THE EFFECTS OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF STUDENTS IN GOVERNMENT COLLEGE TRIVANDRUM

RAJALEKSHMI.G

TEACHER, THE OXFORD SCHOOL, TRIVANDRUM.

ABSTRACT.

The present study **"**The effects of social networking sites on the academic performance of students in government college Trivandrum" was undertaken to study the effects of social networking sites on the academic performance of students. The total sample selected for the study comprised of 25 college going girls belonging to the age group of 18-20 years. Survey method was used to obtain information. A questionnaire was used to elicit the effects of social networking sites on their academic achievements. The study shows that social networking sites can be used as an effective tool for E-learning. Majority of respondents were strongly agreed that they were used the social networking sites exclusively for educational purposes.

Key words: Social networking site, Academic performance.

INTRODUCTION

The purpose of this research was to determine whether the social networking sites affect the academic performance of students in college. This part will explain the background of research statement of the research problem, purpose of research, importance of research.

Lately, online social networking sites engage students and need to be studied as distributors of information. The medium of internet has evolved with growth in its applications. The interactive nature of online environments has expanded with social networks. Connecting through social networks started as a niche activity, but with time it is now a phenomenon.

The social networking sites are being used in various ways like forming communities, chatting, blogging etc. Apart from that different institutions even nowadays are forming communities or groups on different social networking site.

Social networking is the connection of friends or family together which allow you to communicate easily with social networking sites you have a long chain of friends you can chart or share information or ideal with.

According to Boyd and Ellison (2008) "SNS can be defined as web-based services that allow individuals to construct a public or semi-public profile within a bounded system articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system". At the most basic level social networking sites allow users to set up online profiles or personal home pages and develop an online social network. The profile page function as a user's to set up online profiles or personal homepages and develop an online social network. The profile page functions as the user's own webpage and includes profile information ranging from their date of birth, gender, religion, politics and hometown, to their favorite film, books, quotes and what they like doing in their spare time. In addition to profile Information user can design the appearance of their page and add content such as photos, video clips, music and files.

The purpose of this research was to determine whether the social networking sites affect the academic performance of students in college.

OBJECTIVES.

❖ To understand the influence of social networking sites among college students.

❖ To find out the extent of usage of social networking sites for educational purpose.

❖ To understand the influence of social networking sites that affect learning process.

Materials and methods used.

The area selected for the study was Government women's college Thiruvananthapuram because of the easy approachability of the investigator.

The population of the study selected was BA and B.com students of the Govt. College for Women, Thiruvananthapuram. The size of the sample was restricted to twenty five students. The respondents were selected by using random sampling method.

The survey method was used to collect information. Questionnaire is the tool used for collecting data.

A pilot study is a small scale replica of the main study. The pilot study was conducted with five respondents from the same college. Additions and deletions were made in the questionnaire after analyzing the data collected through the pilot study. The investigator

established report with respondents, and explained the purpose of study. Then the questionnaire was distributed to the respondents and the data was collected during the interval time.

After coding, the data was tabulated and was analyzed descriptively using percentage.

RESULT & DISCUSSION

Table no.1

Social networking sites used by college students

Table no.1 gives the information regarding social networking sites used by students.

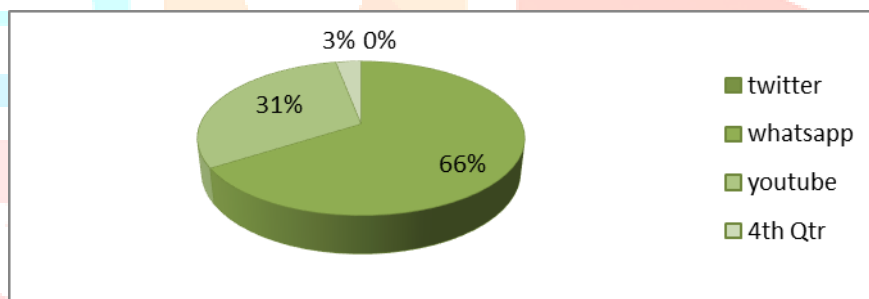| Social networking sites								No. of respondents
twitter		whatsapp		youtube		any other		
No.	%	No.	%	No.	%	No.	%	25
0	0	21	66	10	31	01	03	

Figure: 1: Social networking sites used by college students

From the table no.1, twenty five percentage students we found that all the students use one or more social networking sites. The social networking sites that the students used for academic purposes included youtube, whatsapp, and twitter. Whatsapp was used as much as youtube and twitter. Sixty six percent of respondents were used whatsapp. Twitter was the least used of all the websites.

