Sections 195 and 196 of the Communications and Multimedia Act 1998, will take further account and are aware of any complaints from the society about the impact of digital media towards students' academic performance.

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