

The Effect of Social Networking sites on the academic performance of College Students with special reference to GFGC, Soraba

¹Mohan Kumar M.S.

Research Scholar, Tumkur University
& Assistant Professor

²Ananda Kumar S.

Assistant Professor

³Suraj M.

Assistant Professor

^{1,2}Department of Commerce, Government First Grade College Soraba,
Soraba (T), Shivamogga (D), Karnataka, India

³Department of Commerce, St. Claret College, Bengaluru -560013, India

Abstract

Social networking sites are the part of life in the recent years. The study was conducted to analyse the effect of social networking sites on the academic performance of college students. The study was conducted using the primary data collected through structured questionnaire. The study reveals that most of the college students are using social networking sites for the purpose of communication with their family & friends. It has been found that the social networking sites are improving knowledge regarding product, service & organisation, but they are not affecting the way you speak or write in your everyday life. It is one of the important tools improving the academic performance through E-learning in the recent years.

Key words: social networking, communication, E-learning

Introduction

Social media networking is playing a dominant role in development of information and communication technology. Social media network has created a new world on the internet that has gained the popularity over the last decade. People use social media network like face book, twitter, WhatsApp which create new relationship between people specially college students, family members & society. The present study investigates the impact of social networks on academic performance of college students and find out the way in which social sites can enhance the student academic performance.

Review of Literature

Mohammed Taysar, Fouad Zoghieb & Mohammed Ns Awaldallah in his study investigates the effect of using social networking e.g. face book, twitter, on student engagement in both academic and social aspects.

Megan S& Priscilla Gitimu in his studies titled use of social media by college student's relationship to communication and self concept. The study reveals that there are a lot of college students were using least one form of social networking websites there is correlation between custom of social media & communication with family and friends.

Hakim khalid mehraj, akthar neyaz bhar, hakeem rameez mehraj in his study titles impact of media on society a sociological perspective highlighted a brief definition of media and the effect of media on society. The study shows that media is playing both constructive as well as destructive role on the individual and social life aspects both inclusively and exclusively.

Keol lim & Ellen B meier in their study highlighted that how and why Korean student use social networking sites and their advantages. The result shows that the respondent benefited from their use of social networking sites and the interaction helped to decrease their anxiety in the new culture by providing them with a means of connecting their parents and friends in Korea.

Kuan-yu lin & His-peng lu in their study titled why people uses social networking sites an empirical study interrogating network externalities & motivational theory computers in human behaviour, he found that enjoyment was the most influential factor for the increasing usage of social networking sites among the college students.

A T M shahajahan, kutub uddin chisty in their study titled social media research and its effect on our society the result shows the positive and negative effects of social media on family and friends.

Brady, Holcomb and Smith in their study reveals educational benefits of Social Networking Sites in general and Ning in particular, he studied the graduate distance learners regarding their use of Ning in distance educational courses. The study finds that SNSs provide significant learning benefits in their courses. Ning provides collaborative and communicative platform with peers and colleagues at work place. The results of that study suggest guidance and direction on how best to utilize SNSs to meet the needs of students in distance education courses.

Objective of the Study

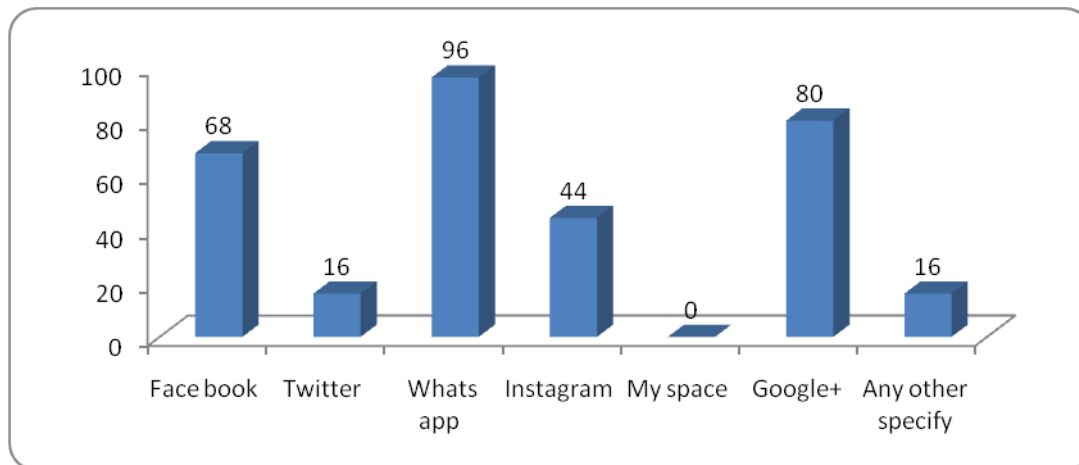
1. To analyse the usage of social media among college students.
2. To analyse the role of social media as a channel of communication with family and friends.
3. To investigate the role of social media in the improvement of academic performance of the college students.