Table no.2

Use of social networks in mobile phones and computers

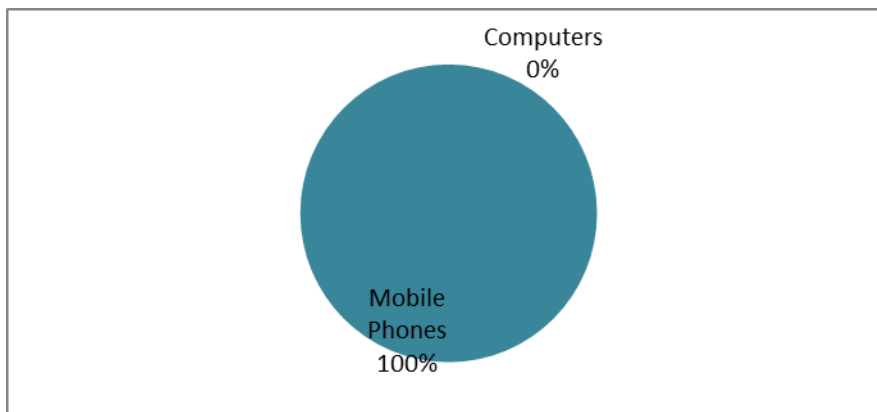| Mobile phones		Computers		No. of respondents
No.	%	No.	%	
25	100	0	0	25

Fig no: 2: Use of social networks in mobile phones and computers

From the table no. 2 it was found that hundred percent respondents reported that they use a social networking on mobile phone. This increased the approachability and flexibility of being in touch. Smart features available on social networks like reading, location tagging, and status updates were popular uses of social network on mobile phones.

Table no. 3

Time spend on social networking sites

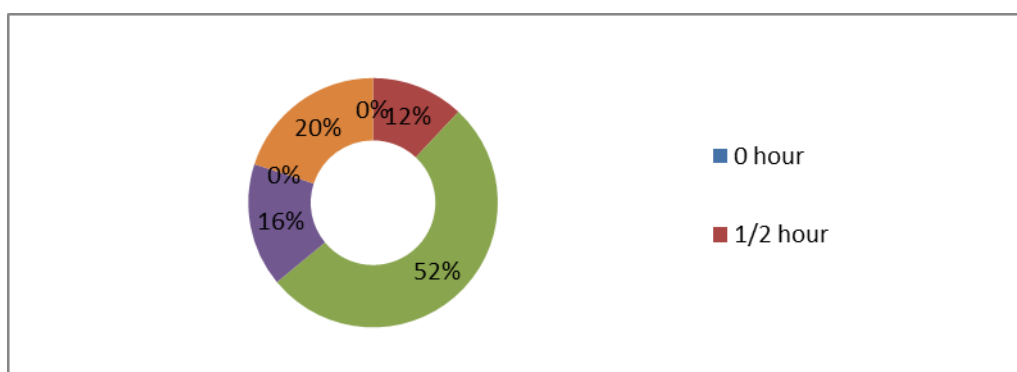| Time spend on social networks (in hours)												Number of respondents
0hr		1/2hr		1hr		2hr		3hr		More than 3hr		
No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
0	0	03	12	13	52	04	16	0	0	05	20	25

Fig no: 3: time spends on social networking sites.

From the table no. 3 shows the number of hours the respondents spent on social network per day. Twelve percent spent half hour. Fifty two percent spent one hour per day. Sixteen percent spent two hour per day. And twenty percent spent on more than three hours.

There were no respondents who spent zero hours as well as three hours on the social networks.

Table no. 4

Use of social networking sites

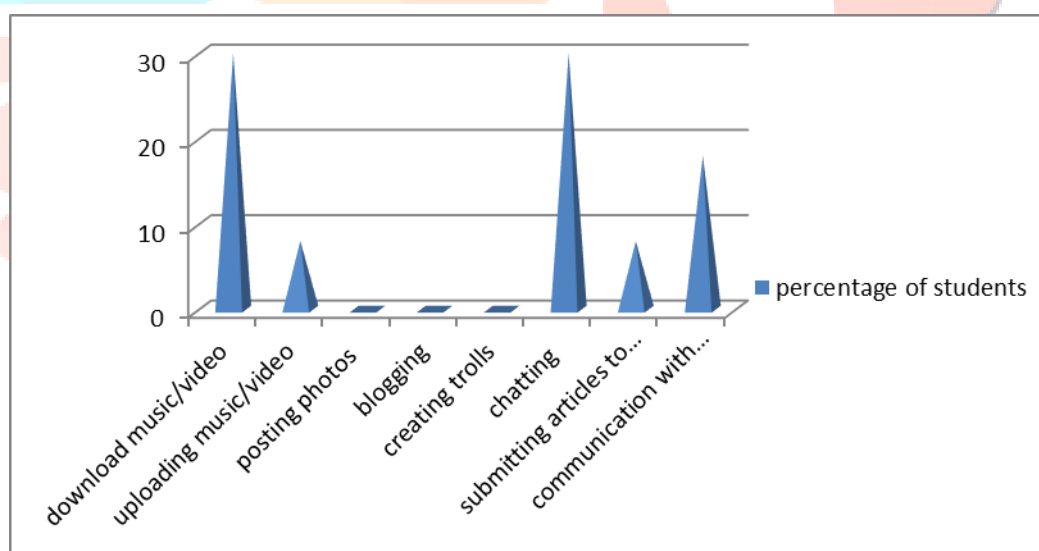| Purposes	Percentage of students		Number of respondents
	No.	%	
Download music/ video	12	30	25
Uploading music/ video	03	08	
Posting photos	0	0	
Blogging	0	0	
Creating trolls	0	0	
chatting	14	30	
Submitting articles to website	03	08	
Communication with teachers/ classmates	07	18	

