



# Reviewing the Literature on Social Networking sites and Education, Academic performance of College Students

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## Abstract

The paper is about the exploration of the existing literature on Social Networking sites with regard to academics in order to find out the research gap. There is enhancement in access of Social Networking sites by students. It has significant impact on overall academics, imparting education, teaching pedagogy & academic performance of students. This study represents the review of literature of various researchers to show their opinions and knowledge about social media. The Social networking use has been rapidly growing. So, in this literature review we have mainly focused on the role of social media on the educational sector, the relationship between social networks and its impact on academic performance. Most of the research focuses on the understanding of the influence of social media on students' performance and social media really helps in finding jobs for students.

**Keywords:** Social networking sites, academics, education

## 1. Introduction

Social media site is a great platform to establish connections over the world, and society. Because of social media it became easy for a company to target audiences. Also, social media helps a company to know likes and dislikes of audiences.

People have always been looking for ways of connecting and networking with each other and people have found ways to be socially active on the internet in this age of digitization, which is possible with the advent of the numerous platforms and apps for social networking.

The internet changed people's way of communication with each other. The internet also changed people's culture, environment and daily life routing. That is why social networks are so important for applications.

Facebook, Instagram, Twitter, Whatsapp, LinkedIn, YouTube are the main social networking sites that are increasing rapidly. On these sites, youngsters do many things and they spend more hours playing games. In addition, teenagers are so emotional about the craze of social media.

India has accepted Internet with their open arms and from last few years' active internet users and its digital

population has growing rapidly. Everyday lives millions of Indian users are using social media for sending mail, files, searching information etc. The use of social media like Google, Email, Face book and Twitter are also growing day by day.

Face book is most used social media site by Indian users. In worldwide as of 2020, with nearly 300 million active users are available on Face book.

There are so many burning issues around us in today's fast-moving world. The issues are related to education, corruption, consumer misinformation and many more. The social media is a platform which gives us space to discuss about these topics freely. Most political leaders in India now use social media for a couple of days. On Twitter Apps, our Prime Minister tweets regularly on daily issues.

The way as audience engaged with social media sites is a big part of your life. For maintaining their social media profiles audience daily update their status, post photos and videos on their social media profiles. The audiences also have authority to decide if they want their social media account public or private. These decide give audience some sense of security. By using social media you encourage your friends just giving them like and comment on their photos and videos.

Social media is a platform where students can speed to their creativity, create their own contents. Social media is a platform where students can get information on any topic and also share their contents. It helps them to increase their knowledge and information on any field. Social media gives students collaborative environment and open space to encourage others.

Social media is a platform where students can do self-study. Students can independently search for answers and made choices which content they want to read. This study helps students to make decision on critical situation and create awareness between them. Social media provide freedom to connect and collaborate beyond classroom. It means before entering workforce, students begin to gain experience in that field.

## **2. Objective of the Paper**

To review the existing literature on Social Networking sites with reference to Academics

## **3. Literatures on Social Networking sites: A Review**

A number of studies on social networking sites have been found in field of the literature on Social networking sites. Some of the literatures that have been reviewed for this paper are presented as: Kevin P. Brady, Lori B. Holcomb, and Bethany V. Smith (2010), in their research paper entitled “The Use of Alternative Social Networking Sites in Higher Educational Settings: A Case Study of the E-Learning Benefits of Ning in Education”, they observed that using social networking technology into school or college, the higher education community has been noticeably slow. An on-commercial social networking site, like Ning in Education, provides higher education. For education purposes social network technology are exciting, innovative, and beneficial for students. As a result, students have to joint e-learning. From e-learning students get knowledge and learn new innovative things and build confidence in them. It's also help in their future.

Preeti Srivastava (2012), in her research paper entitled “Social Networking & Its Impact on Education-System in Contemporary Era”, she observed that teachers and students are not learning from social networking sites. Many school and colleges have block access of social media sites. When any person wants to access sites school questions about privacy issues and cyber security. And tells them these sites are not secure. Because of it schools lose opportunity to educate students about teaching the use of social networking sites. It is true that while using social networking we have to use some safety and precautions. But it does not mean because of some safety issues we do not use it. This is a truth which is universal. When utilizing new technologies, one should be cautious.

CA Pallavi Gupta, Bharti Singh, and Tushar Marwaha (2013), in their research paper entitled “Relationship between Social Media and Academic Performance in Distance Education”, they observed that there are many users who are using internet all over the world; so, there is great opportunity to use web 2.0, it will also help long distance learners and make it more analytical, flexible, interactive and collaborative for both teachers and students.