Methodology

The study is based on primary data collected through survey of structured questionnaire using convenient sampling method. The study was conducted among the college students of GFGC Soraba, Soraba Taluk, Shivamoga District, with the sample size of 100 students belonging to different disciplines of the college, the data is analysed using tools like Tables, Graphs, Charts & percentages.

Date Analysis and Interpretation

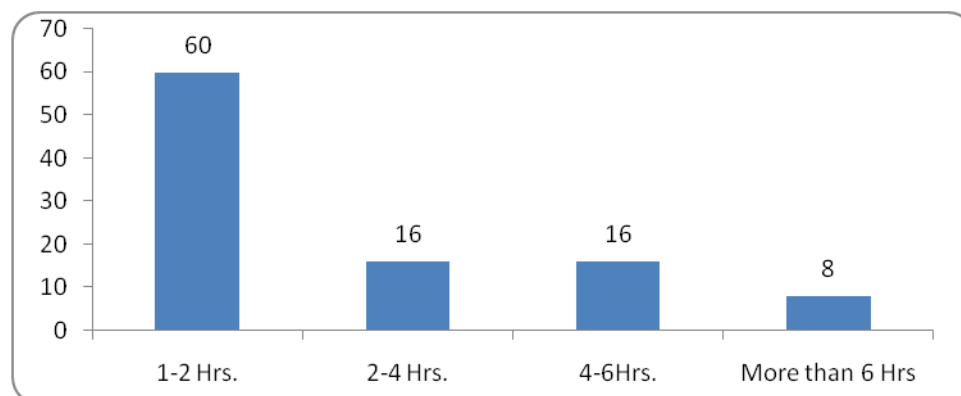
Graph 01: Different Forms of social networking sites used by respondents



Source: Tabulated from the primary data

Above graph shows the different form of social networking used by respondents. The study reveals that the number of respondents using social networking sites like WhatsApp, Google+ & Facebook are 96, 80, & 68 respectively, whereas the usage of twitter and other social networking sites are only 16 respondents. It shows that most number of students are using social networking sites like WhatsApp, Facebook & Google+.

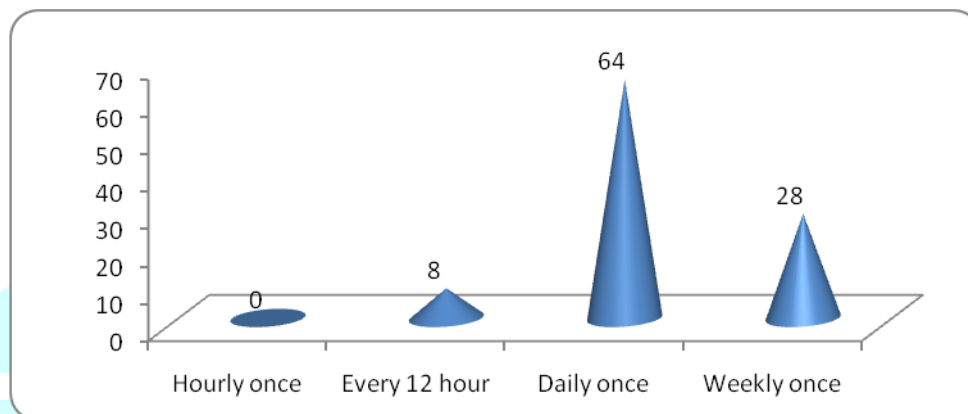
Graph 02: Time spent by respondents in social networking sites



