IMPACT OF SOCIAL NETWORK SITES ON HIGHER EDUCATION STUDENTS AT RASIPURAM TALUK, NAMAKKAL DISTRICT, TAMILNADU.

R. Manimegalai,

Ph.D Research Scholar,

Department of Commerce,

Periyar University,

Salem – 11.

Dr.S.Thenmozhi,

Assistant Professor(Aided),

Department of Commerce,

J.K.K.Nataraja College of Arts and Science,

Kumarapalayam, - 638183.

ABSTRACT:

Now-a-days people share their opinions, thoughts, knowledge and ideas with other people through Social Networks. Facebook, WhatsApp, Instagram, Twitter etc. are the major popular social networking sites (SNS) through which people as well as students communicate with others. The objectives of the present study are- to know the impact of SNS on higher education students. For analyzing the impact, statistical tools such as percentage analysis, Hendry Garratt Ranking analysis and ANOVA test has been used.

KEY WORDS: Social Networking Sites(SNS) , Students preference, Impact on SNS.

INTRODUCTION:

The continuing growth of the ICT and technological tools has brought changes in the behavior of the student community. In the recent days, social networking sites play a vital role in day-to-day activities of college students. Social networks are the wide range of internet services that allow users to participate and engage in online communication through text, audio, video, images and other multimedia communications. These social networking sites are one of the most powerful tools of information, education and entertainment. The online social networking sites such as Facebook, WhatsApp, Twitter etc. have become part of the daily life of a majority of college-level students. \Individuals are using social media websites increasingly and visiting frequently, create new ways of communicating with friends and family and influences individual's self-concept.

REVIEW OF PREVIOUS STUDY:

Lavy, V. and Sand, E. (2014) in their study on 'The Effect of Social Networks on Student's Academic and Non- Cognitive Behavioral Outcomes: Evidence from Conditional Random Assignment of Friends in School' found that thepresence of reciprocal friends and followers in class had a positive and significant effect on test scores in English, math, and Hebrew. However, the number of friends in the social network beyond the first circle of reciprocal friends had no effect at all on students. In addition, the presence of non-reciprocal friends in class had a negative effect on a student's learning outcomes. We find that these effects have interesting patterns of heterogeneity by gender, abilityand age of students.

OBJECTIVES OF THE STUDY:

1.To know the type of Social Networking Sites used by the higher education students.

2. To analyze the impact of Social Networking Sites on higher education students

METHODOLOGY:

SOURCES OF DATA:

Primary Data:

This study is mainly based on primary Data. Questionnaire method has been adopted to collect primary Data. Secondary data also used wherever necessary .

Sampling technique:

Purposive sampling technique was used for the study.

Sample size:

Total 150 students were selected as sample.

Statistical Tools:

Percentages analysis, ANOVA and Hendry Garratt Ranking analysis has been used in this study.

HYPOTHESIS:

1. There Is No Significant Association Between Degree Perusing Of the Respondents And opinion on positive impact on Social Networking Sites.

2. There Is No Significant Association Between Degree Perusing Of the Respondents And opinion on negative impact on Social Networking Sites.

DATA ANALYSIS AND INTERPRETATION:

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TABLE 1

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS:

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DEMOGRAPHIC VARIABLES		FREQUENCY	PERCENTAGE
Gender	Male	82	55
	Female	68	45
Age group	17 yrs to 20 yrs	63	42
	21 to 23 yrs	52	35
	Above 23 yrs	35	23
Degree persuing	UG	65	43
	PG	54	36
	M.Phil/Ph.D	31	21
Family monthly income	Below Rs. 10,000	43	29
	From Rs. 10,000 to 20,000	49	33
	From Rs.20,000 to 40,000	32	21

	Above 40,000	26	17
Place of living	Rural area	93	62
	Urban area	57	38

Source : primary Data

TABLE 2

STUDENTS PREFERENCE ABOUT DIFFERENT SITES

S .NO	SITES	GARRATT SCORE	RANK
1	Face book	765	II
2	Twitter	625	VI
3	Linked in	556	VII
4	Pinterest	678	V
5	Google+	724	IV
6	Instagram	734	III
7	WhatsApp	864	I

Source : primary Data

The table 2 shows the students preference on Social Networking Sites. The students preference level seems to high in WhatsApp as it is ranked first with a score of 864 points.

