

Using Social Networking Sites and its Impact on College Students

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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 nature of using social networking sites of college students, to know the relationship between duration of accessing SNS and academic achievement of the students and lastly to know the impact of SNS on college students. Survey research method was used. A self made questionnaire was constructed and administered on a sample of 100 under graduate 2nd year students pursuing B.A. degree with Honours in English in the districts of Howrah and Kolkata. Purposive sampling technique was used. Percentages, Bar graphs, coefficient of correlation were used for data analysis. The result of the study showed that most of the students used WhatsApp and they used SNS through their mobile/tablet for entertainment purpose. The study also revealed that a negative relationship existed between duration of accessing SNS and academic achievement of the students. Social Networking Sites had both positive and negative impacts on college students.*

Key Words: *Social Networking Sites, Academic Achievement, College Students.*

1. INTRODUCTION:

A great invention of technology is Internet. Now, in this age of globalization, use of Internet in our daily life has become so important. The use of Internet is so important in every sphere- in business, marketing, banking, transport, communication, education. Besides this, various SNSs like Twitter, WhatsApp, Hike, Skype, Facebook have now-a-days become so popular among the students as well as the people. A social networking site (SNS) or social media is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Also a social networking website is an online platform that allows users to create a public profile and interact with other users on the website.

For many connected users in India, access to the Internet is primarily for accessing social media networks. According to a report by the Internet and Mobile Association of India (IAMAI), 66% of the 180 million Internet users in urban India regularly access social media platforms. The most popular activities on social media include maintaining one's own virtual profile on the likes of Facebook and Twitter, posting and sharing an update as well as replying to something a friend has posted. While college students (33%) form the largest demographic of active social media users in India, working women and non-working women register just 7% and 11% respective share in that user base (Livemint, 2016).

2. REVIEW OF RELATED LITERATURE:

Reynol Junco (2012) in his article named too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance. Found that that time spent on Facebook and checking Facebook were negatively related to overall GPA, and time spent on Facebook is slightly negatively related to time spent studying. In addition, the ability of time spent on Facebook to significantly predict overall GPA shows that there may be negative academic effects for students who use Facebook in certain ways.

Paul, Baker, Cochran (2012) wrote an article named effect of online social networking on student academic performance. The researcher's results revealed a statistically significant negative relationship between time spent by students on OSN and their academic performance.

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 the presence 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, ability and age of students.

Wang, Q., Chen, W. and Liang, Y. (2011) in their study ‘The Effects of Social Media on College Students’ found that most of the college students used social media and spent many hours checking social media sites, there was a negative aspect to college students’ use of social media.

Joshi, D.R. (2016) studied on ‘Status of Use of ICT by Secondary School Students of Nepal’. The findings of the study revealed that private school students were using ICT at home more than public school students. There exists no difference in the use of ICT by girls and boys students. Most of them are using technology for entertainments or communication not for their subjective learning.

Khan, S. (2012) in his study ‘Impact of Social Networking Websites on Students’ **found that** students whose age range from 15 to 25 mostly used social networking websites for entertainment. 60% of male students commonly used social networking websites for knowledge. Graduation students generally preferred social networking websites for entertainment. From this research study it was also found that people can use social networking websites due to social influence. This study determined that most of students used social networking websites due to their friends and Students having 3.0 to 3.5 GPA (Grade Point Average) mostly used social networking websites for entertainment.

To stay in touch with their friends, to stay up to date, to spend leisure time, to share opinions now-a-days most of the students are using SNS. Some studies show that too much uses of SNS has negative effect on students. Taking this fact into consideration the study has been done.

Objectives:

Obj. 1: To know the nature of using social networking sites of college students.

Obj. 2: To know the relationship between duration of accessing SNS and academic achievement of the students.

Obj. 3: To know the impact of SNS on college students.

3. METHODOLOGY:

Research Design:

Survey research design of descriptive research was used for the study.

Population and Sample:

All the under graduate 2nd year students pursuing B.A. degree with Honours in English from the colleges (Under the affiliation of University of Calcutta) in the districts Howrah and Kolkata district were treated as population of the study.

For sample, the Purposive sampling technique was used for the study. Total 100 students were selected as sample.

Tool:

A Self made short questionnaire was used to know the natures of using social networking sites of college students.

Test-retest method was used to measure the reliability of the tool and reliability coefficient was 0.88.

The total marks of B.A. Part I (English Hons.) Examination were collected from the students.

Statistical techniques:

Percentages, Bar graphs, coefficient of correlation were used by the investigator for data analysis.

4. FINDINGS:

Obj. 1: To know the nature of using social networking sites of college students.

To know the natures of using social networking sites of college students a short questionnaire was developed by the investigator. The responses of the students are discussed according to the questions are as follows.