Source: Tabulated from the primary data

The above graph shows the response of college students regarding time spent on social media sites. There are 60% of respondents spending 1-2 Hours on social media every day, 16% of respondents spending 2-4 Hours, 4-6 Hours spending on social media sites & only 8% of respondents spending more than 6 Hours' time on social media sites. It shows that majority of respondents spend minimum 1-2 Hours' time on social media sites.

Graph 03: Frequency of updating to social sites



Source: Tabulated from the primary data

The graph shows the frequency of the respondents posting their status updates, there are 64% respondents are posting their status daily once, 28% of respondents posting their status weekly once & remaining respondents posting their updates every 12 Hours once. It shows that majority of respondents are updating their status daily once on social media websites.

Table 01: Different purpose of using social networking sites

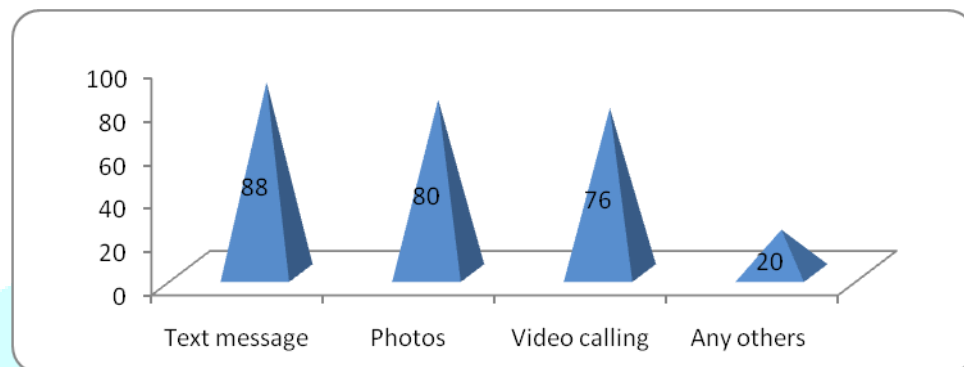
Uses of Social network sites	Response
Downloading music and videos	84
Uploading music and videos	52
Posting photos	60
Chatting	68
Communication with teachers	48
Conducting surveys or quiz	24
Submitting articles to websites	12
Meet new friends	60
Express your ideas with a group	52
Any others	20

Source: Tabulated from the primary data

The table shows the different purposes of using social networking sites in numbers. Majority of the respondents utilize the social networking sites for downloading music & videos i.e., 84. Compared to submitting articles to websites is merely 12. Remaining respondents are using social networking sites

for uploading music & videos i.e., 52, posting photos 60respondents, chatting photos 60respondents, chatting 68respondents ,communication with teachers 48respondents, conducting survey or quiz 24, submitting articles on websites 12, meet new friends 60, express your ideas with a group 52 and any others 20. Hence it is assimilated that the majority of respondents are using the social networking sites for downloading music's&videos merely than any other purpose.

Graph 04:Way of communication in social network sites



Source: Tabulated from the primary data

The above graph shows the Way of communication used on social network sites. The study reveals that 84 respondents use text messages, that of 80 respondents in the form of images& photos, 76 respondents by video calling, & 20 respondents use for other purposes. It shows that majority of respondents are communicating with friends & family members through text message, photos & video calling.

