

STUDENT'S PERCEPTION ON SOCIAL MEDIA AND IMPACT ON THEIR EDUCATION

¹Pritesh Pawaskar, ²Shirish Penkar, ³Prof. Shravani Pawar

¹Student, ²Student, ³Professor

¹(MCA, BVIMIT, Navi Mumbai, India),

Abstract: Social media sites are becoming universal, impacting the social and traditional stuff of our society. It has changed the way we connect, interact and socialize. Internet is a very influential platform that has changed the way people ensure things. Social networking site is a wonderful revolution in the Internet age whereby people are interconnected in the global network society. Indian internet users spend more than 20 minutes online each day. Social media has a great effect on people's life and lots of students are spending more times on social networking sites. Recent research has discussed the opportunities associated with the use of social media tools in the education, but has not examined the perceptions. Students themselves know about its usefulness in enhancing their educational experience. This research explores students' perceptions of social media as an effective teaching tool. Findings reveal honesty to using social media in education, uncover interactive and information motives for its use, and offer theoretical and teaching implications

Key Words: Social media, perception, Social networking sites

I. INTRODUCTION

Lately, the world has been molded and restructured by the development of the Internet. The reformist evolution of the Internet has made it become the most popular communication medium. A large percentage of the people in the world is connected by social networks through the Internet. Social networking sites are the technical tools which are being used by users as platform to generate eventually mutual relationships for personal benefits or academic purposes. Social Sites cannot be underestimated or discard because no other communication medium which has given an international and globalized audience and dimension to the world like it. From a global perception, the number of social networking sites is used as a channel for transforming multiple areas of knowledge. The users interact with others, raise discussions about new topics, exchange information about their benefits, follows news about specific topics on different SNS's. The youth now uses the sites for majority of their daily activities and gathering of information, in opposite to older generations who used television and newspaper as resources. Social media is studied as an educational context; they are part of a virtual learning environment. The classroom is shifting in time and space with e-learning. The wide use of social networks for learning purposes makes this study imperative. SNS is an important part of this virtual learning environment where the classroom is shifting in time and space. Many people use facebook or similar sites, their mails and maybe messaging constantly run in the background while they are studying.

II. LITERATURE REVIEW:

The increase in the use of Social Networking Sites has become a global spectacle in the last few years. Young teens have embraced these sites as a way to connect to their peers, friends to share information, relevant personalities and show case their lives. The increase of technology which is used for communicating with each other and the popularity of the Internet, SNS has become which is primarily on the network with sites like Facebook, WhatsApp and many more. A lately observed survey showed that approximately 90% of teens in the INDIA have Internet access, and about 70 % of these teens use the Internet more than once per day. The study also shows that among half of all teens who have Internet access are part of social networking sites, and use the net to make plans and socialize with their friends. Their performance must be scanned very carefully keeping in mind all the factors that negatively or positively affect their academic performance. The age of technology such as net is one of the important factors that can influence the education of students positively or adversely. Shah (2001) proposed that student users are affected by the internet and this impact is determined by the type of internet age. Positively they are affected by the informative use of internet while having drastic impact of recreational use of internet on them. The internet is advantageous to both teachers and students if used as a knowledge tool to create and disseminate. Multiple studies have been done regarding social networking and grades. The research state that 62% of heavy users received high grades, compared to the 64% of light users. Most studies believe that students doing multi-task between social sites and homework are likely to have 20% lower grades than a student who does not use a networking site. It is also states that even running a SNS on the background on a student's PC while studying or doing homework could lower a student's grade. While, the researchers have found a positive association between SNS and use of internet and academic performance of the student. Students, using net significantly, scored more in reading test and had good grades as well. Student's use of social networking continues to create challenges and issues for higher education professionals and keeping up-to-date of these challenges has proved difficult because of the speed at which new technologies are being introduced. There is

evidence that bigger education institutions have taken initiatives in disclosing information about online networking effect on their students. The study of Social networks in relation to its impact on academic performance of the students.

III. PROBLEM STATEMENT:

People especially students are attracted and their attention is drawn completely by the social networking sites in the last decade or so. The research studies carried on by the researchers came up with the data that about 80 to 90% of the students are involved actively in any one or the other social media. The report by Boyd states that the students and teenager are using social media to interact with their friends, colleagues for sharing information and reformulate their personalities.

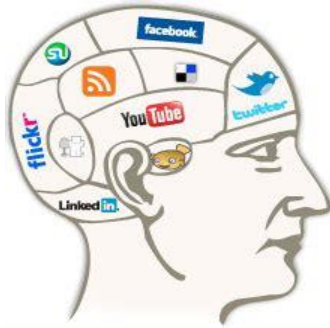


Fig 1: Various social media sites student spends time on.

The issue of the success of using social networking, the first question raised in this study is: for what purpose is the student using social networking? Research on this will start to disclose social networking sites are simply part of how students interact with each other with no outward impact on grades.

The main objective of this research is to expand on previous research, explore the relationship between the effects of social networking sites and students' studying efficiency, and to determine if social media interfering with students' academic lives.

Most students in India spend their quality time on social media sites although it is regarded as posing challenger to students like security and safety worries, less productivity, anti-social behavior, waste of technology, etc. Hence, this study aims at investigating the student attitude towards social media and aims to fill apparent gap in research.