Bhardwaj, Raj Kumar (2013), in their research paper entitled “Use of Social Networking Sites by LIS Professionals in Higher Education Institutions in India: A Study”, they studied that how many libraries and information science professionals are working with India’s higher education institutions. These institutions routine their work with social networking sites (SNS). Through the questionnaire, they also revealed that most of the respondents who have given answer of this question are the members of official SNS group of the institution, whereas one fifth are members of an unofficial student group. These kind of information professional’s use for social media to socialize, keep them up-to-date, find jobs, and gain information in their respective fields about conferences and seminars.

Manjunatha S (2013), in her research paper entitled “The Usage of Social Networking sites Among the College Students in India”, the main objective of the research paper to the use of social networking sites among Indian college students.. As with many technologies, Internet adoption was highest level in young college students in India. Each and every college student has access of Internet and computer of college. The social networking site is faster and easier way to communicate with people as compared with traditional communication method. The Indian college students are not only active on social networking sites but also they are aware of the risk and danger available in this sites.

RanaRashmi , Singh Neetu (2014), in their research paper entitled “The Use of Social Networking in Academics: Benefit and Opportunity”, they observed that social media plays positive role on college life and open path for making careers. Social media sites give an opportunity for searching jobs. However, there are more things in which social media help you like homework, class work, assignment, project and study. In youth academic life, social media plays a positive role just we have to know how to use it. Students can also joint online courses on social media sites it also help them for getting job. This social media sites help student to achieve their goal and also give them some experience in this field. However, learning networks, social networking services can become research networks.

Tawfeeq Nazir (2014), in his research paper entitled "Use of Social networking sites by the Secondary and Higher Secondary school students of Srinagar, Kashmir", he observed that Social media have positive impact on educational use and it is found that English communication is increased. For chatting on social media like Facebook, Twitters most of the users typing their content in English language. The users try to write and speak in English, resulting they are improving their communication skills. The news and other information are updated on social networking sites, which lead to increased general knowledge and current affairs, help for preparing competitive examinations. These social media sites help to get inspiration from famous and great personalities and also help to get guidance and motivation from them.

Mona Khare (2014), in her research paper entitled "Employment, Employability and Higher Education in India: The Missing Links", she observed that India's higher education has seen tremendous expansion and reasonable diversification. Rather than the scientific and academic knowledge we also have to focus on skills. In light of emerging job profiles, new specializations are emerging but need to be standardized and quality controlled. However, NSDC's mainly focuses on the informal industry, uneducated / drop-outs students, untrained, semi-trained youth and workers.

Dr. Sankar Kumar Chakraborty (2015), in his research paper entitled "Impact of Social Media / Social Networks on Education and life of Undergraduate level students of Karimganj town-A survey Sudipta Deb Roy", he observed that for an increasing number of people, social networking sites like Twitter, Facebook, Myspace and Youtube has become part of our daily life. Young generation people are getting attracted toward social networking sites because of their models, features and facilities provided by these sites. The researcher found that among all social media sites Facebook was most popular and used site among young generation. Facebook provides people the way to maintain and strengthen social ties in social and academic environment. However these sites have both positive and negative impact on young generation. The negative impact may be related to privacy, safety, physical as well as mental health. To get benefit from social media sites we have to use these sites at limited time and when it is necessary. Parents may also suggest to build good relationship with their children's so that their children's may not get addicted from these social media sites.

Dr. Anuj Sheopuri and Anita Sheopuri (2015), in their research paper entitled "Impact of Social Networking Sites on Studies", they observed that significance in classroom and face-to-face instruction should be capitalized on by students. The perception that SNS has a negative effect on students is incorrect. If parents monitor their children's internet activities properly, then it will be very useful for their learning purposes. The websites of social networks should also be used for educational / tutoring purposes, as it will help the students attending the virtual classrooms. The world has been revolutionized by the SNS, bringing us closer than ever.

Kavita (2015), in her research paper entitled "The influence of social media on Indian students and teenagers", she observed that lot use of social media can affect Indian student's behavior and their life. Social media has become important part of our daily routine. It can also change and affect students and teenagers in negative way. It also gives bad impact on students and teenagers education. There is not any organization or agent who checks what actions are performed by users. So, researcher recommended keeping eye on students and teenagers activity.

Which social media sites are student and teenagers are using and what activities they are performing on social media. The researcher also suggested that such social sites which are affecting students and teenagers future should have being banned by government cyber control and secure students future.

