

Paper review

Name: The Impacts of Social Media on Academic Performance

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This research seeks to 'evaluate students' use of social media and its influence on academic attainment'. The target group is Bachelor of Economics (B.E.) students. Introduction part, The researcher indicates how important it is to examine 'whether social media has an impact on students' performance and her target group is a good sampling; the majority of users belong in the age group between 15-24, mentioned in this part. The hypothesis is very clear and on point. In part of literature review, There is a standpoint why this paper is distinguished from the others which have a similar topic. This research has been included with other possible variables that can affect Y such as the purpose of using social media which may affect in positive and negative ways. Methodology, the researcher gathers the raw material on online and paper-based questionnaires, the question consists of Section 1; is for the collection of demographic information, level of education, the student's self-report of current GPAX and high school GPAX, background information of student's mother's and father's educational degree completion. Section 2; is for the collection of the students' behavior on social media usage and learning. Section 3; consists of questions regarding students opinions toward factors affecting academic performance.

The initial regression model is the following:

$$Y_i = \beta_0 + \beta_1 \cdot (\text{female}) + \beta_2 \cdot (\text{hs_gpax}) + \beta_3 \cdot (\text{edu_dad}) + \beta_4 \cdot (\text{edu_mom}) + \beta_5 \cdot (\text{time_sm}) + \beta_6 \cdot (\text{time_smedu}) + \beta_7 \cdot (\text{time_edu}) + \beta_8 \cdot (\text{time_eduexam}) + \epsilon_i$$

researcher conduct to more model which are

1. concerning the purpose to use the social media for **communicate, update, news, edu, star, and shopping** (adding more dummy variable to find that there are related with the academic performance or not
2. excluding social media usage purposes dummy variables, Variables included in the model are, **female x time_sm, female x time_smedu, female x time_edu, and female x time_eduexam.**

Basic Data Analysis & Result, the researcher can prove hypothesis 1 that the time that students spend with the social media not for academics have negative and positive relationships which implies that the time spent with academic things is not the only one to explain the academic performance. The hypothesis 2 is not entirely correct As for the social media usage for academic purposes, the more time spent, the better the academic performance and the hypothesis 4 is not true because the adding variable is not significant. The hypothesis 3; 'academic background of parents does not affect the academic performance of a student'. This is true. The social media which is used by male and female B.E. students do not differ. So that outcome of the effect on gender and time spent on social media is not significantly. Therefore, Hypothesis 5 is proven incorrect. The result from the regression can explain the hypotheses very well. But we can see that R square is not good because it is around 0.22 which means that this regression requires more variables to explain the academic performance for another 78 % .The researcher should include more variables to increase the number of R squares or to make a better result .