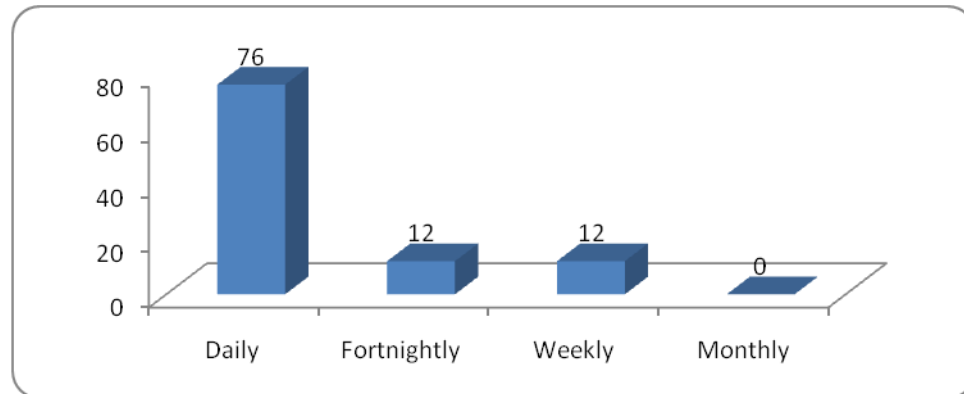
Table 02: View of respondents on use of social networking sites for communication with friends, family &for academic purposes

Sl.No	Particulars	Yes	No
a)	Do you use social network websites to communicate with friends?	96	4
b)	Do you use social network websites to communicate with family?	92	8
c)	Using social networking websites made keeping in contact with friends & family easier?	100	0
d)	Does using social networking websites help you communicate with people face to face better?	68	32
e)	Do you ever use social networking websites to stay in contact with friends & family you infrequently see in person?	88	12
f)	Do you ever use social networking websites to stay in touch friends & family you see often?	88	12
g)	Do you ever use social networking websites to make new friends?	68	32
h)	Have you used social networking sites to impress other users?	32	68
i)	Do you ever find any information regarding your career and academic interest on social networking sites?	100	0
j)	Do you think social networking sites can be effective tool for E-learning?	88	12

k)	Do you think social networking sites are more effective in communicating with your teachers than in actual class?	64	36
l)	Do you think networking sites affect your study timings?	56	44
m)	Do you have more friends on social networking sites as compared to real life?	68	32
n)	Do you prefer to express your ideas& feelings on social networking sites?	60	40
o)	Does social media change your habits in anyway?	64	36
p)	Do you think social media sites improve your knowledge about a product, service or an organization?	96	4
q)	Do you think social networking sites are affecting the way you speak or write in your everyday life?	44	56

The above table shows 96% of respondents use social network websites to communicate with friends, whereas 4% respondents do not. 92% of respondents use social network websites to communicate with family, whereas 8% of respondents do not. 100% of respondents agree that using social networking websites made keeping in contact with friends & family easier. 68% of respondents using social networking websites help you communicate with people face to face better whereas 32% of respondents do not, 88% of respondents use social networking websites to stay in touch with friends & family you rarely see in people whereas 12% of respondents do not, 88 respondents use social networking websites to stay in touch friends & family you see often whereas 12% of respondents do not. 68% of respondents use social networking websites to make new friends whereas 32% of respondents do not. 100% of respondents find any information regarding your career on academic interest on social networking sites. 88% of respondents think social networking sites can be effective tool for learning whereas 12% of respondents do not think social networking sites can be effective tool for learning. 64 % of respondents think social networking sites are more effective in communicating with your teachers than in actual class, whereas 36% of respondents do not. 56% of respondents think networking sites affect your study timings& 44% of respondents do not. 68% of respondents have more friends on social networking sites as compared to real lifewhereas 32% of respondents do not, 60% of respondents prefer to express your idea & feelings on social networking siteswhereas 40% of respondents do not prefer to express your idea & feelings on social networking sites. 64% of respondents will agree that social media are changing your habits in anyway whereas 36% of respondents do not. 96% of respondents think social media sites improve your knowledge about a product, service or an organization whereas 4% of respondents do not think. 44% of respondents think social networking sites are affecting the way you speak or write in your everyday life whereas 56% of respondents do not think social networking sites are affecting the way you speak or write in your everyday life.

