Social Media and GPA

Introduction My research question asks the following: Is there a correlation between grade point average (GPA) and time spent using social media? Research shows that there is positive correlation between social media use and academic performance. (Burkland, Stollack, Vandenberg, & Weiss, 2011; Jacobsen & Forste, 2011; Tess, 2013). The results will identify if there is positive correlation on a laptop university campus. This research can be beneficial to most current college students or future college students as well as parents who will utilize the results. The findings of this study can help college students understand social media’s influence on their college GPAs. This study is highly important as it could affect future college students if social media has a negative impact on academic performance. Preliminary results are based on 181 survey responses.

Hypotheses 1. Students who use social media for academic purposes will have positive correlation between frequent use of social media with higher college student GPAs. 2. Non-academic use of social media will positively correlate with lower college student GPAs.

Social Media use during study time

On campus vs. Online students

Current Student GPA

Male 31% Female 68%

Social Media use during class

49%, 87% 51%, 91%

References

This project was supported by the University of Minnesota’s Undergraduate Research Opportunities Program.