USAGES PATTERN OF SOCIAL NETWORKING SITES AND ITS IMPACT ON ACADEMIC ACHIEVEMENT OF POST GRADUATE STUDENTS

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Abstract

Social networking sites now a days becomes necessities for living in a society. It makes us aware about what is happening arounds us and with our kith and kin. This study was conducted to determine the usages pattern of social networking sites and its impact on academic achievement of post graduate students. The present study comes under ex-post facto research method. The researcher selected hundred post graduate students of Ramadebi university and Ravenshaw university by using random sampling technique and developed questionnaire for collection of data.

OBJECTIVES

1. *To study the usages pattern of social networking sites of post graduate students.*
2. *To examine the impact of social networking site on learning achievement of post graduate students.*

The major findings of the study are:

- *There is no statistically significant difference was found between group means as determined by one-way ANOVA (F(3,96)= .623, P=.602) post graduate students for their achievement with reference to their time spent on social networking sites.*

- *There is no statistically significant difference was found between group means as determined by one-way ANOVA (F(2,97)= 2.016, P=.139) post graduate students for their achievement with reference to purpose of using social media .*

- *There is no statistically significant difference was found between group means as determined by one-way ANOVA (F(4,95)= 2.127, P=.022) of post graduate students for whether social networking sites affects their study or not .*

The educational implication of the study the findings of the study have implication for teachers, students, parents, administrators and community members. The study created awareness among the post graduate students.

KEY WORDS- usages, social networking sites, academic achievement, post graduate students

Introduction

Social networking sites is a platform which allows people to connect with each other despite of having geographical differences, common cultures, common values. They share some common interest. A social networking site is an online platform that allows users to create a public profile and interact with each other. All around the world, online web-based media characterized as electronic devices that permit clients to interface with one another here and there by sharing data, suppositions, information and interests on the web, is forming human cooperation variedly. At first web-based media was utilized for making on the web companions, creating connections, business contacts and communicating with worldwide masses (Smith and Anderson (2018). The internet is more than just a means of searching information. It tends to be utilized to interface with others for business or business purposes, to make new companions, or to bring back old companions and tragically missing family members. The most recent illustration of new correspondence innovation generally utilized by understudies is web-based media, otherwise called Social Networking Sites (Mushtaq (2018)). The development of social media simplified the process, because they do not call for advanced internet knowledge or experience, and are made up of a wide array of different formats and topics. This means that anyone can connect through social media (Sudha and Kavitha (2016)).

According to Aseman and Edegoh (2012), social networking sites include- Twitter,

yahoo messenger, facebook messenger, whats app messenger, Skype, 2go messenger,

google talk, google messenger, iphone and androids. These networking sites are used by

most people to interact with old and new friends, physical or internet friends.

Ellison and Boyd (2007) define social network sites as web-based services that allow

individuals to construct profiles, display user connections, and search and traverse

within that list of connections. A social media is an online service or platforms that focus on facilitating the building of social network among people who share interest,

activities and background on real life connections. It is a website that allows users to

share information within a selected group.

The use of social media has grown rapidly in recent years. Workers are not the only ones using it. There is a sharp increase in the use of social media by students or the educational society (Raut and Patil (2016)). Social Networking Sites such as Facebook is one of the latest examples of communication technologies that have been widely studied. They have the potential to become an essential resource to support their educational communications and collaborations with faculty (Badria et al. (2017). Neal (2012) stated that the term social media relates to the many easy-to use services that anybody can use to interact with other people online such as Facebook, YouTube, Blog, Twitter and so on and so forth. Therefore, using social media easy and simple services enable us to create online presence very easily as signing up for Facebook and Twitter account, subsequently create our own content on the web within minutes. Besides that, academic achievement is the ability of student to study and remember facts and being able to communicate his/her knowledge orally or in written form even in an examination condition.

Review of related literature

(Raut and Patil, 2016). With such broad acceptance, there is no surprise that social media have affected the way people live and socialize. Social Networking Sites such as Facebook is one of the latest examples of communication technologies that have been widely-adopted by students and, subsequently, have the potential to become a valuable resource to support their educational communications and collaborations with College. Social media has become a part of our daily lives. If social media is used in a positive way, it can help students and youth to get knowledge that can be used to improve their academic performances.

