
To Explore The Effect Of Social Networking Sites On Student Academic Performance

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ABSTRACT:

A large portion of the recent college grads these days are busy with Social Networking Sites. In this paper we have done an understudy study for Social Networking Sites (SNS's) use and it relating impacts and furthermore investigated this information. To review how the SNS's influences considers Questionnaires were planned and conveyed to respondents. Information assortment was done and examined utilizing rates, frequencies and chart portrayals while the theory was tried utilizing chi square (χ^2). In the theory the incessant utilization of long-range interpersonal communication locales by understudy has no impact on their investigations was acknowledged at 5% degree of importance. It is discovered that understudies oftentimes use SNS, in any event, during considers, yet they additionally utilize the data on SNS in their scholastic tasks also. It was prescribed that understudies ought to figure out how to deal with their time appropriately.

Key words: Social Networking Sites, Study, Usage, Students.

INTRODUCTION:

Online Media Networks are currently a principal wellspring of Entertainment, Promotions and News data for a developing number of individuals. This stage are web locales where individuals cooperate uninhibitedly, sharing and examining data about one another and their lives, utilizing a metadata of individual words, pictures, recordings and sound. Numerous informal communication destinations like Facebook, Twitter, Instagram, Snapchat and YouTube and so on yet Facebook is exceptionally famous. People yet organizations are additionally utilizing these locales to advance their items and administrations and to speak with clients and develop by making a web-based media mindfulness.

The fever of SNS's expanded quickly somewhat recently. This is presumably because of the explanation that school and college understudies just as young people use it widely to get worldwide access. Understudies who engage in exercises on SNS's while considering bring about colossal effect on their focal point of consideration. Thus, their scholarly presentation gets influenced.

LITERATURE REVIEW:

- Ellison et al (2007) found 94% of the under graduate understudies were Facebook individuals. They went through 10 to 30 minutes on normal utilizing Facebook consistently and detailed having somewhere in the range of 150 and 200 companions on Facebook. The understudies utilized SNS to keep up existing connections and less to meet new companions. Facebook was in reality involved in understudies' endeavors to create and keep up friendly capital at school. The specialist tracked down that a communication between crossing over friendly capital and abstract prosperity measures. For serious client understudies announced low fulfillment and having a lot of lower connecting social capital than the individuals who utilized Facebook all the more strongly.
- E. Klopfer et. al (2009) speculates that numerous understudies are utilizing new media and innovations to make new things recently, learn new things recently, and convey in new ways with new individuals. The analysts proceeded to say, "It is our position that these advances are protected, significant apparatuses schools should view appropriately." They further note that the 'tween' and adolescent gathering (nineto 17-year-olds) are the heaviest clients of Social Networking Technologies.
- Lenhart (2009), for on line clients most extreme generally saw is individual to singular record a party age of 25 years old fashioned understudies and that rate obscured for each succeeding amassing 10 % or for advanced joined states isles more prominent than 55. In November 2011 A paper is delivered which imparted that 66 % of "grown-ups" utilize different assortments of web based absolutely presence that is MySpace, fb, and rate use Twitter Kim et al. (2009) jobs of ordinary understudies are help through net and social association capacities.

Monstrously, for phenomenal essential understudies which might be using their web for developing new relationship, likewise for view, and uncommon understudies utilizing the web of their host domain.

