Impact of Social Networking Sites on Studies

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Abstract

India is the fast growing country in terms of internet, computer and mobile. With the advent of internet services, lots of Social Networking Sites (SNS) i.e. Facebook, Twitter, Orkut, etc. have affected the lives of a students from their studies. Prior to the introduction of SNS, students were using the internet services via their laptops or computers. In all the time spent was limited and thus interaction was limited, but as the industry is booming it has introduced smart phones which has filled the gaps of the user and the internet services. Hence, 24x7 times one can hook up with their phones, may whatever the reasons. It has been observed that the students spend more time on SNS than doing personnel email or surfing the internet for educational purpose. It is astonishing that now a day's students are connecting with friends and people with common interest sans boundaries and age factors. To be true and correct, main priority of the student should be education and his / her career. The smart phone with internet on them has made a student 'dependent'. He / she never write down the time table nor takes short notes, they just click the camera for time table, etc. and text or records the lectures of their teachers. This shows reduced focus on learning and interest in studies. This study is focused on student's academic performance and their behaviour. Secondly this study points will help to know the popularity of social sites among students, and the effect caused by them on their studies, etc. Lastly it will analyze the pros and cons aspects of social networking on education.

Key Words: Social Networking Sites, Academic Performance, Usage, and Students.

Introduction

As we are living in a networking era, the tremendous growth of the internet has a high impact on the development of the students in which they interact and socialize. During this era, communication is the buzzword. Today, communication revolution brought us together regardless of geographical boundaries. Billions of people use facilities like search engines, web pages, e-mails, Really Simple Syndication (RSS), e-journals, e- newspapers, internet banking, conferencing, multi-media sharing, and online news rooms etc. Today internet is an essential communication medium in professional as well as personal life. The social and networking sites have transformed the world, bringing each and everybody closer than ever before. The websites not only help students to connect with class fellows and friends to communicate with each other, but also develop global relationship. Social networking sites are the cheapest way of communication, where a person can stay connected and has direct linkage with friends as compared to other sources.

Literature Review

The increased use of Social Networking Sites / Websites (SNSs) has become a common phenomenon in the past couple of years. According to (Boyd, 2007) SNS was a hobby, which was developed by computer literate people, but now it has reached to the common man and is widespread now a days, it is a social norm and part of life. Teenagers and college going young adults are mad about it, they can't live without or even think about it, they consider SNSs an easy, cheaper and fast method to connect with their peers, share information, and showcase their social lives. (Coyle et al., 2008) has pointed out, that with the help of communication and technology the people are connecting with the internet, hence for better communication they are actively joining, with sites like MySpace, and Face book, etc. (Young et al., 2009; Vasalou et al., 2010) researched on the content and value of the shared information, etc. They found that most of the people, who use the SNS services, sharing

pictures of their daily life, activity, and videos, and indicate their affiliations with any group, marital status, and political orientations on the internet. They exchange information about their common interests, raise issues and discus new topics.

Further, as a student's age increases, the frequency of off-topic discussions increases, other than useful topics (Lin et al., 2013). The topics or the content which is shared or searched is not related to studies, this affect negatively on the student's GPA as well as the amount of time students spend preparing for class (Annetta et al., 2009; Junco, 2012b). It may be said that due to distraction and impact of media / social media, the students gets easily distracted, which has impact on the his / her coursework (Hurt et al., 2012; Patera et al., 2008). Students spending more time on social media face difficulty in balancing their online activities and their academic preparation.

If their is negative side of social media, than their is positive side too. The social media can be used as a challenging instructional strategy, to incorporate the attempts of the educator with the participation of the students. It is possible in making a constructivist approach towards learning, where students and educators can work together on a particular topic, rather than an approach that emphasizes individual contributions (Stevens, 2009). Thus, the students and educators become equal participants in the knowledge sharing process. Teenagers use the internet for their daily activities and information gathering, other wise if we observe the older generations prefer resources like the television or newspaper in order to collect the information (Lewis, 2008). In a survey of U.S.A. it came that 90% of teens have internet access, and 75% of them excess internet more than once per day (Kist, 2008). This study also showed that approximately half of all teens who have internet access are also members of social networking sites (Kist, 2008).