Q1. Which is the most popular Social Networking Site (SNS) among the college students?

Table 1: Shows which is the most popular Social Networking Site among the college students

<i>Name of the Social Networking Sites</i>	<i>No. of Students</i>	<i>%</i>
Hike	06	6%
Facebook	20	20%
Instagram	11	11%
WhatsApp	24	24%
Google+	10	10%
Youtube	16	16%
Skype	04	4%
Twitter	07	7%
Others	2	2%
Total	100	100%

Table 1 shows that most of the students use WhatsApp (24%). The second one is Facebook. 20% students use it. Also 6% students use Hike, 11% students use Instagram, 10% students use Google+, 16% students use Youtube, 4% students use Skype, 7% students use Twitter and 2% students use other SNSs. So it may be said that WhatsApp is the most popular social networking sites among the students.

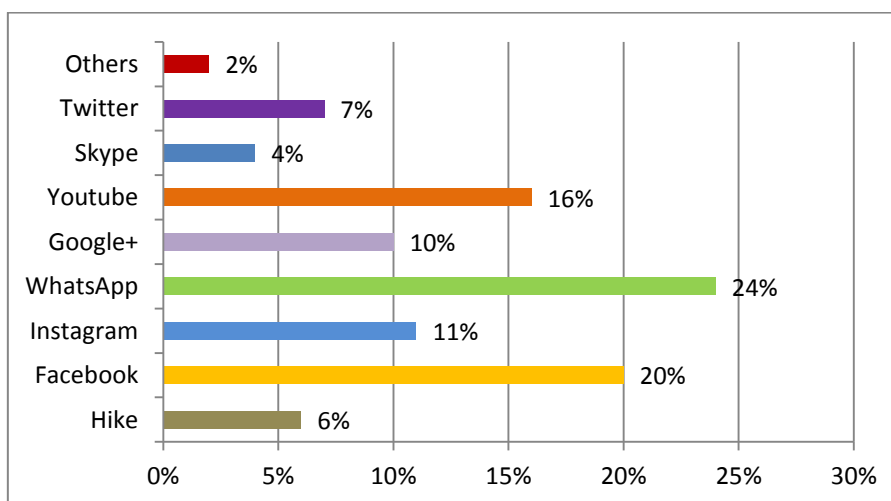


Figure 1: Shows which is the most popular Social Networking Site among the college students

Q2: How much time students were spent per day on SNS?

Table 2: Shows the duration of using SNS

<i>Duration of using SNS</i>	<i>No. of Students</i>	<i>%</i>
More than 5 hrs/day	29	29%
2-5 hrs/day	58	58%
Less than 2 hrs/day	13	13%
Total	100	100%

Table 2 shows that 29% students use social networking sites more than 5 hrs/day whereas 13% students use less than 2 hrs/day. But most of the students use SNS 2-5 hrs/day.

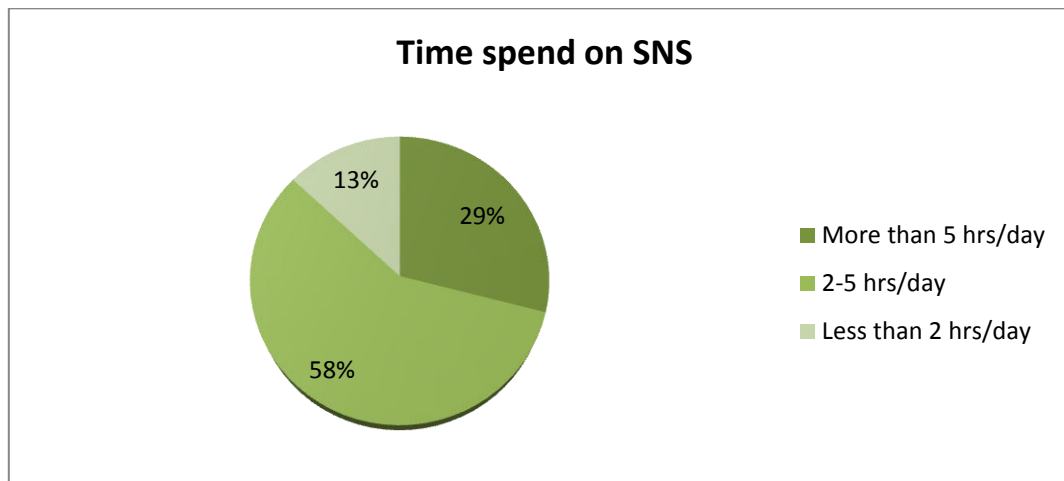


Figure 2: Shows the duration of using SNS

Q3: How long did they get themselves registered on SNS?