- Similarly, T.A. Pempek et al (2009) contemplated that Facebook use was incorporated into understudies' lives, in any case how bustling they were. The measure of time went from 2.00 to 117.00 min per work day and from 0.00 to 165.00 min each day on Saturday and Sunday. Vast lion's share of understudies detailed utilizing Facebook to speak with companions, for the most part companions who were not nearby. Females announced having a greater number of companions on Facebook than guys. 26.37% understudies acknowledged the way that they utilization of Facebook to set up close to home character while larger part of understudies 64.13% didn't utilize Facebook accordingly. Greater part of understudies 76.09% said that it had a 'fairly adverse consequence', 3.26% a 'exceptionally adverse consequence' on their scholastic examinations and just 14.13% said as a 'to some degree beneficial outcome'.
- Junco, Heiberger, and Loken et al (2011) a test is pushed on 132 understudies so you can look at the association of online absolutely structures the board and duty of understudies with it& computerized presence and grades of understudies. To look at this pursuing the understudies had been divided two get-togethers, one social gathering use twitter and the other get-all things considered neglected to utilize twitter account. It was utilized to control talks roughly test texture, to manage the assessment packs in way, moreover distribute the disclosures of class, and keep on being in touch with brilliance pals. Junco and his sidekicks (2011) shocked that the understudies of Twitter bundle acquire extra unquestionable GPAs and higher scores than the contrary social event J,S et al (2011) analyze through net mailing studies to respondents that the individual having PDAs are the most extreme ordinary clients of long reach social correspondence wants and have direct get passage to these districts, powerfully over it affirmed that lesser and senior understudy are even extra charming to apply twitter, LinkedIn and study on line journals. Twitter and LinkedIn having all the in addition evaluating by utilizing logically coordinated understudies to present and allowed data and texture to their partners and the extra vivacious are visit client of Face book for their particular exercises even as use of such media ineffectively affect understudies' grades.
- Ahmad, A (2011) their evaluation showed that long reach casual correspondence dreams have amount of essential concentrations for their clients, it permit the machine to keep in touch with their buddies and re-connect with old ones and help to discover new companions as shown through your excitement from everywhere the and a splendid number of people are interfacing with these systems. Subsequently the relationship of online presence is developing thorough. Heeter, (2006) an appraisal at school of Michigan realm supply information about improvement use in cutting territory tutoring, particularly in relationship with artworks power. This investigation deciphers instructing and perusing tendencies for group of laborers segment's on the net, understudies which might be graduate and understudy are moreover guaranteed. Cycle 65 % of gathering of laborer's and understudies every examination creates anyway here delegates for solitary assurances transformed into almost sure gotten them. Understudies submit for each useful and man or lady proposes. Assortment of worker's executed on line picture sharing endeavors more noteworthy than understudies, as an occasion, Flicker, other than cycle 50 % of the 2 get-togethers utilized it. Understudies utilized Face digital book 70% at the same time as laborers utilized under 10 phases of both Face virtual book and MySpace. Understudies transport immediate message almost sure.
- Shambare, R et al. (2012) Conducting an examination on friendly netw orking propensities among understudies their investigation shows that such m edia most often utilized by Youngers and Facebook is mos t generally utilized by countless networks and has mul tiple impacts on the existence of understudies. Rapid and quick web approach and portable technolog y advancement are the main elements behind person to person communication sites appropriation and availability and propose that Social organizations improve their mindfulness level. The short and quick strategy to oversee web and the improvement of PDA advancement are most large drivers toward the rear of the decision and openness with character to individual correspondence areas and rely on that SNS supplant their data level.
- Domizi (2013) a course is composed in graduate understudies in which they had been urged to utilize Twitter and gradually present tweets all things considered on increment trades of investigate passageway. After that understudies utilized Twitter record to connect with their substance and with assorted understudies. Likewise, understudies having input roughly twitter is that, twitter is sizeable sooner than long and expertly". It'll while everything is said in performed be used to enhance social cutoff points and thinking among them. Domizi (2013) a course is formed in graduate understudies wherein they were encouraged to use Twitter and one small

step at a time blessing tweets all together on increment exchanges of look at section. After that understudies applied Twitter record to interface with their substance and with uncommon understudies. Likewise, understudies having comments about twitter is that, twitter is significant in a piece simultaneously as and expertly".

OBJECTIVES OF THE STUDY:

- a) To assess the usage of social networking sites by the students.
- b) How social networking sites usage affects them.
- c) To examine the role which frequent use of social networking sites playing their studies.

RESEARCH METHODOLOGY:

In order to satisfy the objectives, a descriptive study was carried out. Management students from a reputed institute in Mumbai were considered as primary source for conducting survey with a questionnaire. Convenient sampling is done with 44 as sample size. Responses were collected to check Research questions. Responses were categorized on various demographic characteristics to obtain detailed analysis. SPSS tool was considered for hypothesis testing.