Yasmin Hashem (2015), in her research paper entitled “The Impact of Social Media on the Academic Development of School Students” the purpose of this study was to find out the types and solutions of social media which are affecting students’ academic performance. Also, the reasons how and why they caused problems. After research, researcher have found that social media was not affecting students’ academic performance but the students who was spending lot of time in social media causing problem. Spending lots of time on social media than also students are still managing their study and taking good grade/marks.

R. Subramani (2015), in his research paper entitled “The Academic Usage of Social Networking Sites by the University Students of Tamil Nadu”, he observed that in Internet 'Google' is most used social media platform in India, where students are getting all information which they need and want. Because of this every student if they need any information first they search on Google. Because of it use of Social media has being increased. Social media is a new platform today, where students can search information, share their content and discuss related to all fields of study. For giving information related to topic and do mastery in any topic Google is always ready to help. Social media is a platform where several interactions are happens daily. Students are accessing social media to unlimited time because they have more time and mind to increase their knowledge.

M. Owusu-Acheaw and Agatha Gifty Larson (2015), in his research paper entitled “Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana”, the research conducted this research to know effect of social media use of students’ academic performance. The researcher finds that most of the college and school students have Internet based smart phones and know how to use different social media sites. As a result students are spending lot of time for using these sites. Furthermore, the researcher also revealed that because students are spending lot of time on social media it have affecting student’s academic performance. Also, the researcher conformed that social media and Academic performance has strong and positive relationship.

Sreeja Rajesh and Jithin Michael (2015), in their research paper entitled “Effectiveness of Social Media in Education”, they observed that there are now plenty of services and resources for social media. Such services and resources can be used by social media users. The purpose of this paper is to show that use of social media can really help in education and it really fulfilling purpose of study. In their study they found, students are using social media for blogging, group chat, and discussion. Also, students are using social media for searching college study and latest carrier opportunities.

Ms. Anindita Bose (2016), in her research paper entitled “Social media and Education sector: Enriching Relationship”, she observed that the traditional approach was revolutionized by the Social Platform. It is used to connect with its audience as a publicity tool. Promoting an educational institution is basically through outbound marketing. The shift is now towards inbound marketing where the audience or potential candidates are drawn to the institute. The ultimate result of the inbound strategy is the creation in the market of a brand name and positioning itself in the target audience's minds. The trend is to pursue content marketing that encourages an organization through content that speaks for itself. It takes the form of articles,



posts, references and story's. Businesses are discovering ways to exploit and use social media productively. It can be used as a platform for sharing information, branding its product, promoting word of mouth advertising, encouraging customer engagement and interaction. Social media cannot replace traditional promotional techniques.

Parthasarathy Karthikeyan and R. Lavanya (2016), in their research paper entitled "A Study on the Usage of Social Networking Sites among College Students with reference to Erode District", the research makes a major contribution to understanding the use of social media among college students and their performance. People who are using social networking websites are visiting social media sites frequently because of its use of social media sites have been increased. Facebook has emerged as the most accepted website among many social networking websites and has continued to grow in popularity. The present study attempted to identify the activities that college students commonly carry over through social networking sites. The researcher study shows that social media sites are always new and innovative which gives quick response to peoples. This platform also paves a great way for those traders who are targeting the youth category for online shopping.

Sourav Sen , Sonam S. Sarode , Aiman I. Ilahi, Sheetal S. Sarode , Shravani Deolia, Rakashree Chakraborty Sen (2016), in their research paper entitled "Assessing the Role of Social Media in Dental Education", they observed that the internet is now being used worldwide in modern times for various uses, including dentistry. Without these media, this digital media has helped us to expand our knowledge and learn things that we are not aware of. The social media helps Dentist to learn latest new Instruments and development in future.

Raymond Owusu Boateng & Afua Amankwaa (2016), in their research paper entitled "The Impact of Social Media on Student Academic Life in Higher Education", these study focused on the impact of social media on student academic lives and their higher education. The research have study and collect opinions of student related to social media. The researcher found that every student is using social media platforms every day. The researcher also found that social help helps and contribute in study to increase growth on their academic lives.

Divya Goel and Dr. Mitushi Singh (2016), in their research paper entitled "Impact of students Attitudes towards social media use in education on their Academic performance", the main objective of this study is to examine the students use of social media for study or education and also know the relationship between students beliefs and attitude towards use of social media in education and academic performance. The researcher result shows that use of social media really helpful as educational tool. Students behavior toward social media tool and their attitude in education are both positive. Students welcomed the provision of additional information related to their curriculum using social media tools. After survey researcher found that many students gives positive opinion towards use of social media tools and use this tool for education purposes. They also found that there are some privacy related issues which also affect student's behavior. In addition, students attitude towards social media tool and academic performance are positive, students are always ready to learn from this social media tools. So, research has given advice to use social media sites and make strategies to reach students with learning or study material.