TABLE 3

IMPACTS ON SOCIAL NETWORK SITES

IMPACTS	STRONGLY AGREE	AGREE	DISAGREE
POSITIVE IMPACTS			
Provide virtual contact.	74	70	6
Deal with homework easily	84	58	8
Good way to Release pressure.	86	57	7
Send any kind of pictures, images, pdf files, important documents, links etc. Anywhere	87	59	4
Make friends and also exchange their opinions	64	81	5
Able to know new things	56	90	4
Can learn different educational Related matters.	89	56	5
Helps to update own knowledge	57	89	4
Learn different educational Related matters.	63	81	6

Increase computer skill	66	80	4
Increases the communication gap between students and their family members.	56	60	34
NEGATIVE IMPACTS			
. Decreases Face to face communication among the students	67	58	25
Harmful for their physical And mental health	56	56	38
Teenage students get addicted	68	40	42
. Unconsciously share personal information	54	73	23

Source : primary Data

Hypothesis:

There Is No Significant Association Between Degree Perusing Of the Respondents And opinion about positive impact on Social Networking Sites.

TABLE 4

DEGREE PURSUING AND OPINION ON POSITIVE IMPACT

(Two Way Table)

DEGREE PURSUING	OPINION			TOTAL
	STRONGLY AGREE	AGREE	DISAGREE	
UG	25	35	5	65
PG	24	24	6	54
M.Phil/Ph.D	18	8	5	31
Total	67	67	16	150

Source : primary Data

TABLE 5

DEGREE PURSUING AND OPINION ON POSITIVE IMPACT

(ANOVA Test)

SOURCES	SUM OF SQUARES	DF	MEAN SQUARE	F	F. CRT
Between Groups	578.000	2	289.000	4.357	5.14.
Within Groups	398.000	6	66.333		
Total	976.000	8			

Source :Calculated result from primary Data

The table 5 indicates that the calculated value of F is < F Critical value (at 5% level of significance) . The hypothesis is accepted . Hence it is concluded that there is no significant association between degree perusing of the respondents and opinion about positive impact on social networking sites.

Hypothesis:

There Is No Significant Association Between Degree Perusing Of the Respondents And opinion about negative impact on Social Networking Sites.

TABLE 6

DEGREE PURSUING AND OPINION ON NEGATIVE IMPACT
(Two Way Table)

DEGREE PURSUING	OPINION			TOTAL
	STRONGLY AGREE	AGREE	DISAGREE	
UG	20	40	5	65
PG	24	24	6	54
M.Phil/Ph.D	18	8	5	31
Total	62	72	16	150

Source : primary data.

TABLE 7

DEGREE PURSUING AND OPINION ON NEGATIVE IMPACT
(ANOVA Test)

SOURCES	SUM OF SQUARES	DF	MEAN SQUARE	F	F .CRT
Between Groups	200.667	2	100.333	.651	5.14.
Within Groups	925.333	6	154.222		
Total	1126.000	8			

Source :Calculated result from primary Data

The table 7 indicates that the calculated value of F is < F Critical value (at 5% level of significance) . The hypothesis is accepted . Hence it is concluded that there is no significant association between degree perusing of the respondents and opinion about negative impact on social networking sites.

FINDINGS:

Majority (55%) of the respondents were male.

Majority (43%) of the respondents pursuing UG.

Majority (42%) of the respondents were coming under the age group of from 17 to 20 years age.group.

Majority (33%) of the respondents had monthly income from 10000 to 20000.

Majority (62%) of the respondents living in rural area.

Students preference level seems to high in Whatts app.

Majority of the respondents opined that , Can learn different educational Related matters**.**

Majority of the respondents opined that , Teenage students get addicted while using Social Networking Sites.

SUGGESTIONS:

1. Teenage students get addicted while using Social Networking Sites. So the parents should watch the students whether they are using for educational purpose or not.
2. Even if using Social Networking Sites, the students should create Face to Face contact also.
3. The Students should avoid to share personal information through Social Networking Sites.
4. The students may reduce the using time so as to avoid destructing physical and mental Health.

CONCLUSION:

It is clear from this study that the current generation of college students are mostly using social networks not only to social purpose, but also to meet their educational needs. With regards to the impacts, students have both positive and negative impacts about using it. Social Networking Sites provides huge amount of educational benefits to the students' community, Hence it can be concluded that colleges and universities should encourage the students to using Social Networking Sites for improving their knowledge.

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