Fig no: 4 : Use of social networking sites

Table no.4 shows the purpose for which the student used social networking sites. Downloading music/ video were thirty six percent of respondents were used the social networking sites for downloading music/ video. Eight percent student's respondents used the social networking sites for uploading music/video. Educational activities like publishing articles and communication with teacher comprised of a lesser score. Only eight percent of students used social networking sits for publishing articles eighteen percent of respondents were used social networking sites for communication with teachers. The highest score

revile that the students used social networking sites for chatting purpose (36%). Posting photos, blogging, and creating trolls can be categorised as entertainment use. Number of respondents used the social networking sites for these three purposes. This reflects that social networking sites where used by students for entertainment mostly and less for educational purpose.

Table no.5

Social networks used for assignment purpose

Educational purpose		Any other		Number of respondents
No.	%	No.	%	
15	52	14	48	25

Fig no: 5:   Social networks used for assignment purpose

From table no. 5, fifty two percent of the respondents were used social networking sites exclusively for educational purpose like completing classroom assignments all. Forty eight percent of respondents use the social networking sites for entertainment or any other purpose. This high score indicate that students find social networks helpful in getting guidelines and information related to their subjects.

Table no.6

Social network and effective e-learning

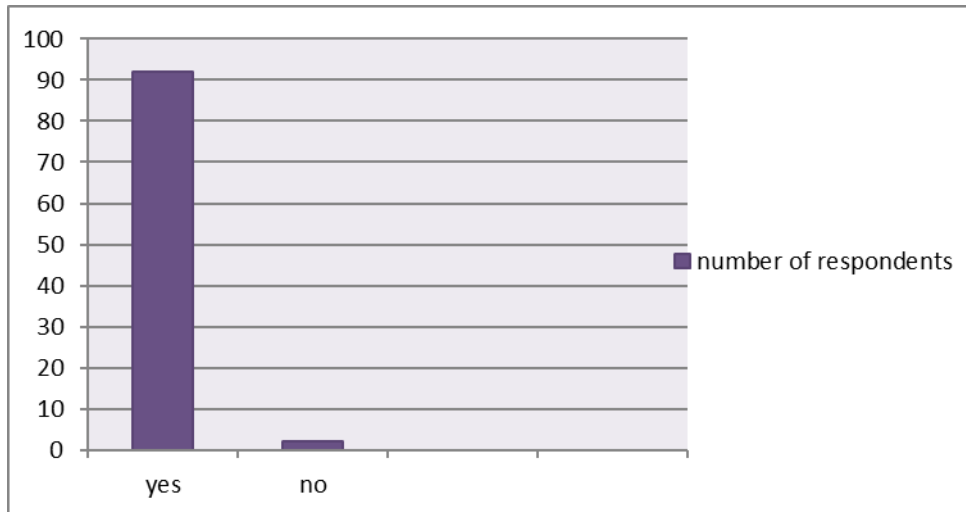| E-learning as an effective tool				Number of respondents
Yes		No		
No.	%	No.	%	
23	92	02	08	25

Fig no: 6: Social network and effective e-learning

From table no.6 ninety nine percent of students agreed that social networks were an effective e-learning tool. Only eight percent denied that social network could function as e-learning tools. Ninety two percent who were in favour more felt that E-learning saves time.

Conclusion.

The students on a whole gave more scoring respondents using online networks to write their class assignments and inclusion of college related students groups and social networks. The present study shows that the majority of the students have started using social networks for academic purposes. The use of social networking sites gave them a sense of belonging to an academic community as their online friend was mostly those who they met in college. According to the respondents it can be conclude that social networks if designed and tailored to the specific educational needs for each student. Social networking sites can be a useful instrument in improving academic performance of college student.

Bibliography.

➢ https://www.yourdictionary.com
➢ socialwebguanda.com/2013/12/8-smart-uses-of-instagram-forsmart-students
➢ General studies-paper-1 for USC civil services preliminary exam and state public service commission exams.