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media addiction as the excessive use of the internet and the failure to control this usage which seriously harms a person's life. Many concerned parents have expressed grave concern that they could hardly get the attention of their children and wards, as they seem to have been carried away by the fascinating world of social networks. Some youths are such social freaks that theyhave now carved out for themselves a world of fantasy and illusion for detached from reality. The reason students are performing poorly in school these days might not be farfetched. Some are so carried away that even as they are walking along the high way, they keep chatting. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. The youths have made the social media their top priority and continued to need more usage in order to feel satisfiedThe social media engages students and have to be examined as entrepreneurs of understanding. The interactive character of online conditions has extended with social networking which improved usage of Websites that has become a worldwide phenomenon. Teens and teenagers have especially recognized these internet sites to be able to contact their peers, share information, reinvent their personas, and showcase their social lives (Nicole Ellison, 2007). According to Khan U (2009), social media users often time experience poor performance academically. Similarly, Englander, Terregrossa & Wang (2010) posit that social media is negatively associated with academic performance of student and is a lot more momentous than its advantages. Internet addiction consequently gave rise in internet usage within the last couple of decades. Kuppuswamy and Shankar (2010), who argued in their study that social networks distracts the attention and concentration of the students toward learning and converts it towards non educational activities such as useless and unnecessary chatting, there have been several studies conducted afterwards whose findings are contrary to this claim. For instance, the study conducted by Jain, Verma, Verma and Tiwari (2012), titled "the impact of social networking in promoting education'' revealed that students benefit from chatting with other students, teachers and external sources to acquire knowledge. Also, Yunus and Salehi(2012), argued in the same direction that students gained more vocabulary, improved their writing skills and reduced their spelling mistakes through social media usage.

According to Junco al et (2010), social media are a gaggle of internet websites, services, and practices that support collaboration, community building, participation, and sharing". The growing dimension of the utilization of social media among the youth of today can't be over emphasized. Over the years, social networking among second cycle students has become more and more popular. It is how to form connection not only on campus, but with friends outside of faculty . Social networking may be a way that helps many of us feels as if they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of scholars aren't being suffering from what proportion time is spend on these sites (Choney, 2010). According to Lenhart et al., (2010), about 57% of social network users are 18-29 years old and have a private profile on multiple social media websites. In a study by Pempek, Yermolayeva, and Calvert (2009), the quantity of your time spent daily on social network sites varied greatly. However, an analysis of the info indicated most participants spent approximately thirty minutes a day socializing, mostly during the evening hours between 9p.m to 12a.m students spent a mean of forty seven minutes a day on Facebook. More than 50% of school students continue a social networking sites several times each day (Sheldon, 2008). Quan-Haase and Young (2010), found that 82% of school students reported logging into

Facebook several times each day . Younger students attended use Facebook more frequently than older students to stay in-tuned with friends from high school or from their hometown (Pempek et al., 2009). Many researchers like Choney (2010), San Miguel (2009) and Enriquez (2010) studies on students' use of the social media sites revealed a negative effect of the use of social media sites on students' academic performance. Nielsen Media Research study conducted in June 2010 stated that nearly 25% of students' time on the web is spent on social networking sites (Jacobsen & Forste 2011).The American Educational Research Association conducted a search and declared at its annual conference in San Diego California (2009), that social media users study less and generate lower grade (Abaleta et al, 2014). San Miguel (2009), focused on the connection between time spent on Facebook and therefore the academic performance of scholars . The overall findings indicated "more time on Facebook equals slightly lower grades". In his study, the typical facebook user had a GPA of three .0 to 3.5, while the non facebook user had a GPA of three .5 - 4.0. Also, the typical facebook user study for 1 – 5 hours per week, while the non facebook user would study 11 – 15 hours per week Enriquez (2010), revealed that students who multi-task between social networking sites and residential work are likely to possess 20% lower grades than a student who doesn't have a social networking site. He believes that even running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. He believes that "the problem is that the majority people have Facebook or other social networking sites, their e-mails and can be instant messaging constantly running within the background while they are completing their tasks" Choney (2010), in watching the time spend on facebook and its effect on academic performance said a user of Facebook has a mean "GPA of three .06, while non users have a mean GPA of three .82". Furthermore, a study conducted by Karpinski and Duberstein (2009), of Ohio Dominican university on college students who use social network have significantly lower mark averages (GPAs) than people who don't . They also mentioned that among various unique distractions of each single generation, Facebook remains a big distraction of current generation.