Zahid Amin, Ahmad Mansoor, Syed Rabeet Hussain and Faisal Hashmat (2016), in their research paper entitled “Impact of Social Media of Student’s Academic Performance”, they observed that in recent few years, technology have become advanced and developed, because of it the use of social media sites have being increased in all over the world. It has found that not only teenagers but also celebrities are using this social media sites. The main objective of researcher was to find out students’ performance who are spending lot of time on this social media sites. The result shows that most of the students are getting positive impact of using social media sites; because here students can generate and create new ideas, concept and discuss about their study related problems. The uses of social media sites are become habit of students because they are spending lot of time here; they not only use social media for their entrainment but also, use it for study as well. Students which are from any country is not important but they are using social media as their educational platform.

Nilgün Tosun (2018), in his research paper entitled “Social Networks as a Learning and Teaching Environment and Security in Social Networks”, they studied that how social media sites can change learning and teaching environment. While using social media sites there are lot of security and privacy issues which are mentioned in their research paper. Research have focused on use of social networking sites effect on learning and teaching environment in process of educational sector. This study shows the result how different social networking sites help into education as various aspects, like it impact on academic performance, success, communication, motivation, guidance, and many more. The both national and international study on this topic of various researchers is important. Because use of social media on educational platform has being increased. So, social network sites have to be secure to use. If any person misuses this social media sites the legal action have to be taken against them.

Georgios Zachos, Efrosyni-Alkisti Paraskevopoulou-Kollia and Ioannis Anagnostopoulos (2018), in their research paper entitled “Social Media Use in Higher Education: A Review”, they revealed that in social networks are now used to do different activities and arrange events. Social media use as some kinds of contributions like support system, upgrading an educational information, cooperation, and performance. These given all trends are categories into learning. Social media also deal with different learning style, different personality of users and deal with organizational problems. To use social media at effective manner this study is really useful. The researcher completely agrees that social media give positive contribution in communication and cooperation with students. While researching, the researcher also faced problems to improve Academic performance.

Medha Raj, Sharmistha Bhattacharjee, and Abhijit Mukherjee (2018), in their research paper entitled “Usage of Online Social Networking Sites among School Students of Siliguri, West Bengal, India”, they examined among school students, the use of SNS. The researchers, result shows that age, gender and many more are all socio-demographic factors, which are related to social media addiction. If student can spend less time on using social media has caused positive effect on SNS addiction. It also means if student who are spending lot of time on social media can cause negative effect on SNS addiction. The researcher survey shows that maximum students are agreed that the use of social media can interferes students routine life, and also affect their academic performance.

WasimAkramZargar (2018), in his research paper entitled “Impact of Social Media on Education with Positive and Negative Aspects”, they observed that overcoming this hassle may be very important. Using social media to perform different activities are wonderful strategy. If users set limitation time to use social media than social media become one of the most wonderful technologies. Paying attention on studies and solving problems by using social media can give positive influence on students. Provide time for face-to-face social interaction, with few family members, friends and spend time with loved ones can also give positive atmosphere for studies. Because these all activities can refresh your mind. Also, all things can totally reduce student’s negative impact of social media.

Dr. ShaikAhamedBasha (2018), in their research paper entitled “A study of the Impact of Social Media on the Academic performance of MBA students”, they observed thatBad habits are cultivated by being too involved in social networking sites. Social networking sites addiction can affect lives and their daily routine. Constant use of social media can also corrupt students mind. There are many students who spending time on social media for chatting with friends and family members instead of studying. They are also using social media for playing video games and watching videos. In addition, students are only chatting with their friends on social media and avoiding meeting with them. Students are neglecting their duties and becoming lazy. The most negative impact of social media addiction is it can cause misunderstanding easily, and break relationship easily. Frustration and stress on students are the results.

SrijanSunar, V. Vishnu Priya, R. Gayathri (2018), in their research paper entitled “Effect of social networking site on academic performance”, according to their survey, the effect of social networking sites on academic performance can cause positive and negative significance. Although there are both pros and cons to spending time on social networking sites, students of this era find e-learning more efficient.

Dr. RambabuLavuri, Dr.DurgaprasadNavulla and Pakala. Yamini (2019), in their research paper entitled “Effect of social media networks on Academic performance of Indian students”, they observed that social media can cause positive and negative impact on college students. The use of social media for study can cause positive influence like person become intelligent and cause awareness about world’s reality. The lot of use can also cause negative impact among students like student get addicted by social media. So, parents have to guide their children’s about positive and negative use of social media. The researchers report data was taken by both primary and secondary sources. For research the researcher also visit some selected college, Telangana county of India.