According to Kuppuswamy and Shankar (2010) social network sites take hold of the attention of students and divert them towards non-educational and inappropriate actions including useless chatting. These sites badly affect the academic life and learning capacities of the

students. Trusov, Bucklin, and Pauwels (2009) noted that the social networking is extremely unsafe for teenagers, too. Twitter and Facebook, etc. have become a craze among teenagers these days. Students are paying more attention towards these rather than utilizing this time for their studies and this affects their academics. The destructive effects of these social networking sites are more than the progressive ones. These sites have caused some latent harm to society; students are becoming preys of social networks sites. LaRose *et al.* (2001) proposed that student users are affected by the internet and this impact is determined by the type of internet usage. The misuse of these sites on a daily basis has many destructive effects on the physical and mental health of students making them sluggish and unenthusiastic to build interaction with the people in real life.

Objectives

1.To study the awareness level of different social networking sites among students.
2.To find out which of the networking sites is mostly used by students?
3.How much time do students spend on the SNSs?

Research design

Descriptive research design has been used for the study.

Sampling techniques

Stratified random sampling has been derived from non - probability sampling method to select students in Bhopal, India.

Sample size & Data collection

75 students of engineering and management streams are chosen as sample size for the study and the data is collected through a Structured Questionnaire.

Tools and Techniques

Percentage and graphical analysis, Mean Score, and Chi Square will be used to interpret the result.

Hypothesis

Null Hypothesis (H_0):-

1. SNSs disturb the studies and it is less advantageous on the education.

Alternate Hypothesis (H_1):-

1. SNSs do not disturb the studies and it is advantageous on the education.
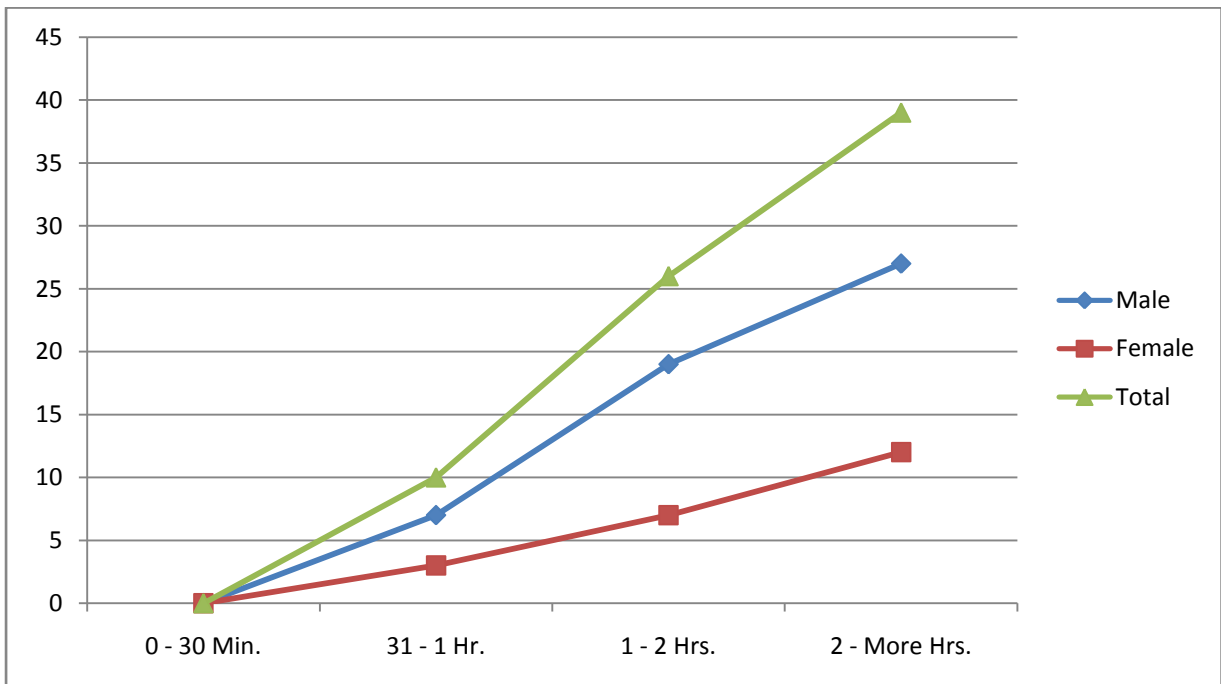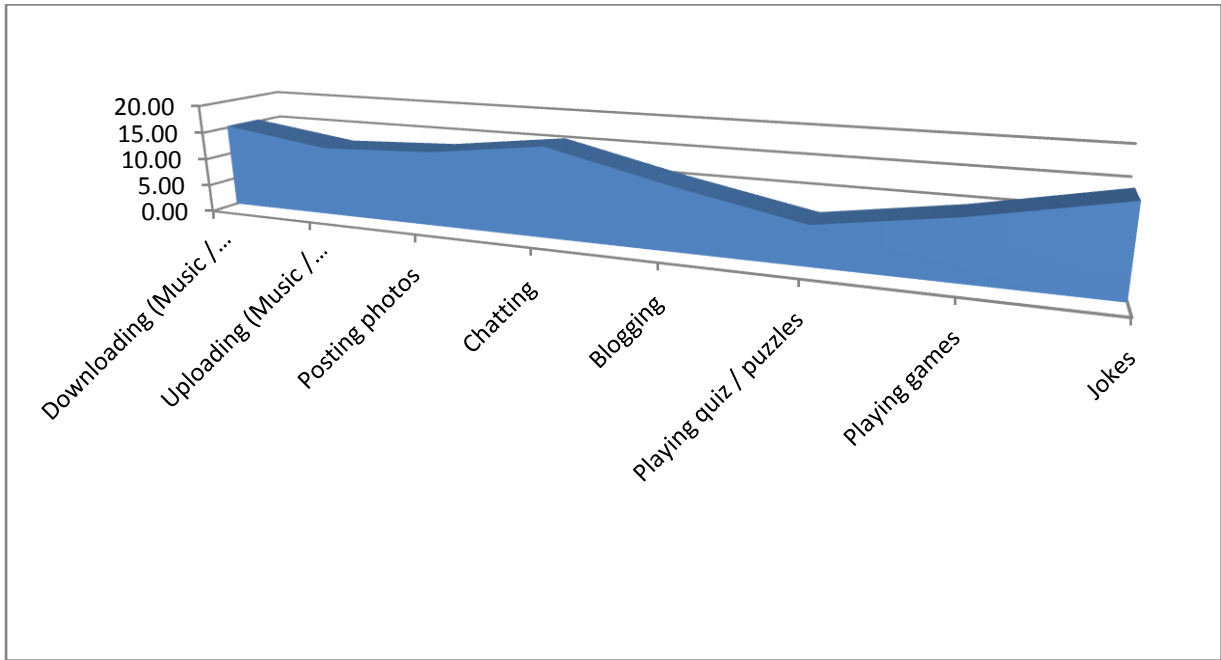
Results and Analysis