According to Khan (2009), facebook users often time experience poor performance academically. Similarly, Englander et al., (2010), posit that social media is negatively related to academic performance of student and may be a lot more momentous than its advantages. According to Kubey et al., (2010), impairment of educational performance and internet dependency are correlated by utilizing synchronous communication programme including websites and forums. Jocabsen and Forste (2011), found a negative relationship between the utilization of varied media, including mobile phones, and self-reported GPA among first year university students within the us . In Taiwan, Yen at el. (2009), identified an association between mobile use and respondents and report that respondents have allowed phone use to interfere with their academic activities. Similarly, Hong et al. (2012), reported that daily use of mobile phones is correlated with self-reported measure of educational difficulty among a sample of Taiwanese university students. In a survey of Spanish high school students Sanchez-Martinz and Otero (2009), found a correlation between "intensive" mobile use and faculty failure. However, other studies like Ahmed and Qazi (2011), Hanqittai and Hsich (2010), Pasek and Hanqittai (2009), conducted on an equivalent topic revealed no correlation between social media and students' academic performance. A study conducted at Whittemore school of Business and

Economic on one thousand, 127 students revealed that there's no correlation between what proportion time is spent on social networking sites and grades (Martin, 2009). Again, University of latest Hampshire (2010) study also revealed that students' use of social media sites don't affect grades. A recent survey showed that approximately ninety percent of teens within the us have Internet access, and about seventy-five percent of those teens use the web quite once per day (Kist, 2008). This study also showed that approximately half all teens who have Internet access also are members of social networking sites, and use the web to form plans and socialize with friends (Kist, 2008). In September 2005, out of the entire adult internet users (18-29 years) 16% were using social networking site but this percentage increased to 86% in May, 2010

Statement of the problem

Social networking sites been used mostly among the students for its easy accessibility and functions to keep in touch with the people around and exploration of knowledge and sharing content with each other therefore it was a great importance to explore some of the trending issues facing students' academic performance as a result of social media. So, the investigator has undertaken his study to explore the impact of networks onstudents. Keeping in view the nature of the study, the title is framed as "**Usage Pattern of Social Networking Sites and Its impact onAcademic Achievement of Post Graduate students"**

Rationale of the study

Academic excellence plays an important Role in an individual's life; be it in the family, at social gatherings, at workplace, in an institution or even among peers. Much emphasis is placed on academic excellence because of the role it Plays in an individual's life as far as a successful life and respect is concerned in every part of the world. (Nonyelum and Celestine,2019) found that the student engages in social media does not have any significant impact on the student academic performance. (Leach and Ortia,2019), Acknowledged four big returns of social networking sites usage for students in higher education entailing Development of collaborative abilities, enlightening of learning motivation, enhancing in Relationship, and offering the personalized course material. (Ashew ,2015), found that the use of social media sites had Affected academic performance of the respondents negatively and that there was direct Relationship between the use of social media sites and low academic performance.

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The investigator has gone through many related studies and has found that many studies has been conducted on impact of social media on study habits of students but there is a few study conducted on Usage Pattern of Social Networking Sites and Its impact on Academic achievement of Post Graduate students

OBJECTIVES

3. To study the usages pattern of social networking sites of post graduate students.
4. To examine the impact of social networking site on learning achievement of post graduate students.

HYPOTHESES

H_{01}. There is no significant difference between the achievement of the post graduate students relation to their time spent on social networking sites.

H_{02}. There is no significant differences between the achievement of the post graduate students in relation to their purpose of using social networking sites.

H_{03}. There is no significant differences between the achievement of the post graduate students in relation to their types of using social networking sites.

Methodology

POPULATION AND SAMPLE

All the post graduate students of Odisha was the target population of the study. The accessible population of the study consists of all the post graduate students of Ravenshaw University and Ramadevi women's University. 100 post graduate students of both the university was selected as sample of the study by following stratified random sampling procedure.