Table 3: Shows the duration of Membership/ Registration on SNS

<i>Duration of Membership/ Registration on SNS</i>	<i>No. of Students</i>	<i>%</i>
More than 3 years	21	21%
1-3 years	43	43%
Less than 1 year	36	36%
Total	100	100%

From table no. 3 it can be seen that 21% students take membership or got themselves registered more than 3 years on SNS. Other hand 36% students use SNS less than 1 year. But most of the students (43%) have registered themselves 1-3 years ago.

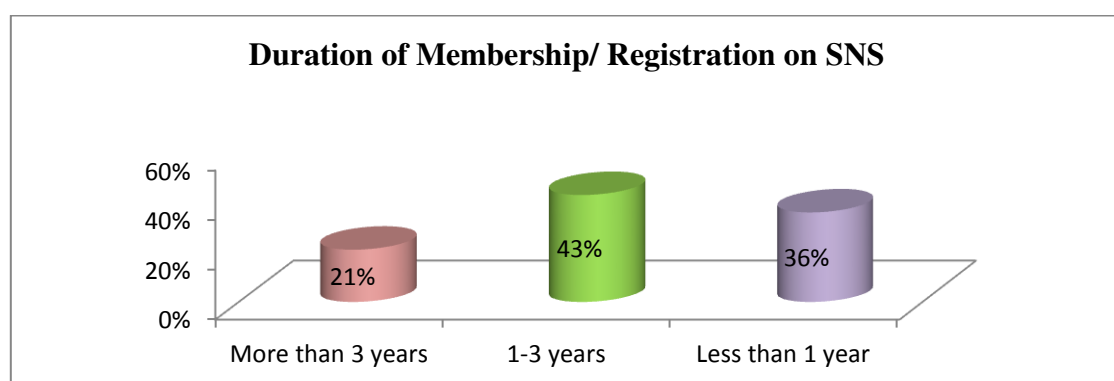


Figure 3: Shows the Duration of Membership/ Registration on SNS

Q4: What is the main medium of internet access of the students?

Table 4: Shows the medium of accessing SNS

<i>Medium of accessing SNS</i>	<i>No. of Students</i>	<i>%</i>
Own computer/Laptop	28	28%
Own mobile/tablet	37	37%
Friend's computer	10	10%

Cyber Café	16	16%
Others	09	9%
Total	100	100%

Table 4 shows that 28% students access SNS through their own computers/ Laptops, 37% from their own mobiles/ tablets, 10% through friends' computer, 16% from Cyber Cafe and 9% students use SNS from other sources. So, most of the students (37%) access SNS from their own mobiles/ tablets.

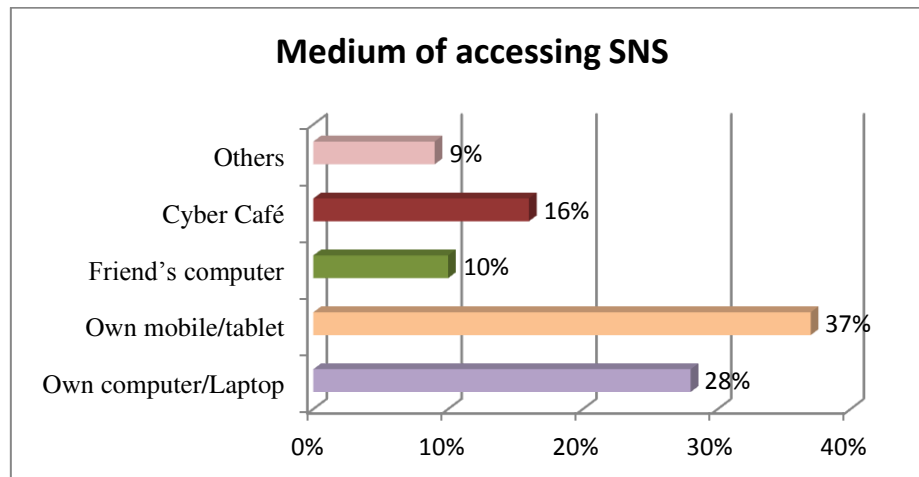


Figure 4: Shows the medium of accessing SNS

Q5: What is the main purpose of using SNS?

Table 5: Shows the purpose of using SNS

<i>Purpose of using SNS</i>	<i>No. of Students</i>	<i>%</i>
Entertainment	31	31%
Time pass	18	18%
Academic purpose	12	12%
Communication with friends	23	23%
Others	16	16%
Total	100	100%

Table 5 describes that 31% students use SNS for entertainment purpose whereas 18% students use for only time pass, 12% use SNS for their academic purpose, 23% students use SNS for connected with their friends and 16% students use SNS for other purposes. So, it may say that most of the students (31%) use SNS for entertainment purpose.