RESEARCH QUESTIONS:

The following research questions were used to guide the study

- 1. Which of the SNSs is mostly used by students?
- 2. How much time do students spend on the SNSs daily?
- 3. Which platform do you prefer for using social networking site?
- 4. What is purpose behind using SNS?
- 5. Do you use SNSs for learning purpose from academic’s point of view?
- 6. What percentage of your time spent on the SNSs, do you think, includes the learning part on the SNS, with respect to your academics?
- 7. Do you think the content which you learn on SNSs is easier to understand when compared to traditional educational practices?
- 8. What is your opinion behind the effect of SNSs on studies?
- 9. How many days can you live without using social networking site?
- 10. Does it impact your studies, if you weren’t be using SNSs on a daily?

Hypothesis:

H0: Frequent use of Social networking sites by the students has no effect on their studies.

Data Analysis:

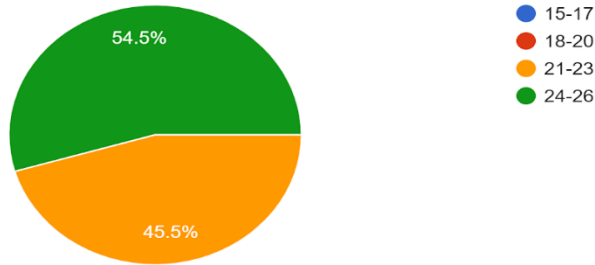
Data collected was statistically analysed using descriptive statistics like frequencies, percentages, and graphs. The null hypothesis involved in the study was tested using chi square.

Descriptive Analysis:

AGE

Respondent’s Age	Percentage
15-17	0.0
18-20	0.0
21-23	45.5
24-26	54.6

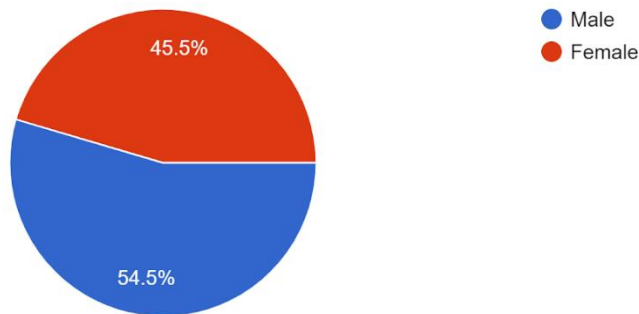
Age
44 responses



GENDER

Respondent's Gender	Percentage
Male	54.5
Female	45.5

Gender
44 responses

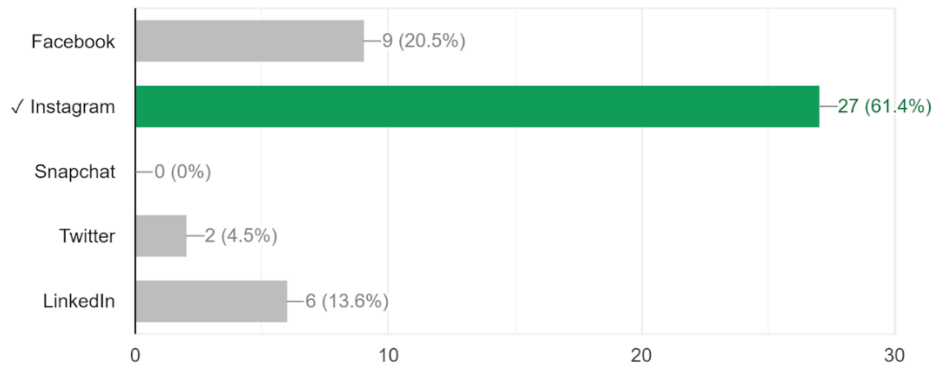


Research question 1: Which of the below mentioned SNSs is mostly used by you?

	Frequency	Percent	Cumulative Percentage
Facebook	9	20.5	20.5
Instagram	27	61.4	81.9
Snapchat	0	0	81.9
Twitter	2	4.5	86.4
LinkedIn	6	13.6	100
Total	44	100	100

Which of the below mentioned Social Networking Sites(SNSs) is mostly used by you?