TOOLS USED

Selecting appropriate and useful measuring instruments is critical to the success of any research study. The researcher will require many tools and techniques that may vary in their complexity, design, administration and interpretation. Each tool or technique is suitable or appropriate for the collection of certain type of evidence or information. There are two basic ways to obtain the measures or tools and techniques for a study: to use one that has already been developed or constructing one's own tool. The major point is, the researcher has to select from the available tools or construct one, which will adequately provide data for fulfilling the objectives and to test the hypotheses. For the present study self-made questionnaire will be used.

STATISTICAL TECHNIQUES USED

After the collection of data, the scores were analyzed and interpreted through appropriate statistical techniques:

   a) Percentage analysis
   b) Analysis of variance

PROCEDURE OF DATA COLLECTION

In the present study the investigator will collect data personally collect from respondents. The investigator will create goggle form. The investigator will send goggle form in WhatsApp and through email. All the necessary instruction will be provided to fill the questionnaire.

PROCEDURE OF DATA ANALYSIS

Both qualitative and quantitative techniques and norms will be used for data analysis of data. The investigator will use Anova test and percentage analysis to analyse and interpret the collected data.

Findings

There is no statistically significant difference was found between group means as determined by one-way ANOVA ($F(3,96)= .623, P=.602$) post graduate students for their achievement with reference to their time spent on social networking sites. Hence, the null hypothesis "There is no significant between the achievement of post graduate students with reference to their time spent on social networking sites" is retained.

There is no statistically significant difference was found between group means as determined by one-way ANOVA ($F(2,97)= 2.016, P=.139$) post graduate students for their achievement with reference to purpose of using social media . Hence, the null hypothesis "There is no significant between the achievement of post graduate students with reference to their purpose of using social media" is retained.

There is no statistically significant difference was found between group means as determined by one-way ANOVA ($F(4,95)= 2.127, P=.022$) of post graduate students in types of using social media . Hence, the null hypothesis "There is no significant difference between the types of using social media and academic performance" is retained