	Male	Female	Total
Graduates	24	12	36
Post Graduates	29	10	39
Total	53	22	75

As per the study conducted, it was found that certain SNSs sites are very common and are used by the students. Through a graphical representation, it is shown that 25% of students are using the Facebook, and are regularly updating the profile. The second one is Whats App, which stands on 22% of popularity among students. Third comes, You Tube with We Chat having scored 17% and 14% respectively. The graph below shows the popularity of various SNSs among college students.
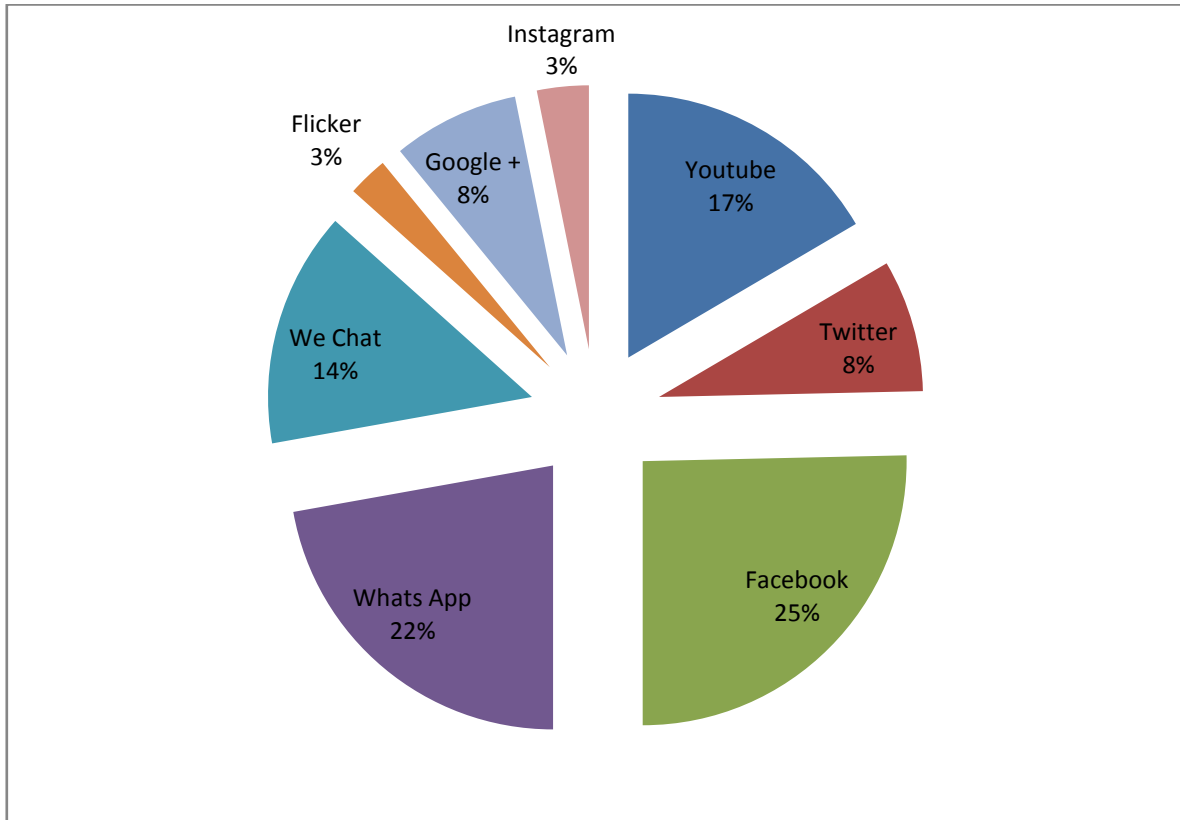
Students, who are using the SNSs services on their smart phones, are busy in the following activities: Almost 16% of students are busy in chatting. This is common and economical also, students make a group, download this application in their smart phones and do the monthly recharge, this makes them to do messaging, etc. which is shared by all in that group. After this, downloading of Bollywood songs / music and videos are very common among college going students i.e. 15%. Jokes are also common, which has popularity percentage of 15%; here boys share common jokes to adult jokes. The graphical representation shows, various activities in percentages on which the students are busy.