IV. OBJECTIVES :

Students have no clear opinion about their control over Social Networking Sites during usage. The objectives of the study are:

- To explain the conceptual understanding of social networking as they mainly use these Social Networking Sites for communication
- To determine the perception of social networking used in academic purposes in India as that social networking sites have the ability to be the preferable tool for students' communication and interaction.
- The values for awareness and use were particularly high, indicating that there is an absence of some particular mistrust that would stop the students from using them.
- There should not be any obstacle preventing them from considering that their use could offer some type of benefit with interaction and about its trustworthiness.
- To identify the students' perception on social networking in India.

V. RESEARCH METHODOLOGY

This study used both primary and secondary sources of data. The secondary data were from the literature review described above. The primary data was collected through a questionnaire prepared to randomly select respondents representing a sample of university students from various academic institutes. The research can be designed and fine-tuned the survey instrument, and obtain the opinion of administrators, instructors and students on which topics to include. This study is part of a research project approved by the university's research arm. The target students represented a homogeneous mix (male or female), different age groups (older or younger than 20 years of age) and disciplines to sufficiently preserve optimal diversity within the collected data required for subsequent analysis. The questionnaire can be pre-tested on many university students from various majors. The questionnaire can then have revised by several senior university faculty members, who, specializing in sampling and questionnaire design, made modifications to enhance clarity. The questionnaire can then pilot tested, using a version that contained the questions in English languages, to provide a survey questionnaire in dual languages for ease of understanding. Based on the target numbers, copies of the questionnaire were then to be distributed to students by college administrators trained to facilitate data collection.

The questionnaire is divided into four parts:

In the first part, students were requested to respond to general questions about their gender, age, and field of specialization. Students are also asked about their level of association with the Internet and social media use.

The second part provided more specific questions on the types of social media students' use, the purpose for which they use social media, availability of social media platforms at the university, and their preference on the integration of social media in learning.

The third part addressed questions related to students' perspectives on the benefits of social media use in learning.

While the fourth part focused on their views on the negative aspects related to social media use in learning. Completed responses were collated and submitted pages. A statistician was engaged to ensure that processing of data was done properly. Data were coded and processed into SPS, a statistical package system. The data were explored both for their descriptive statistics (i.e. calculation of percentage distributions, frequency distributions, calculations of averages, and coefficient of variation as per need) and inferential statistics (i.e. level of significance, t-test, z-test, correlation and regression and classification analysis).

The study is an analytical one based on the sample survey method employing both primary and secondary data. Survey method involves description, secondary analysis and interpretation of the condition that exists and also some type of contrast and comparison that may attempt to discover the relationship that exists between the existing and the non-existing variables.

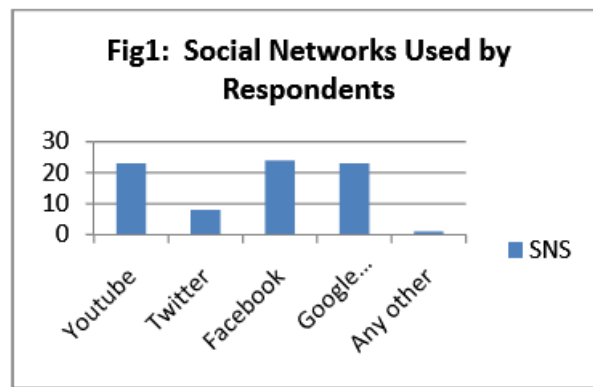


Fig 1: Frequency of Social Media Platforms used daily by Students.

- A. Research Design: -To analyze the students' attitude towards Social Networking Sites descriptive research design was used. Primary data was collected with the help of close ended questionnaire.
- B. Sample Design: -Our target population involves the student users of Social Networking Sites. 100 students can be selected through convenience sampling.
- C. Tools: - The statistical tools used are simple percentage, descriptive analysis and ranking technique.

VI. RECOMMENDATION :

The recommendations made in this section were derived from the conclusions about the findings of the study:

- i. The researcher recommend creating awareness of applications that are academic oriented so that students can make use of them whenever they are online.
- ii. The teachers should be encouraged to embrace the use of technology aided devices like tablets so that students can emulate the teachers in positively using technology for academic purposes as the main objective of the devices.

This will go hand in hand with the creation of awareness on the availability of academic applications as highlighted on the above point. iii. Teachers should be encouraged to interact with the students on SNS by for instance having a group on WhatsApp platform where they exchange views about a particular subject even when they are on holiday. The students need to be made aware through forums on the need to manage their time especially while visiting social sites since many of them become so much addicted at the expense of study time. On this part they would be informed on better ways of still visiting the sites but for the right purposes-academic.

Recommendations for further research

- i. The researcher thrive for an in depth study of the performance variance of a student over time when he/she was using and when he/she was not making use of SNS.
- ii. A study could also be done on the impact of SNS on academic performance of students in the rural areas and compare the findings with the ones in the urban areas

VII. CONCLUSIONS :

Most of the college students are familiar with the social media and social networking sites. They make use of different types of media tools for both academic and non-academic purposes. The good thing is that they are using the social media positively by using it positively by learning something from it. This is stated since the fact that the research indicates that a large number of students use social media for their studies for more than one course. With a similar number of students wanting to use social media as a tool while learning in universities. Moreover, the top two category for using social media tool is related to learning. The second highest is 'Information Search' and the third highest is 'Learning'. Approximately 77% of the students are a combination of information searching and learning. This union represent a proportion which is very close to the highest category. Most student agree that social media is a learning tool but they are still not aware of their disadvantages. According to a survey the outcome result was that females are more inclined towards use of social media than the male. This will help us in strategizing and implementation of social media tools.

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