



Social Media, Multitasking and Academic Performance*

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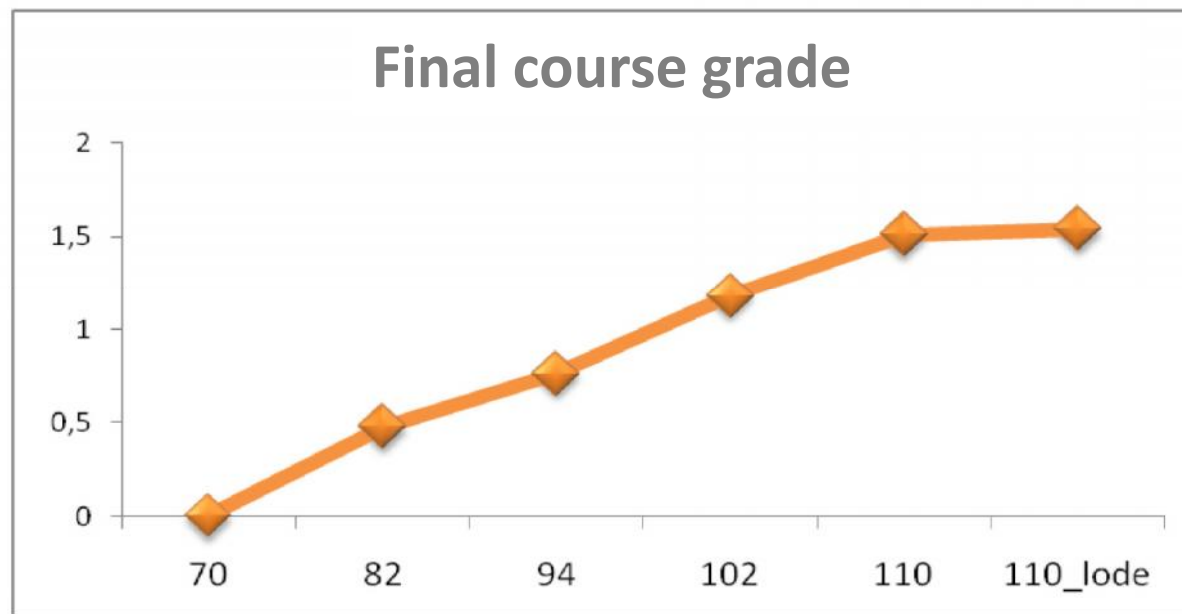
BSD