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Percentage showing popular activities

Students are engrossed in SNS so much, that they have left the physical activities / hobbies i.e. playing games, etc. They are busy in surfing, chatting, and texting the messages, photos, etc. whether required or not. In other words unnecessary activities are found more rather than sharing some fruitful information. The above graph shows the students involvement in SNS on hourly basis. It is found that male students are more involved than female students. For instance, 19 numbers of male students are hanging around with their mobiles for 1 - 2 hours, whereas only 07 number of girls students are busy in SNS. Whereas 39 students (27 boys and 12 girls) number of students use the SNS for 2 and more hours. During the survey, it was found that students are busy in unnecessary things, not related to their studies. The main area of interest is downloading / uploading photos, music and sharing jokes.

		Male	Female	Total
Does SNSs disturb the studies and it is less advantageous on the education.	Yes	17	9	26
	No	15	7	22
	Partially	21	6	27
Total		53	22	75

Groups	Observed Frequency (Oij)	Expected Frequency (Eij)	Oij - Eij	(Oij - Eij)^2/Eij
AB	17	18.37	-1.37	0.10
Ab	9	7.63	-1.37	0.25
Ac	15	15.55	0.55	0.02
aB	7	6.45	0.55	0.05
ab	21	19.08	1.92	0.19
ac	6	7.92	-1.92	0.47

The question i.e. whether SNS disturbs the studies and it is less advantageous for educational purpose, was asked from the target group of students: 26 answered for and 22 were against

the statement, while 27 students confessed that they are partially affected. The table value of X^2 for two degree of freedom at 5% level of significance is 5.991. The calculated value of X^2 is much lesser i.e. 1.08 than the table value, which means that the calculated value is said to be arisen by chance. It is not significant, hence the hypothesis is good.

Conclusion

The observations drawn from empirical data shows that students are distracted by using the SNS, the rampant use of such sites have an adverse impact on their educational performance. Some students have started using social networks for academic purposes. Yet the use of these networks has to be disciplined as it can lead to distraction from education. While some students perceived SNS as a distraction and were hesitant to share their feelings, a high percentage of respondents found it as a cheap avenue to search for information, and join groups / networks.

The research concludes that students should capitalize the importance of classroom and face to face instruction. It is wrong perception that SNS have negative impact on students. If parents properly monitor their children activities on internet then it will be very helpful for their learning purposes. The social networks sites should be used for educational / tutoring purpose also, as it will help the students attending the virtual classrooms. The SNS have revolutionized the world, bringing us closer than ever before. Students must exploit this and use it for a better life, a better tomorrow. It should be used to connect, stay in touch, share views but not waste time on.

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