27 / 44 correct responses

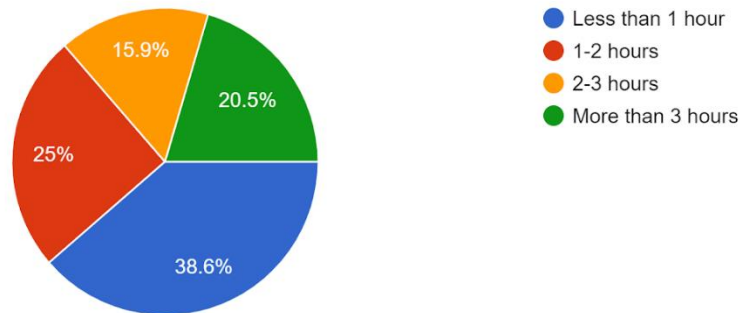


Research question 2. How much time (on an average in hours) do you spend on social networking site?

	Frequency	Percent	Cumulative Percentage
Less than 1	17	39.53	39.53
1-2	11	25.58	65.11
2-3	6	13.95	79.06
More than 3	9	20.94	100
Total	43	100	

How much time(on an average) do you spend on the SNSs daily?

44 responses

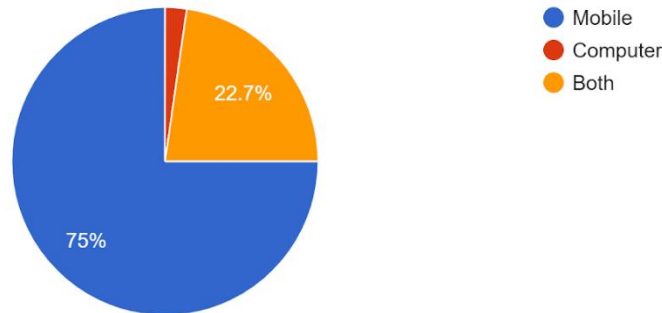


Research question 3: Which platform do you prefer for using social networking site?

	Frequency	Percent	Cumulative Percentage
Mobile	32	75	75
Computer	10	22.7	97.7
Both	1	2.3	100
Total	43	100	

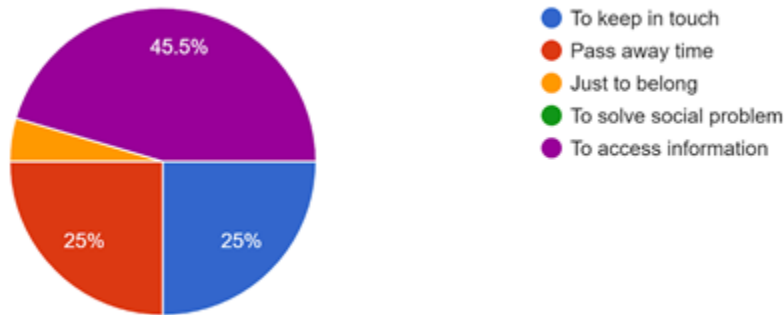
Which platform do you prefer for using social networking site?

44 responses



Research question 4: What is the purpose behind using SNSs?

	Frequency	Percent	Cumulative Percentage
To keep in touch	11	25	25
Pass away time	11	25	50
Just to belong	1	0.5	50.5
To solve social problem	0	0	0
To access information	20	45.5	100
Total	43	100	

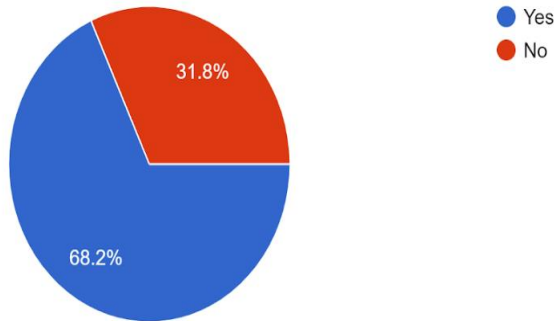


Research question 5: Do you use SNSs for learning purpose from academics point of view?

	Frequency	Percent	Cumulative Percentage
Yes	29	68.2	68.2
No	14	31.8	100
Total	43	100	

Do you use social networking sites for learning purpose from academics point of view?