University of Siena

Italy

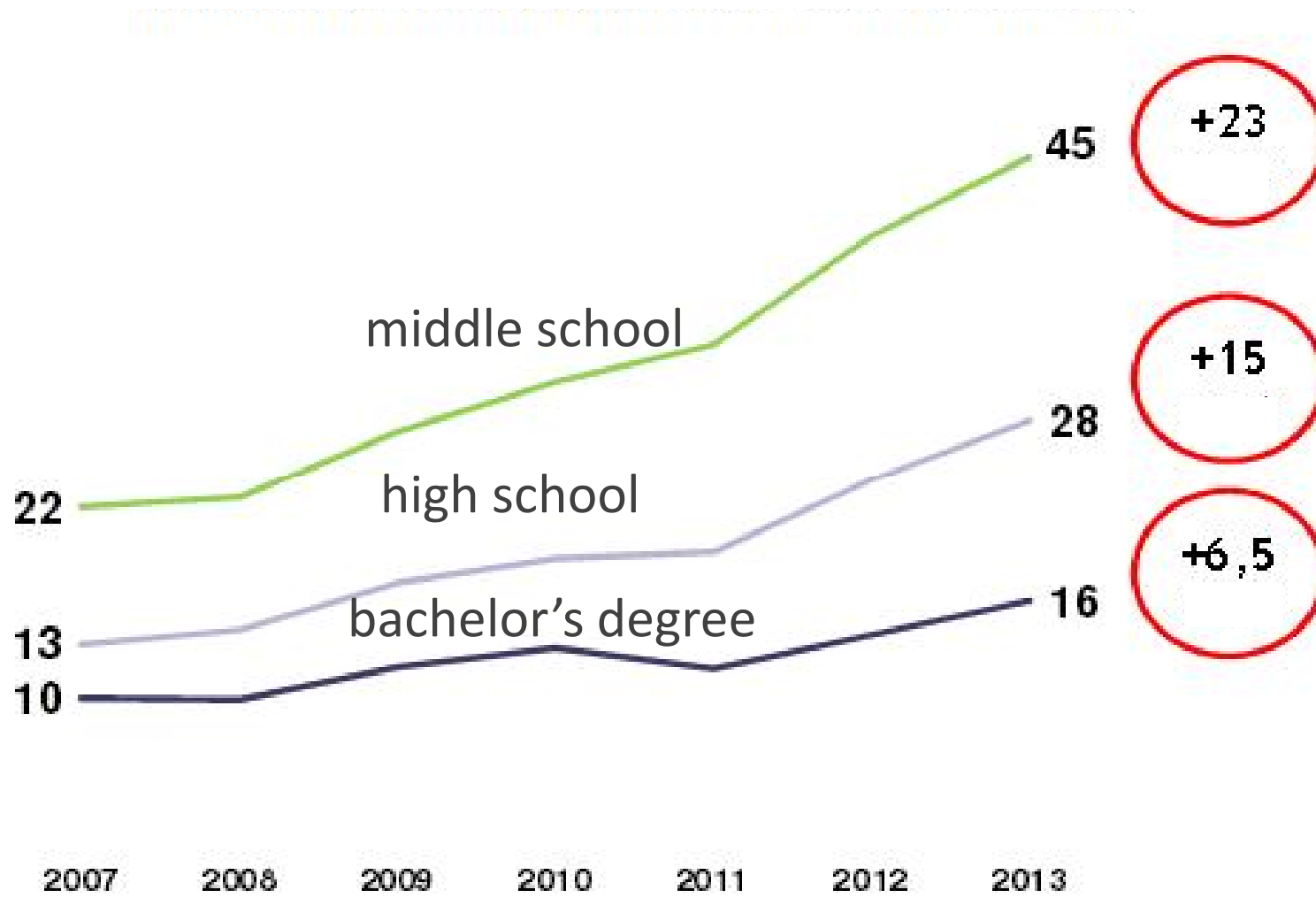
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Academic performance is related to job opportunities