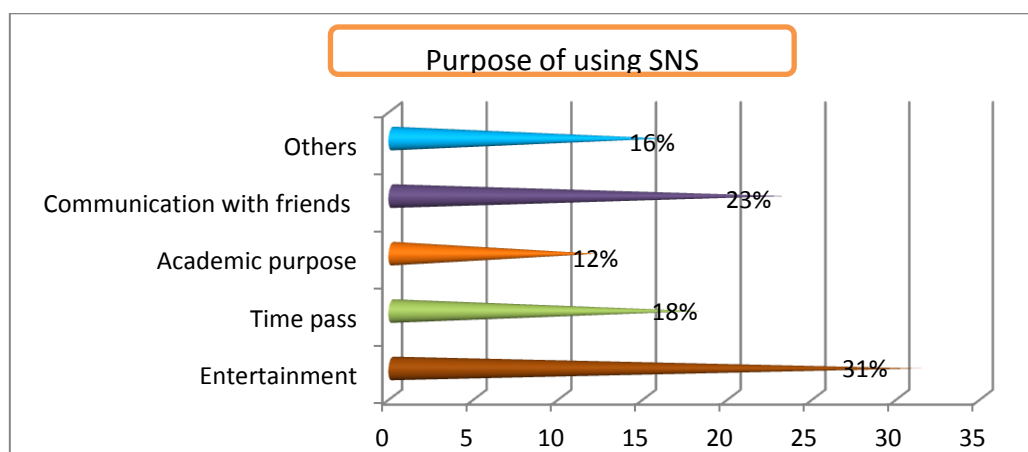


Figure 5: Shows the purpose of using SNS

Obj. 2: To know the relationship between duration of accessing SNS and academic achievement of the students.

H₀1: There exists no significant relationship between duration of accessing SNS and academic achievement of the students.

Table 6: Shows that the coefficient of correlation(r) of duration of accessing SNS and academic achievement.

	df	r
Duration of accessing SNS	98	-0.62*
Academic Achievement		

Table 6 shows that the coefficient of correlation(r) of duration of accessing SNS and academic achievement is -0.62. So a negative correlation is found. The critical value for df 98 at 0.05 level is 0.174 but calculated value of r is more than critical value. So the H_0 1 is rejected at 0.05 level, it may be concluded that there is a significant negative relationship between the duration of accessing SNS and academic achievement of the students.

Obj. 3: To know the impact of SNS on college students.

Positive and Negative impacts of SNS on college students are as follows-

5. POSITIVE IMPACT:

1. Social Networking Sites (SNS) provide virtual contact among the students.
2. Students can deal with their homework easily through SNS.
3. SNS is attractive. It not only provides college students another world to like friends, also provides a good way to release pressure.
4. We can send any kind of pictures, images, pdf files, important documents, links etc. anywhere in the world through SNS in a few seconds.
5. Students can easily share their thoughts and opinions easily with people.
6. Socialization is one of the main aims of education. Through SNS students can make friends. They can also exchange their opinions.
7. Students will be able to know new things as and when it happens. This helps them to update their own knowledge base.
8. If a student follow particular educational sites, educators or institutes then they can learn different educational related matters.
9. Through the use of SNS students can increase their computer skill which will help the students in their future professional career.

6. NEGATIVE IMPACT:

1. The use of SNS increases the communication gap between students and their family members. Face to face communication among the students also decreases.
2. Too much use of SNS leads to addiction, spending countless hours on the social sites can divert the focus and attention from a particular task and lowers the motivational level of the peoples, especially of the teenagers and students.
- 3 Now students are busy in SNS late night. So they are suffering from insomnia which is harmful for their physical and mental health.
4. In many researches it is found that the more a student spends time in SNS the more his/her performance get worsened.
5. Sometimes teenage students get addicted to watching violent posts as well as sex related obscence videos. Using SNS affects their behaviour and attitude. It also affects the society.
6. Unconsiously students share their personal information through SNS. That can be dangerous in the long run.

7. CONCLUSION:

In 2016, the total no. of SNS user in India is 216.5 million which will be 358.2 million by 2021 (Statista, 2016). Today's world is a global village. Everyone is connected to one another in this vast network generated by the Internet. According to Marshall McLuhan, a philosopher of communication theory, 'The new electronic independence re-creates the world in the image of a global village.' It illuminates the lives of thousands of people by spreading knowledge internationally, thereby making us global citizens.

Man is a social animal. He always wants to live in a group. Now men have included themselves in a group through SNS. Through SNS students can write their class assignment, they can check their results; they can also participate in different groups and social activities. On the contrary, too much use of SNS may hamper the academic performance of the students. So it is clear that Social Networking Sites have some particular positive and negative impacts. So the teachers, parents and Government should create particular rules and regulations for monitoring use of SNS among students.

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