44 responses

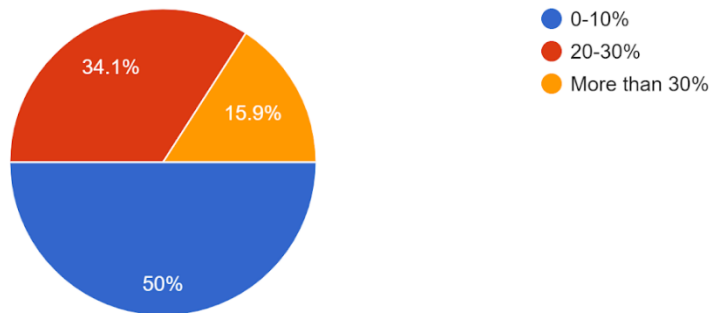


Research question 6: What percentage of your time spent on the SNSs, do you think, includes the learning part on the SNS, with respect to your academics?

	Frequency	Percent	Cumulative Percentage
0-10%	21	50	50
20%-30%	15	34.1	84.1
More than 30%	7	15.9	100
Total	43	100	

What percentage of your time spent on the SNSs, do you think, includes the learning part on the SNSs with respect to your academics?

44 responses

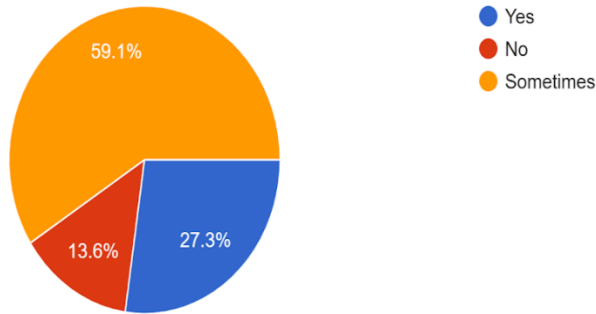


Research question 7: Do you think the content which you learn on SNSs is easier to understand when compared to traditional educational practices?

	Frequency	Percent	Cumulative Percentage
Yes	12	27.3	27.3
No	6	13.6	40.9
Sometimes	25	59.1	100
Total	43	100	

Do you think the content which you learn on SNSs is more easy to understand when compared to traditional educational practices?

44 responses

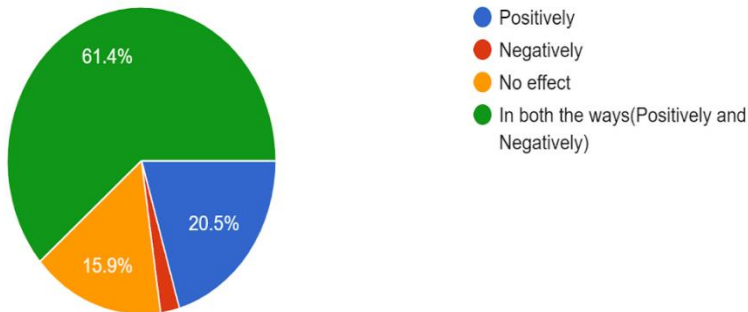


Research question 8: What is your thought process behind the impact of SNSs on studies?

	Frequency	Percent	Cumulative Percentage
Positive	9	20.5	20.5
Negative	1	2.2	22.7
No effect	7	15.9	38.6
In both way	26	61.4	100
Total	43	100	

What is your thought process behind the impact of SNSs on studies?

44 responses



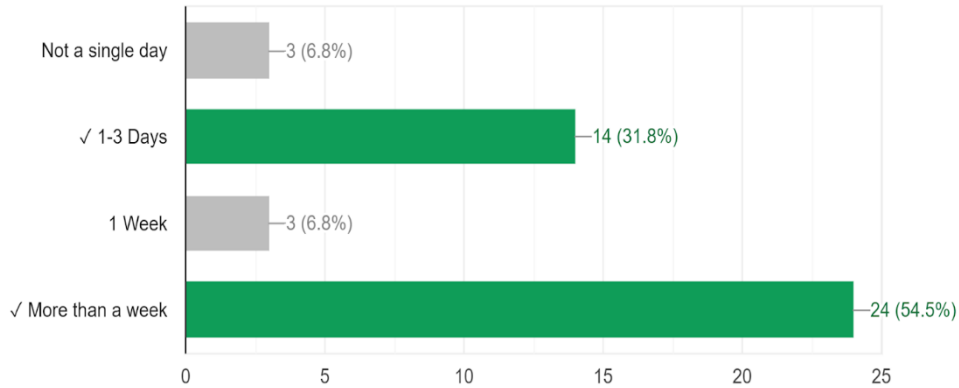
Research question 9: How many days can you live without using social networking site?