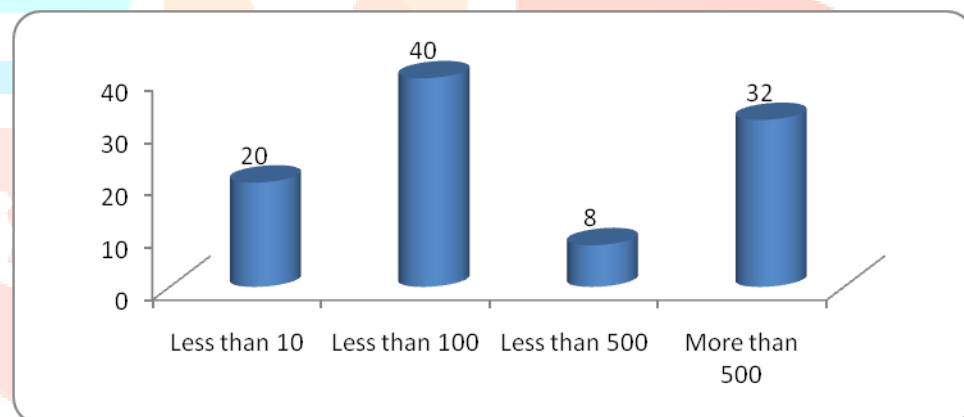
Graph 05: Frequency of communicate with friends & family using social networking sites



Source: Tabulated from the primary data

The study reveals majority of respondents communicate with friends & family using social media networks, there are 76% respondents communicating daily, 12% respondents communicate fortnightly & weekly with their friends & family members. It shows majority of respondents are communicating daily through social media.

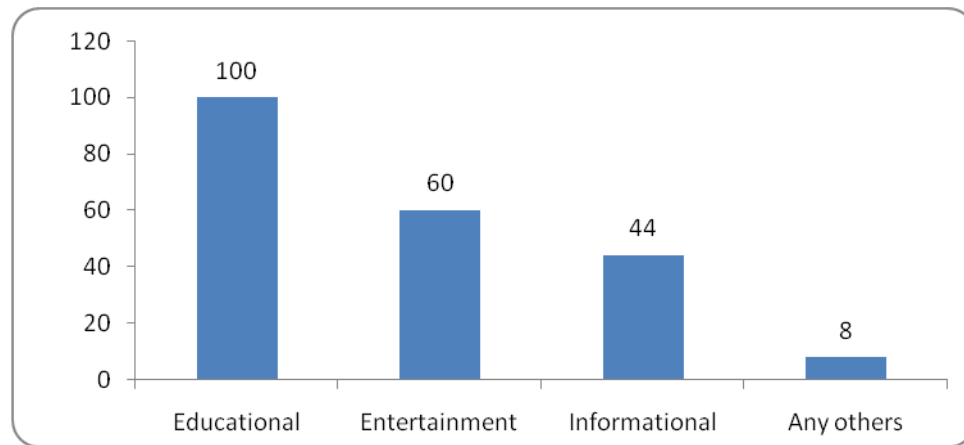
Graph 06: Number of friends on social networking sites



Source: Tabulated from the primary data

The graph shows data on the number of friends made by respondents on social networking sites. Around 40% of respondents have less than 100 friends, 32% respondents are having more than 500 friends on social networks & 20% of respondents have less than 10 friends & 8% respondents have less than 500 friends. It shows that majority of respondents are having less than 100 friends on social networking sites.

Graph 07: Group of communities subscribed to on social network sites



Source: Tabulated from the primary data

The above graph shows the different group of communities subscribed to on social network sites. About 100 respondents are of the opinion that they subscribe social networks for the purpose of education & 60 respondents for the purpose of entertainment & 44 respondents are using for information purposes. It shows majority of respondents are using social networking sites for education & entertainment purpose.

Findings

- Majority number of students are using social networking sites like WhatsApp, Facebook & Google+.
- About 60% of respondents spend minimum 1-2 Hours' time on social media sites.
- Majority of the respondents are updating their status daily once on social media websites.
- More number of respondents are using the social networking sites for downloading music & videos merely than any other purpose.
- 96% of respondents think social media sites improve your knowledge about a product, service or an organization.
- Maximum respondents are communicating with friends & family members through text message, photos & video calling.
- 88% of respondents think social networking sites can be an effective tool for E-learning.
- 40% of respondents are having less than 100 friends on social networking sites.
- 76% respondents communicate daily with friends & family using social media networks.
- 100% of respondents found information regarding their career & academic interest on social networking sites.
- 56% of respondents don't think that social networking sites are affecting the way you speak or write in your everyday life.
- 58% of respondents do not use social networking sites to impress other users.