Percentage analysis
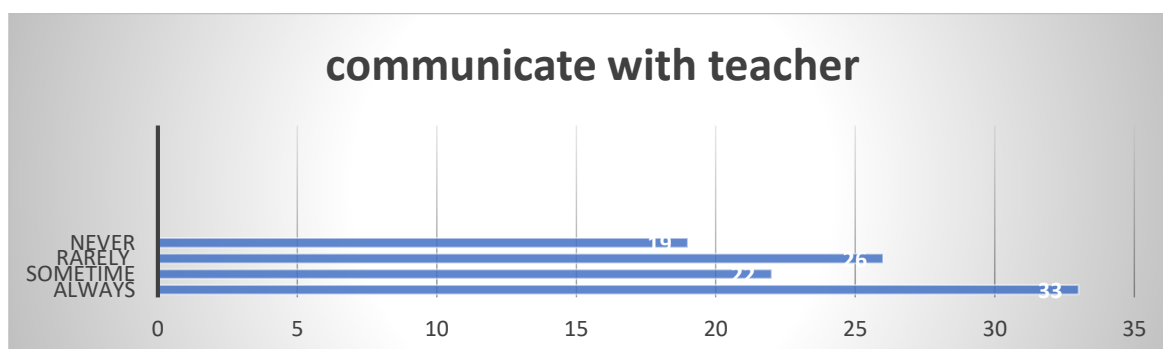
it shows that 33 percentage of students always use social media for communication with teachers, while 26 percentage respond that they rarely using social media for communicating with teacher , 22 percentage students respond that they use sometime social media for communicating with teacher , 19 percentage of students respond that they never use social media for communicating with teachers.
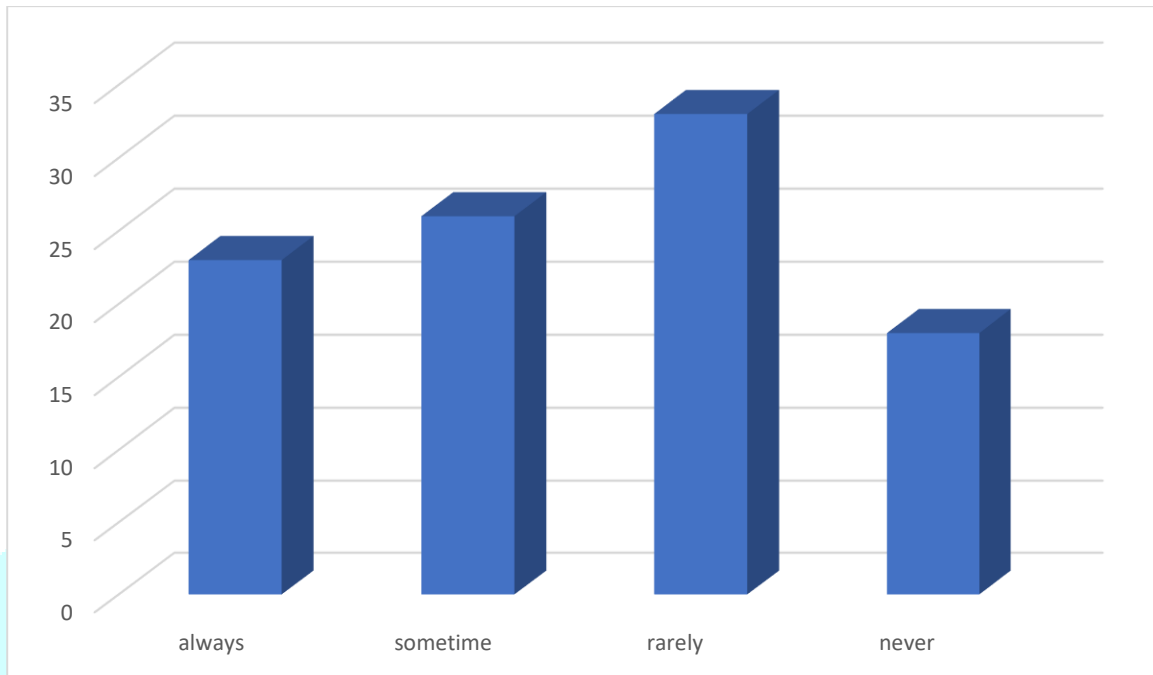