Fondazione Agnelli, 2012

Unemployments rates



Almalaurea, Istat data

**Younger generations are
characterised by a variety of
emerging behaviours**

Use of social media

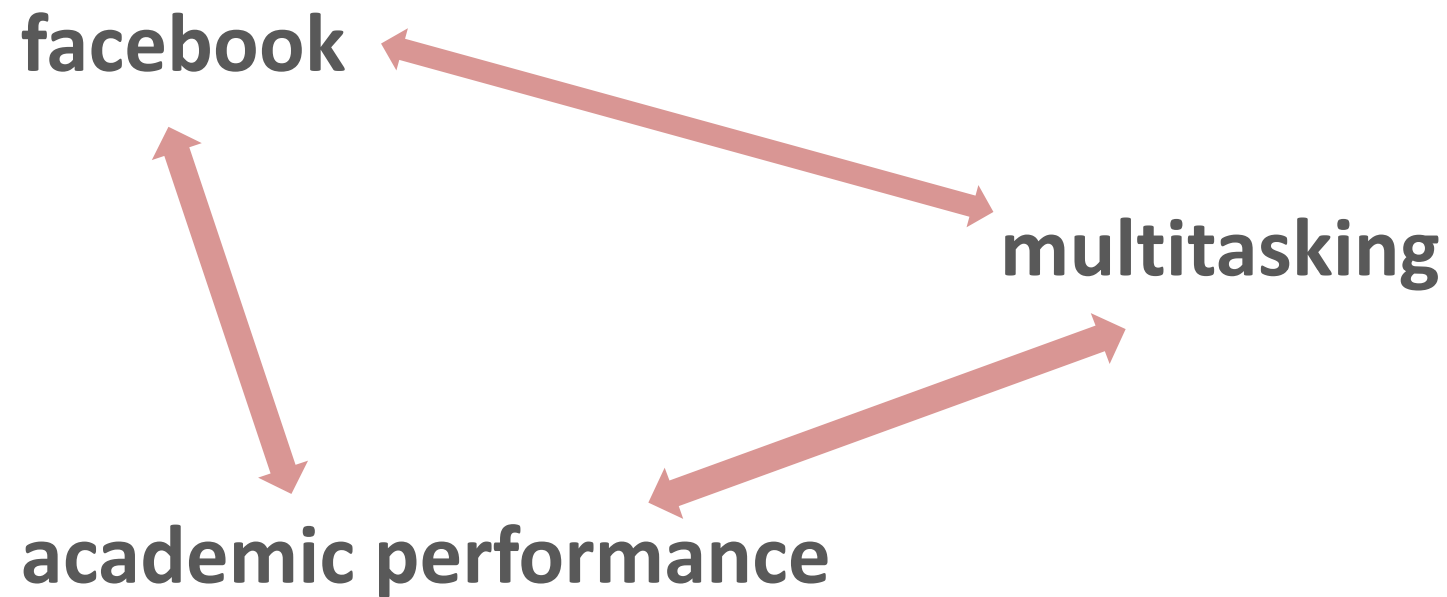


Younger generations are characterised by a variety of emerging behaviours

Multitasking



THE STUDY



THE STUDY

856 questionnaires



450 questionnaires

THE STUDY

Demographical questions

Facebook use questionnaire (Junco, 2012)

Media Multitasking Index (Ophir et al., 2009)

THE STUDY

Time spent on facebook and time dedicated to studying

- average time spent daily on Facebook (hours);
- average time dedicated to studying (hours)
- hours spent on facebook *yesterday*;
- hours of studying *yesterday*;
- average number of daily FB checks;
- number of FB checks *yesterday*

THE STUDY

Frequency of participation in various Activities on Facebook

- Playing games
- Posting status updates
- Sharing links
- Sending private messages
- Commenting (on statuses, pictures, etc.)
- Chatting on Facebook chat
- Posting photos /videos
- Tagging photos/videos
- Viewing photos/videos

THE STUDY

Media Multitasking Index (Ophir et al., 2009)

average number of hours spent weekly using different media:

- social networks,
- TV,
- video on a computer,
- music,
- videogames,
- telephone,
- instant messaging software,
- sms (i.e., text messages),
- e-mail,
- web,
- other PC applications

	Secondary activity →	social networks	TV	video on a computer	music
Primary activity ↓					
social networks		--	1	1	4
TV					
Video on a computer					
music					

Results

Age (years)	21.83
GPA (grade point average)	26.24
CFU (Academic Credits)	93.58
Time studying (min/day)	304.31
Time studying yesterday (min/day)	242.52
Academic year	2.59
Time on FB (min/day)	136.9
Time on FB yesterday (min/day)	99.31
Number of FB check (daily)	9.77
Media Multitasker Index (MMI)	4.14

Results

Social Networks (hours/week)	12.42
TV (hours/week)	9.77
Video (hours/week)	6.33
Music (hours/week)	13.27
Videogames (hours/week)	3
Telephone (hours/week)	4.94
Instant Messaging (hours/week)	16.8
SMS (hours/week)	8.12
E-mail (hours/week)	3.02
Web (hours/week)	15.83
other PC application (hours/week)	11.56

Results (use of media)

GPA (grade point average)
is negatively correlated with

- Watching tv
- Listening to music
- Using applications for instant messaging

Results (use of Facebook)

GPA (grade point average)
is negatively correlated with

- Use of facebook
- Posting comments on (photos, videos...)

