

## Social media distraction affects evaluation of teachers

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### SUMMARY

#### EXISTING KNOWLEDGE

1. **Student Engagement and Teaching Evaluation:** Research has consistently shown that student engagement—cognitive, emotional, and behavioral—enhances academic performance and is a critical factor in evaluating teaching effectiveness.
2. **Social Media as a Distraction:** Social media usage in educational settings has been identified as a significant source of distraction, negatively affecting students' ability to concentrate and complete tasks effectively.
3. **Active Learning in Management Education:** Active learning methods, such as discussions and problem-solving, are widely regarded as effective for fostering student engagement in management education.

#### NEW INSIGHTS

1. **Social Media's Moderating Role:** Students distracted by social media often attribute poor learning outcomes to the teacher rather than their lack of focus.
2. **Impact on Behavioral and Emotional Engagement:** While behavioral engagement was not significantly affected, social media distraction

reduced emotional engagement, weakening students' overall satisfaction with teaching.

3. **Bias in Teacher Evaluations:** The study highlights that social media distractions lead to biased evaluations, as disengaged students tend to rate teachers unfairly based on their own inattention rather than teaching quality.

#### PUTTING RESEARCH INTO PRACTICE

1. **Educate Students on Distractions:** Institutions should conduct awareness campaigns on the impact of social media on learning and encourage students to limit usage during classes.
2. **Integrate Technology Mindfully:** Teachers can incorporate social media into learning activities to align with students' habits while maintaining focus on educational objectives.
3. **Refine Evaluation Methods:** Higher education institutions should consider external factors like social media distraction when interpreting SET results to ensure fair appraisals.

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