

The 4th International Scholars' Conference – Universitas Klabat

Paper 81 – Education

SOCIAL NETWORK SITES USAGE AND ITS INFLUENCE ON THE ACADEMIC PERFORMANCE OF HIGH SCHOOL STUDENTS

Vivian C. Bana

Asia Pacific International University

viencola@yahoo.com

ABSTRACT

The explosion of technology in this era provides an easy access to the internet through mobile smartphones and other devices. About 92% of teenagers, aged 13-17 claimed to be actively engaged online on a daily basis (Lenhart, 2015). This study determined the relationship between high school students' usage of social network sites (SNS) and academic performance. Using a quantitative correlational approach and cross-sectional survey, in the pilot stage of the study the researcher purposively sampled 30 participants guided by two criteria: able to understand English well, and a social network site user. A self-constructed and validated survey instrument with 29 items was administered to the respondents in a selected Adventist secondary school in Sarawak, Malaysia. Results show that there was a negative correlation between the number of hours spent on SNS and academic performance. A few were found to have garnered excellent midterm grade average despite the long hours spent on SNS. The majority of the participants who spent longer hours on SNS had poor midterm grade average. It could be that those who spent long hours on SNS but got excellent average managed their time wisely. Further, findings also revealed that majority of the participants had common preferences as to the type of SNS actively used. Predominant access was through mobile phones. It was found that, on a daily basis, participants spent longer hours on SNS than on school work.

Keywords: Social Network Usage (SNS), Academic Performance, Influence Of Social Network, High School Students Social Network Use

