IMPACT OF SOCIAL MEDIA ON PG STUDENTS ACADEMIC PERFORMANCE: A STUDY

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Abstract:

The present study was focus on impact of social media on PG Students Academic Performance: A Study. The main objectives of this study is to investigate the impact of social media on PG students in universities and different aspects associated with it, such as using of social media, types of social networks, purpose of using for academic work and so on etc. this article also describe that many of the respondents spend to an hour or more to visit their social networking sites, many of the users also use the sites several times in a day.

Keywords: Social media, Universities, Google, Facebook.

Introduction

Today the Internet has taken a firm place in people's lives. It is difficult to imagine a young man who at least once a day did not check for updates in social networks and did not leaf through the news lines. The modern reality requires us to stay in touch and keep abreast of the latest news and trends. However, does this trend affect the performance of students? When social media such as Facebook, YouTube and Twitter appeared, our world was divided into online and offline. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people. With their help, we can communicate with each other, even on different continents, listen to music, read books, look at photos and much more. Social media have greatly simplified our lives and tightly tied to ourselves.

Social Media

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Objectives

➢ To find out the awareness and use of social network sites

➢ To identify the purpose of using social media.

➢ To know the problems being faced by the users.

➢ To study which type of information resources referred for social network sites.

➢ To know the satisfaction level of social media network.

Hypotheses of the study

➢ Majority of the users are aware and using of social media.

➢ Majority of the respondents are using social media for academic purpose.

➢ Most of the users facing problems by slow internet connection for social media.

➢ Majority of the respondents are using PDF files for social network sites.

➢ Majority of the respondents satisfied with social media network

Scope and limitations of the study

The topic selected for the present study is "IMPACT OF SOCIAL MEDIA ON PG STUDENTS ACADEMIC PERFORMANCE : A STUDY". Due to the limitations of time and cost involved the scope of the topic is restricted to a population i.e. PG final year students of S.V.University in Tirupati.

Sample selection

Questionnaire method has been adopted for collecting data from the P.G.final year students of Sri Venkateswara University, Tirupati. 200 questionnaires were distributed to the randomly selected students out of 196 responded.

Collection of data and presentation of data

To this study, the questionnaire method is mainly used for collection of data the questionnaire is prepared for the collection of data from the University PG students. Questionnaire intended for students consist questions relating to use of social networking sites among P.G. students in Sri Venkateswara University, Tirupati. The data is presented in the form of tables and bar diagrams. The bibliographic details of references cited in each chapter are given at the end of the chapter following APA Style.

Analysis of Data

In this study a survey method was used for data collection structured questionnaire was designed. 200 questionnaires were distributed, out of which 196 (98%) questionnaires received.

Table-1 Gender wise responses

Gender	Respondents	Percentage
Male	112	57.2
Female	84	42.8
Total	196	100

It is evident from the above table that 112(57.2%) are male respondents and remaining 84(42.8%) are female respondents.

It can be concluded that most of the respondents are male.

Table: 2 Using of Social Media

Social media	Response	Percentage
Yes	196	100
No	0	-
Total	196	100

cent percentage of the respondents replied that they are using social media.

Table: 3 Frequency of using social media

Frequency	Response	Percentage
Daily	160	82.0
1-3 times per week	24	12.0
1-3 time per month	8	4.0
Rarely	4	2.0
Total	196	100

It is evident from the above table that (82.0%) of the respondents are using social media daily, (12.0%) 1-3 times per week, (4.0%) 1-3 times per month and the remaining (2.0%) of the respondents are using rarely.

It can be concluded that most of the respondents are using social media daily.

Table -4 Time spend on social media network

Frequency	Response	Percentage
Less than two hours	100	51.0
2-4 hours	52	26.5
5-6 hours	20	10.2
More than six hours	24	12.3
Total	196	100

Table -4 Shows that majority of the users (51.0%) spend time on social network sites less than two hours, (26.5%) of the users 2-4 hours, (12.3%) of the users more than six hours and remaining (10.2%) 5-6 hours.

It can be concluded that most of the students are time spend on social media network less than two hours.

Table-5 Type of Information share on social media network

Response	Response	Percentage
Instant messenger address	24	12.2
Educational information	128	65.4
Video photographs audio	44	22.4
Total	196	100

Table-5 Reveals that students are sharing information through social media network on different types in 128 response percentage is 65.4 share on educational information, followed by video photographs audio as 44 response percentage is 22.4 and remaining 24 response percentage is 12.2 sharing information instant messenger.