And positively correlated with

- Sending private messages

Results

GPA is not correlated with Media Multitasking Index



Results

GPA is not correlated with time spent studying

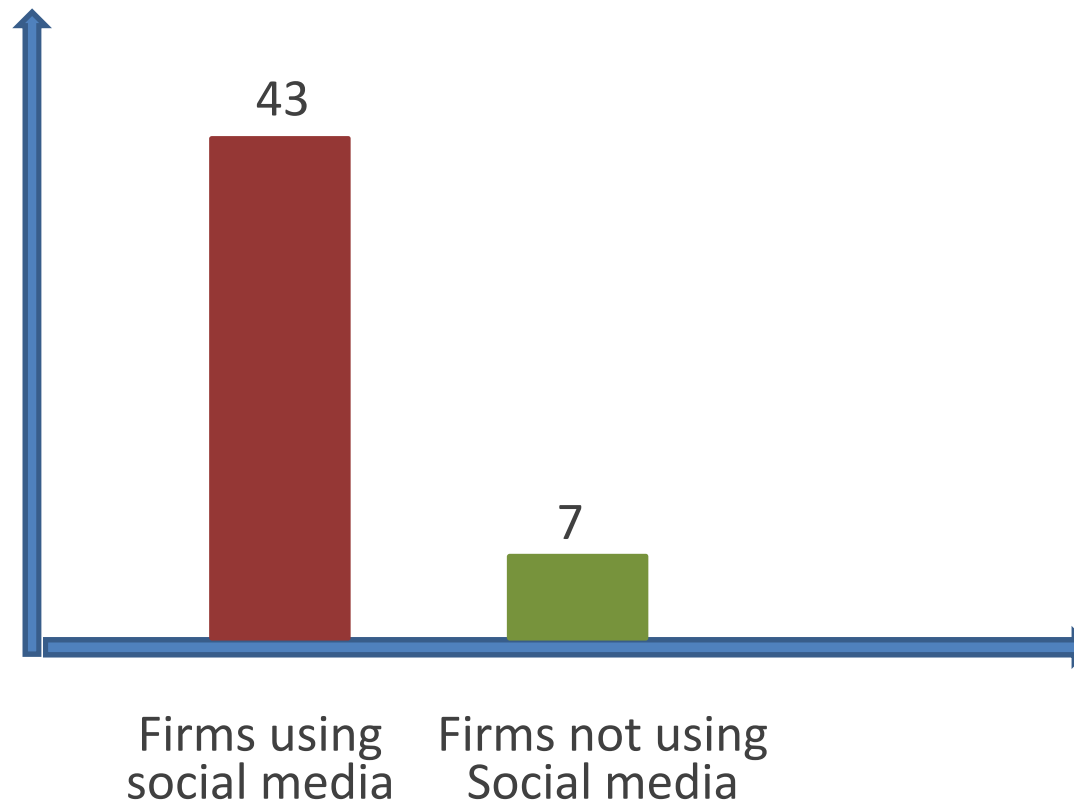


Specific use of facebook are related to positive outcomes while others are related to negative ones

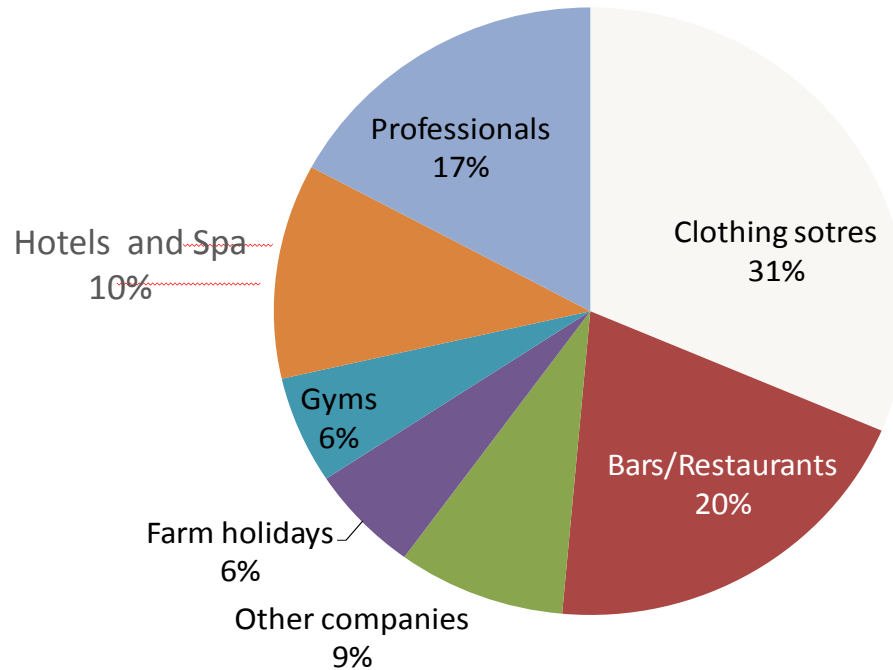


Survey

50 Small and Medium Enterprises



importance of social media in modifying firm/customer relationship



**Educational systems do not seem
able to take into account student
usual behaviours in order to
improve their effectiveness**



* I would like to acknowledge the fundamental contribution of Viola Periccioli, Eleonora Bardelli and Stefano Guidi in the realization of the studies reported here