Seyyed Mohsen Azizi, Ali Soroush and Alireza Khatony (2019), in their research paper entitled “The relationship between social networking addiction and academic performance in Iranian students of medical sciences: a cross-sectional study”, they observed that the students' addiction of social media have being increased. Male students have greater impact of social media as compared with female students. The negative effect of social networking on the academic performance of students was the issue of social networking addiction which has to be reviewed and considered. Proper planning for using social media can also avoid social media addiction. Users have to control use of social media. So, social media can increase opportunities for users we just have to use it proper manner. The social media addiction on positive and negative manners, both concepts are different from each other. The use of social media on properly can maintain and increase academic performance

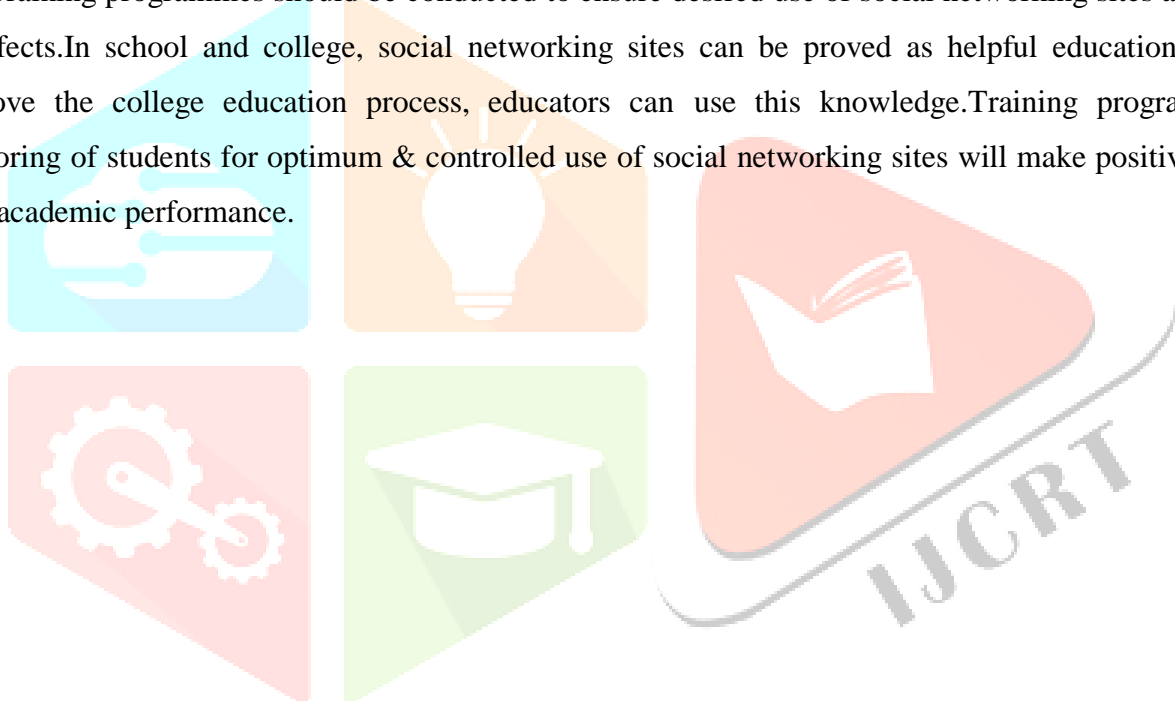


#### 4. Research Gap

Though a handful of works on social networking sites and its effect on academic performance is done. Detailed study of precedent factors before use & antecedent after use , motives of use by students. Mental, physical social, behavioral changes with the use of social networking sites which ultimately has relation on academic performance of students is not studied. Hence, there is call for serious studies on social media use by students especially during covid19 pandemic.

#### 5. Conclusion

We all are living in fast moving, rapidly changing, and technologically changing world. Use of Social networking sites by students is inevitable especially during Covid 19 pandemic. Education system, universities colleges & schools should accept this. How it can be used for students benefit should be worked out .Training programmes should be conducted to ensure desired use of social networking sites and to avoid ill effects.In school and college, social networking sites can be proved as helpful educational tool. To improve the college education process, educators can use this knowledge.Training programmes and mentoring of students for optimum & controlled use of social networking sites will make positive effect on their academic performance.



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