It can be concluded that most the students are sharing information on social media networks as educational information.

Table-6 purpose of using social media network

Purpose	Response	Percentage
To sharing academic information	60	30.7
For job advertisement and news	56	28.6
Instant messages and chat	16	8.1
For entertainment	24	12.3
Sharing pictures/video/audio	12	6.1
Online shopping	12	6.1
Playing games	16	8.1
Total	196	100

The above table-6 shows that purpose of using social media networks by the pg students. According to the table shows that majority of the respondents (30.7%) are sharing information for academic purpose followed by

(28.6%) for job advertisements and news, (12.3%) are for entertainment, (8.1%) are instant messages, chats and playing games and remaining (6.1%) are sharing pictures, video, audio and online shopping.

It can be concluded that most of the respondents are sharing information for academic purpose.

figure -1 Facing difficulties for using social media
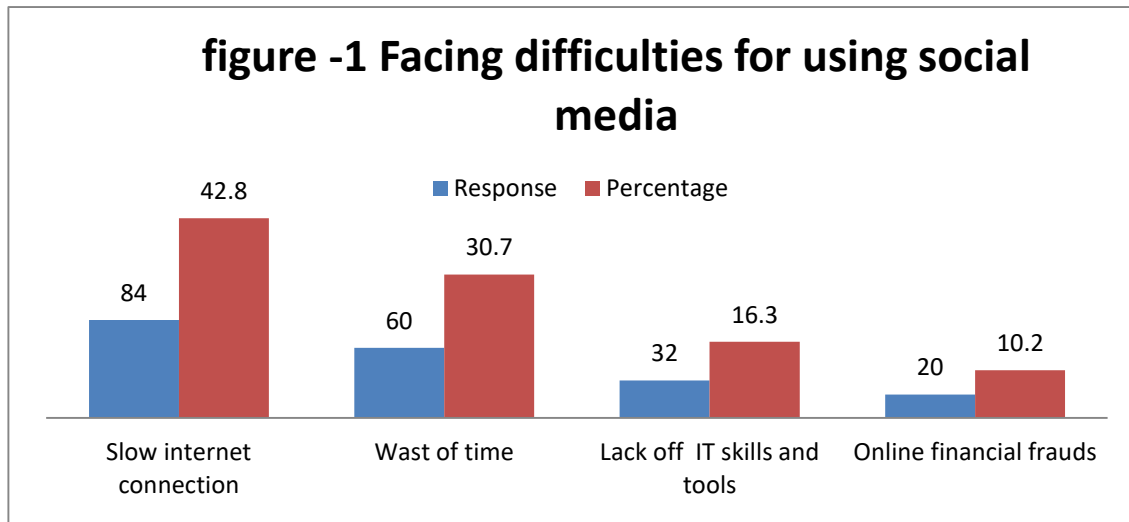
It is evident from the above Figure-1 that majority 84(42.8%) of the respondents facing difficulties for slow internet connection, followed by 60(30.7%) waste of time, 32(16.3%) lack of IT skills and tools and remaining 20(10.2%) with online financial frauds.

Hence it can be concluded that most of the respondents facing slow internet connection.

Table-7 Types of devices using

Devices	Response	Percentage
Mobile Phone	172	87.7
Laptop	20	10.3
Desktop	4	2.0
Total	**196**	**100**

It is clear from the table-7 most of the respondents 172 (87.7%) are using mobile phones for social network sites, followed by laptops 20(10.3%) and reaming desktop 4(2.0%).

Hence, It can be concluded that majority of the respondents using mobile phones.

Table-8 Use of   network sites

Network sites	Response	Percentage
Google	60	30.7
Wiki	20	10.2
Youtube	56	28.8
Facebook	4	2.0
Whatsapp	48	24.4
Twitter	8	4.0

It is evident from the table-8 which type of social media sites are used by respondents. Most of respondents are using the Goolge 60(30.7%) followed by you tube, 56(28.8%), Whatsapp 48(24.4%) ,wiki 20(10.2%), twitter 8(4.0%) and reaming Facebook 4(2.0%).

It can concluded that most of the respondents using Google site for searching information.

Table-9 Satisfaction level of social media networks

Network	Response	Percentage
Yes	176	89.7
No	20	10.3
Total	196	100

It is clear form the above table that majority of the respondents(89.75%) say that they are satisfied with social network sites and remaining (10.3%) dissatisfied.