it deals with whether students avoid study for chatting. it shows that 33% students respond that they rarely avoid study for study, while 26% students respond that they sometimes avoid study for chatting, 23% students respond that they always avoid study for chatting , 18% students respond that they never avoid study for chatting.
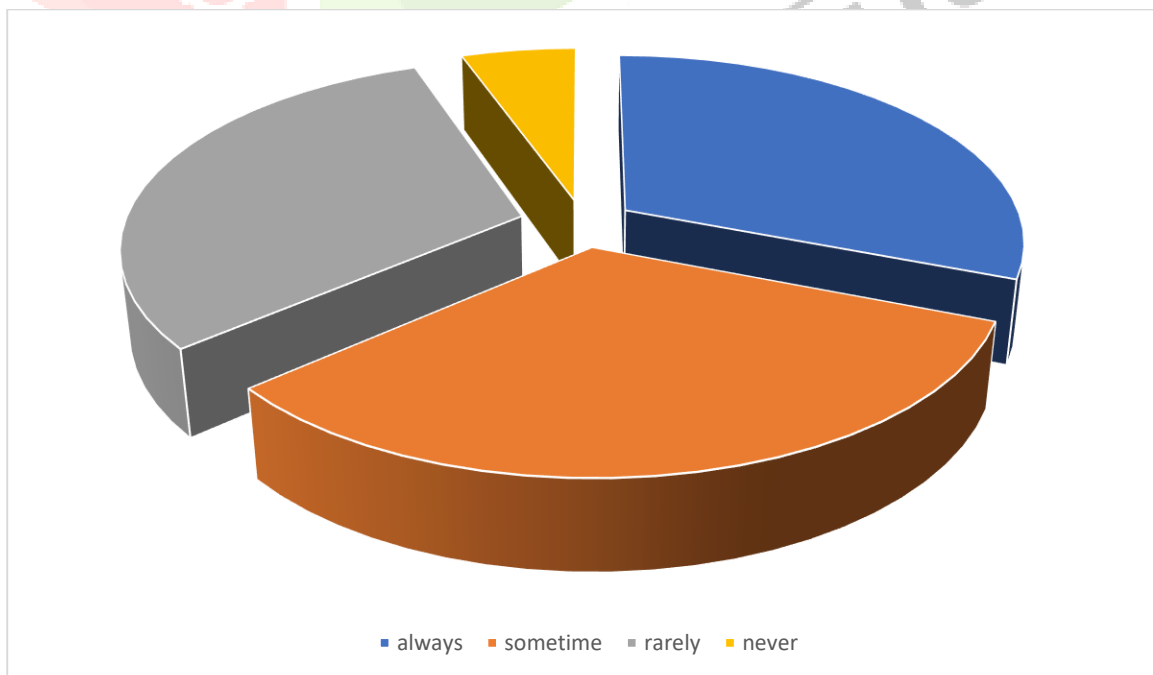
it deals with whether students use social during time of study or not. It shows that 24% students respond that they sometime use social media during time study while 34% students respond that they always use social media during study .24% students respond that 36% students respond that they rarely use social media during time of study , while 6% students respond that they never use social media during study.
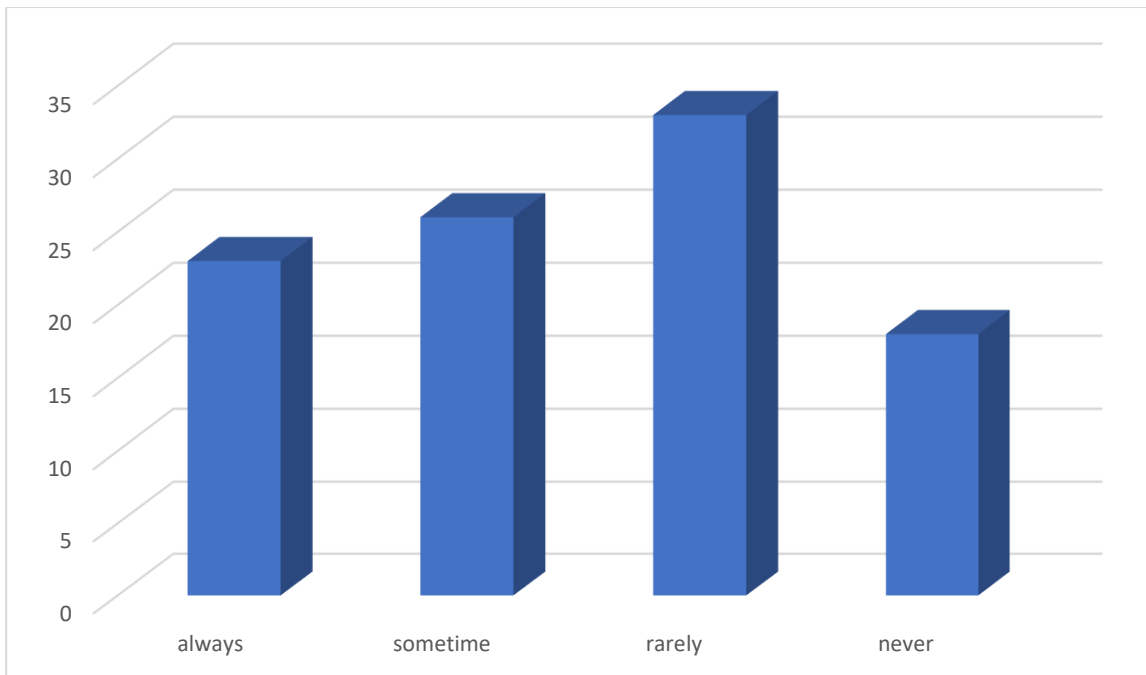