- 100% of respondents agree that using social networking websites made keeping in contact with friends & family easier.
- 96% of respondents are using social network websites to communicate with friends.

Conclusion

Social networking sites have created a new world on the internet that has gained popularity over the last decade. People use social media network like face book, twitter, WhatsApp, which create new relationship between people specially college students, family members & society. The study reveals that most of the college students are using social networking sites for the purpose of communication with family, friends & academicians. Social networking sites are improving knowledge regarding product, service & organisation, but they are not affecting the way you speak or write in your everyday life. It is one of the important tools for the E-learning in the recent years.

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ANNEXTURE

Questionnaire

The survey is being conducted for the research regarding “Impact of Social Networking sites on the academic performance of college students with special reference to GFGC Soraba”. Your participation will greatly help to obtain the results...

Name:

Gender: Male ☐ Female ☐

1. Choose the different forms of social networking sites currently using

- a) Face book ☐
- b) Twitter ☐
- c) WhatsApp ☐
- d) Instagram ☐
- e) My space ☐
- f) Google+ ☐
- g) Any other specify ☐

2. How much time do you spend on social media sites?

- a. 1-2 Hrs. ☐
- b. 2-4 Hrs. ☐
- c. 4-6Hrs. ☐
- d. More than 6 Hrs. ☐

3. How often do you post status updates?

- a. Hourly once ☐
- b. Every 12 hour ☐
- c. Daily once ☐
- d. Weekly once ☐

4. Why do you use social networking sites?

- a. Downloading music and videos ☐
- b. Uploading music and videos ☐
- c. Posting photos ☐
- d. Chatting ☐
- e. Communication with teachers ☐
- f. Conducting survey or quiz ☐
- g. Submitting articles to websites ☐
- h. Meet new friends ☐
- i. Express your idea with a group ☐
- j. Any others specify ☐

5. In what way do you communicate with friends and family on social networking websites?

- a. Text message ☐
- b. Photos ☐
- c. Video calling ☐
- d. Any others specify ☐

6. How often do you communicate with friends & family using social networking sites?

- a. Daily ☐

- b. Fortnightly ☐
- c. Weekly ☐
- d. Monthly ☐
7. How many internet friends do you have on social networking websites?
- a. Less than 10 ☐
- b. Less than 100 ☐
- c. Less than 500 ☐
- d. More than 500 ☐
8. What kind of communities do you subscribe to on social network sites?
- a. Educational ☐
- b. Entertainment ☐
- c. Informational ☐
- d. Any others ☐

Answer the following questions with tick mark

Sl.No	Questions	Yes	No
a)	Do you use social networking websites to communicate with friends?		
b)	Do you use social network websites to communicate with family?		
c)	Using social networking websites made keeping in contact with friends & family easier?		
d)	Does using social networking websites help you communicate with people face to face better?		
e)	Do you ever use social networking websites to stay in contact with friends & family you infrequently see in person?		
f)	Do you ever use social networking websites to stay in touch friends & family you see often?		
g)	Do you ever use social networking websites to make new friends?		
h)	Have you used social networking sites to impress other users?		
i)	Do you ever find any information regarding your career and academic interest on social networking sites?		
j)	Do you think social networking sites can be effective tool for E-learning?		
k)	Do you think social networking sites are more effective for communicating with your teachers than in actual class?		
l)	Do you think networking sites affect your study timings?		
m)	Do you have more friends on social networking sites as compared to real life?		
n)	Do you prefer to express your ideas& feelings on social networking sites?		
o)	Do you think social media is changing your habits in anyway?		
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q)	Do you think social networking sites are affecting the way you speak or write in your everyday life?		