It can be concluded that majority of the respondents are satisfied with social network sites

Table-10 Utilization of online social media

Utilization	Agree	disagree
Social media increase academic networking which benefits the students	180 (91.8)	16 (8.2)
Social media increase communication between the students	160 (81.6)	36 (18.4)
Social networking sites knowledge	156 (79.5)	40 (20.5)
Social media enable the people to come together around an idea on topic of interest	144 (73.4)	52 (26.6)

It is observed from the table-10 utilization of social media on the bases of agree and disagree in this table social media increase academic networking which benefits the students has agreed 180(91.8%) and disagreed 16(8.2%). After that social media increase communication between the students has agreed 160(81.6%) and disagreed 36(18.4%) and social networking sites knowledge has agreed 156 (79.5%)and disagreed 40 (20.5%) and remaining social media enable the people has agreed 144(73.4%) and disagreed 52 (26.6%).

It can be concluded that respondents are says that the social media increases academic networking which benefits the students is more utilization and then later having the social media increase the communication between students.

Table-11 Access of information resources

Access	Response	Percentage
Audio /Video clips	64	32.7
E-books	24	12.3
PDF files	100	51.0
E-journals	8	4.0
Total	196	100

It is clear from the table-11 access the information resource to students in different ways . There are responded for PDF files 100(51.0%) and audio/video clips 64(32.7%), E-books 24 (12.3%) and remaining E-journals 8(4.0%).

It can be concluded that most of respondents are access of information through PDF files.

Table-12 Type of sources accessed in social media

Access	Response	Percentage
Lecture PPT slides	60	30.6
Print content	80	40.8
E-books	16	8.2
E-journals	20	10.2
Audio /video recordings	20	10.2
Total	196	100

In the above table shows that learning resources accessed in social media. Most of the respondents replied that they accessed information through print content 80(40.8%) followed by 60(30.6%) lecture PPT slides, E-journals and audio/video recordings 20(10.2%) and remaining 16(8.2%) E-books.

It can be concluded that most of the respondents they accessed print content through in social media.

Table-13
Social media helpful for gaining information about jobs and career

Social media	Response	Percentage
Strongly agree	40	20.4
Agree	148	75.5
Strongly disagree	4	2.0
Disagree	4	2.0
Total	196	100

It is clear form table-13 the social media can useful for the jobs and carrier for the students. In the above table showing the results of students response most of the students are agreed 148(75.5%) followed by strongly agreed 40(20.4%) strongly agree and remaining disagreed 4(2.0%).

Finally it can be concluded that the social media also help for the jobs and carrier purpose.

Suggestions

➢ From the study, the priority of different activities accomplished through social networking sites is identified. Sharing education information stands first and sending photo's and video's stands one step below, next to instant messages between friends stands last. So, these social networking sites are golden opportunity for sharing information in different ways.

➢ A good majority of the respondents is engages with mobile phones for browsing the social networking sites than laptop to desktop. So, now-a-days it is convince to all and easy to access any type of information in social media sites. So, social media sites increase the amount of time that students spend on academic activities.

➢ Regarding the time spend on social networking sites more than 50% of the respondents spend two hours or more per a day. So, teachers suggest to the students to make use of social media network sites for academic purpose only.

Findings

➢ cent percentage of the respondents replied they are using social media.

➢ Above eighty percentage of the respondents are using social media daily.

➢ Half of the respondents are time spend on social media network less than two hours.

➢ Most the respondents are sharing information on social media networks as educational information.

➢ Below fifty percentage of the respondents says that they are facing slow internet connection problem.

➢ Majority of the respondents using mobile phones for searching information on social network sites.

➢ Most of the respondents using Google site for searching information.

➢ Majority of the respondents are satisfied with social network sites

➢   Most of respondents are access PDF files through in social network sites.

➢   Most of the respondents they accessed print content through in social network sites.

➢   Below thirty of the respondents says that they again knowledge form use of social media.

➢   Above seventy percentage of the respondents say that social media also help for the jobs and carrier purpose.

Conclusion

Social Media creates a platform for one to one and one to many interactions for pointed details about the subject and to enhance mastery over a subject. The prime users of the social media are students who have access to unlimited usage for they have more time a mind to focus on their pursuit knowledge. The downloading behavior of the university student's viz., the usage of software, Video and audio files, E-books, E-journals, research articles and PPT presentations is disoriented from academics. This clearly points out the lack of awareness and the reservedly approach of students towards knowing the developments of their subject elsewhere and at the same time portrays the way they look upon social media. Hence, there is need to educate the students on the potential of social media by the educators.

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