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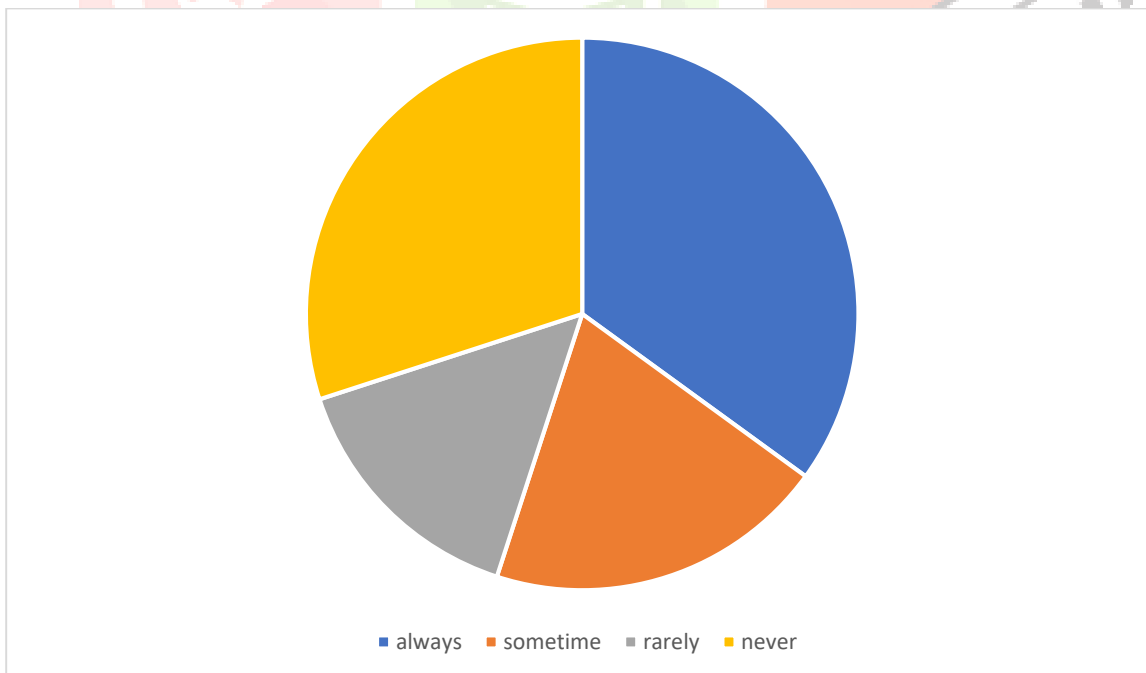
it deals with using social media for discussion about study. It shows that 35% respond that they always use social media for discussion about study, while 30% students respond that they never use social media for discussion about study. 20% students respond that they sometime use social media for discussion about study, while 15% students respond that they never use social social media for discussion about study.