	Frequency	Percent	Cumulative Percentage
Not a single day	3	6.8	6.8
1-3 Days	14	31.8	38.6
1 Week	3	6.8	45.4
More than a week	24	54.6	100

Total	44	100	
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How many days can you live without using social networking site?

38 / 44 correct responses



Research question 10: Does it impact your studies, if you weren't be using SNSs on a daily basis?

	Frequency	Percent	Cumulative Percentage
Yes	14	31.8	31.8
No	30	68.2	100
Total	44	100	

Research

H₀ = Frequent use of Social networking sites by the students has no effect on their studies. The data used to test the hypothesis are drawn from the questionnaire.

hypothesis:

Hypothesis Testing:

Variables of frequent use of SNS

	Yes	No	Total
1	33	11	44
2	26	7	33
3	29	15	44
4	25	19	44
Total	113	52	165

Chi square is used for the analysis.

	Observed(O)	Expected(E)	O-E	(O-E) ²	(O-E) ² / E
1	33	30.13	2.87	8.23	0.27
2	11	13.86	-2.86	8.17	0.74
3	26	22.6	3.4	11.56	0.44
4	7	10.4	-3.4	11.56	1.65
5	29	30.13	-1.13	1.27	0.043
6	15	13.86	1.14	1.29	0.086
7	25	30.13	-5.13	26.31	1.05
8	19	13.86	5.14	26.41	1.39
Total					5.679

Degree of freedom (df) = (R-1) (C-1) = (4-1) (2-1) = 3, Alpha (α) = 5 %,

Calculated Chi square $\chi^2 = 5.679$

The table value of chi square at alpha = 0.05 and df = 3 is **7.815**.

Which is greater than the calculated chi square therefore we accept the null hypothesis. This means that the frequent use of the SNSs by students has no effect on their studies.

RESULT & DISCUSSION:

The tested hypothesis shows that the social networking sites has no effect on the studies of students. The hypothesis was accepted and proven to be correct. The results shows that Instagram does not have much effect on the academic performance of students. It is also seen that many students agreed that the social networking sites have positive effect in their studies. Hence it can be stated that students are using social networking sited for the academics as well.

The findings also shows that Instagram is the most popular SNSs used by students. It has also been observed that they mostly use these sites for accessing information and passing free time.

Some students allocate more time for SNSs and less time for studying. It has also been observed that students majorly search for content on SNS with respect to academics, which are not easily understood by traditional teaching methods. This develops their interest to use SNSs more frequently from studies point of view. In this era of technology, widespread of internet network is proving to be a good platform for students to learn from different individuals and be a part of the learning community, who are focused on knowledge sharing. Students are using this facility to gain more knowledge, since this is easily accessible and easy to understand and also because the availability of internet services are cheaper.

CONCLUSION & LIMITATIONS:

Overall, it has been seen that SNS does impact student's studies to a greater extent. However, there should be a balance between using SNS and studies. There is also a need to learn time management so that specific tasks can be restricted to a specific timeframe. Students are expected to set their priorities and they should take out special time from their schedule to devote to the SNS and not by including the SNS in their daily schedule. Also, it has been observed that students learn from SNS, hence it is important for teaching community as well to encourage students by creating more online content for students to learn. Students should also learn how to use SNS, since it has some good content from learning point of view and then there is also entertaining content. Hence it is quite important for student to select the right content when it comes to learning on SNSs.

The limitation of research has a look at majorly based on descriptive orientated and researcher used each number primary and secondary sources data and records accrued from selected management college students of Mumbai India.

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