TIME SPENT ON SOCIAL MEDIA
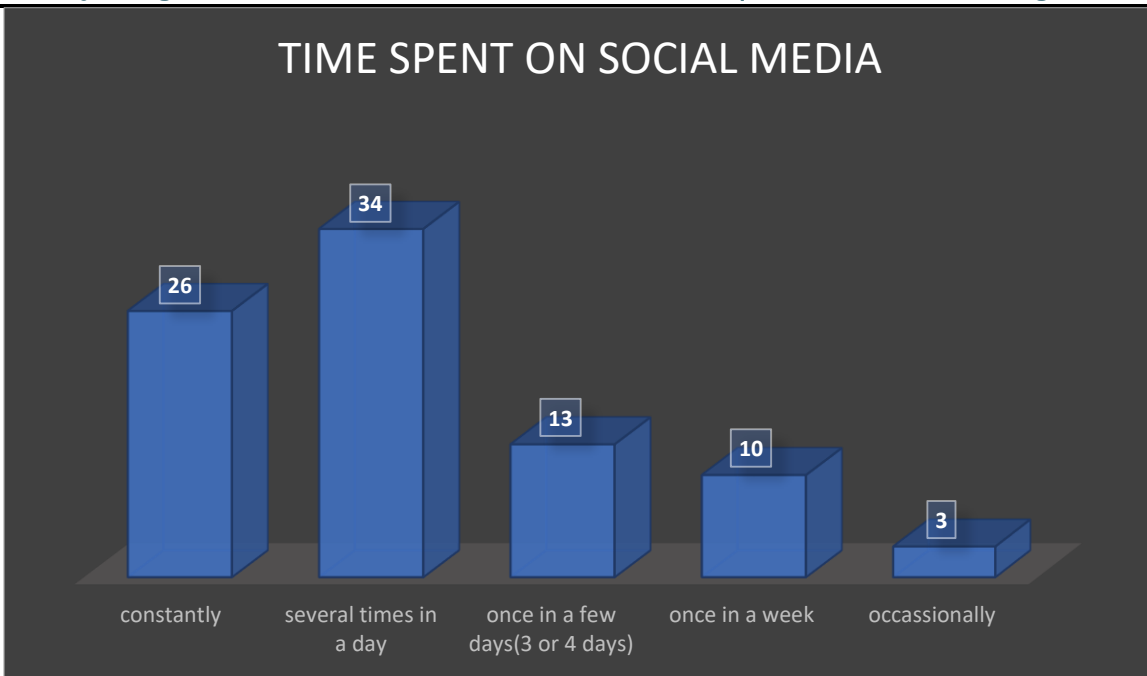
it deals with log in information of social media. It shows that 34% students respond that they log in several times in a day, while 26% students respond that they log in constantly in social media. 13% students respond that they log in once in a day on social media, while 10% students respond that they log in once in a week on social media. 3% students respond that they log in occasionally on social *media.*
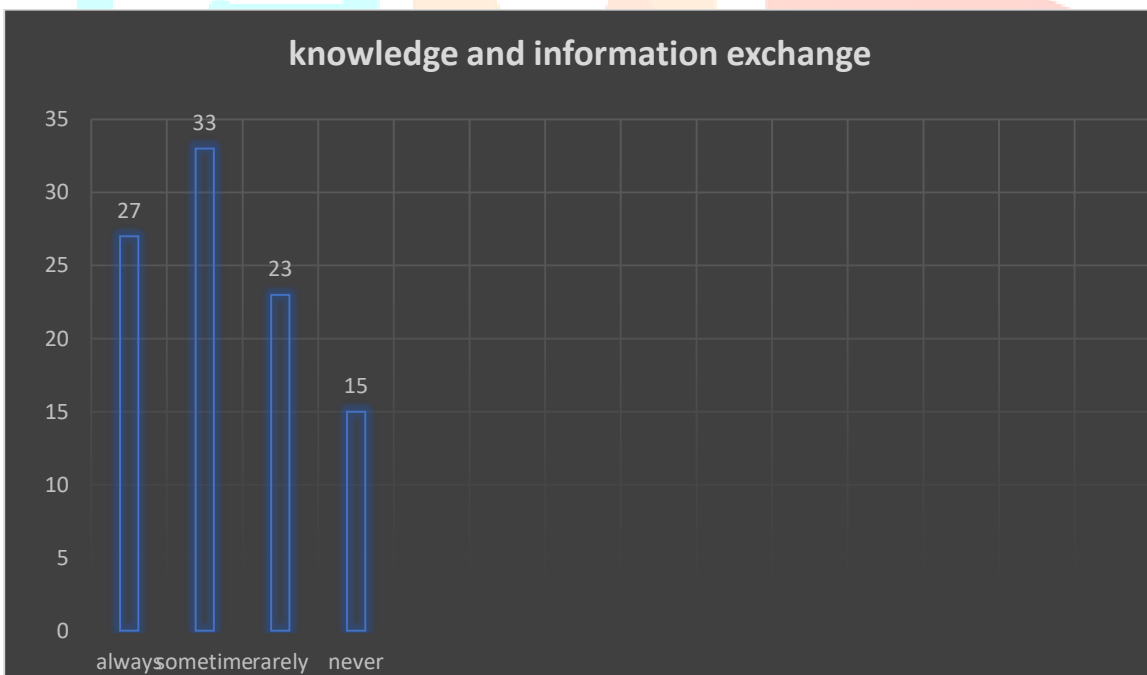
it deals with exchange knowledge and information with classmates. It shows that 33 percentage of students sometimes use social media for exchanging knowledge and information while 27 percentage of students are always using social media for exchanging knowledge and information with classmates , 15 percentage students are never using social media for exchanging knowledge and information with classmates and 23 percentage students rarely using social media for exchanging knowledge and information with classmates.

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