

A Study on the Impact of Social Networking Sites (SNS) on the Academic Performance among College Students

R.Reshmi

Asst. Professor, Department of Commerce, Farook College, Calicut, Kerala State, India

Abstract

Nowadays Social Networking sites play a very important role in improving the academic performance of students. These sites allow students to connect with teachers and other people to update their knowledge and clear their doubts. As students' participation through social networking sites has increased to a great extent, so an attempt is made by the researcher to know the impact of social networking sites on the academic performance among college students of Calicut district. This paper attempts to study the impact of SNS, how many hours they spent on these sites, the role of SNS for improving their academic performance etc. A sample size of 100 students (50 boys' and 50 girls) from second year B Com students of government and aided colleges is to be taken. Questionnaire to be administered among students which consists of 10 questions, consisting of demographic variables like age, stream, year of study, gender, institution etc. Questions with multiple choices of answers were also framed using 5-point Likert scale.

KEYWORDS: Academic Performance, College Students, Social Networking Sites

Introduction

We are all aware that Social Media plays a very crucial role as it helps to connect with people, establishing better relationships, sharing of photographs, music and also in disseminating useful information rapidly. Apart from establishing relationships and making new friends, it also has educational benefits. When it comes to students, they should take advantages of Social Networking Sites to interact with educational experts, improve technological ability, and can take opportunity to interact between teachers and administrators. These sites can be considered as an ideal source to expand our knowledge. It provides plenty of opportunities for the students to widen their horizon of knowledge. They can grasp the benefits of SNS by updating from the latest happening around the world, enhance the knowledge from different fields and also in getting true information and facts for research purpose.

Aim of the research

- To discover which are the social networking sites used by the students?
- To determine the impact of social networking sites for academic purpose?
 - To know the effect of SNS in building the interpersonal relationship with respect to type of family
- To understand the area of awareness level with the usage of SNS among students?

Hypotheses

H0: There is no significant difference between interpersonal relationships with respect to type of family

H0: There is no significant difference between impact of SNS with respect to gender

H0: There is no significant difference between impact of SNS with respect to College in which students are studying

Review of Literature

Mehmood & Taswir (2013) in their study concluded that social networks if designed and tailored to the specific educational needs of each student, related to each major in communication, SNS can be a useful instrument in improving academic performance of undergraduate students in CAS, Nizwa, Oman. The research also concludes that a large section of students capitalize on the importance of human classroom face to face instruction, the social networks used for educational / tutoring should be able to apply these principles in a virtual classroom. Teenagers now use the Internet for the majority their daily activities and information gathering, as opposed to older generations who used resources like the television or newspaper Lewis, (2008). A recent survey showed that approximately ninety percent of teens in the United States have Internet access, and about seventy-five percent of these teens use the Internet more than once per day Kist, (2008). This study also showed that approximately half of all teens who have Internet access are also members of social networking sites, and use the Internet to make plans and socialize with friends Kist,(2008).Silius, Miilumäki, Huhtamäki, Tebest, Meriläinen, and Pohjolainen (2010) created a social media site for college kids, striving at improving both collaborative study and social interaction. Their research uncovers that creating social networking tools as part of traditional learning will attract students and may motivate their participation within the learning process. According to the study of (Duncan, 2012), the social interaction with educational process have been influenced the availability of modern techniques of social media. These techniques of social media results a good learning outcomes among students because it provides more than one channel to communicate with other party to gain and enhance the knowledge, therefore it has a great role to develop the educational process. Gurikaret. Al., (2015) mentioned that the purpose of social networking is not only impart knowledge to students but also used to share scientific findings and to prevent new knowledge to remain static, that is, working for the democratization of knowledge and its dissemination. Moh'd Desmal, (2017) in this study says blogs and social networks, used to supplement the teaching materials used in the classroom, encourages independent learning and increases student motivation. Meanwhile, the digital media are useful to complete the process of teaching and learning in the context of today's information society tool. social media can be using at anytime and anywhere by teachers and students for variety of academic purposes that results of enhancing the academic performance of the students and provide an easiest way for teachers also for receiving the comments and discuss them via social media types.

Narrowing down the review, it was found that no study focusing on the impact of SNS on the academic performance of the students were conducted and hence an effort to fill the gap was made.

Significance of the study

The literature review reveals that most of the study conducted in improving academic performance of undergraduate students in CAS, Nizwa, Oman. Many studies say that social networking not only plays an important role in imparting knowledge but also helps to share scientific findings in order to prevent new knowledge to remain static. Blogs and social networking is used to supplement teaching materials used in classroom encouraging independent learning thereby motivating student learning process. These social media can be used anytime and anywhere for discussion and improving academic performance among teachers and students. From the above review it is clear that there is a gap with regard to impact of social networking sites with respect to college students in Calicut City. This research makes an attempt to understand the impact of Social Networking Sites on second year B Com Students of Calicut City.

Methodology and Procedure

A simple random sampling was adopted to select the respondents.

Population

The target population for the study was the college students, of B Com program, of Government and Autonomous Colleges of Calicut district, Kerala State

Sample

Sample of the study was composed of 100 participants and the sample was chosen from 220 students from second year B Com students from two Autonomous and two Government Colleges of Calicut district of Kerala State. In this Research, following variables were selected.

- Social Networking Sites as Independent Variable.
- Students as Dependent Variable

Sources of Data Collection

Data was collected from Secondary and Primary Sources. From websites and Journals secondary data were collected. For getting primary data, a well-structured questionnaire was administered to the respondents which consisted of close ended, multiple choice and dichotomous questions.

Scope of the Study

Students are exposed to various kinds of Social Networking Sites on the internet and this study will help whether the Social Networking Sites can be improved to be used as a platform for educational.

Statistical Technique used

Percentage Analysis, Independent t test, ANOVA

Demographic Profile

The respondents of the study consist of 2nd year B Com students of both Autonomous and Government colleges of Calicut district. These students come from both nuclear and joint families.

Percentage Analysis

To know the preference of students towards SNS . The following diagram shows the preference of students towards the usage of different social Networking sites

Preference of Students Towards the Usage of Different Social Networking Sites

Table : 1

Social Networking Site	Facebook	Google	WhatsApp	Instagram	Telegram	You Tube	Total
Male	3	5	21	19	0	2	50
Female	1	4	24	20	1	0	50
Total	4	9	45	39	1	2	100

Source: Primary data

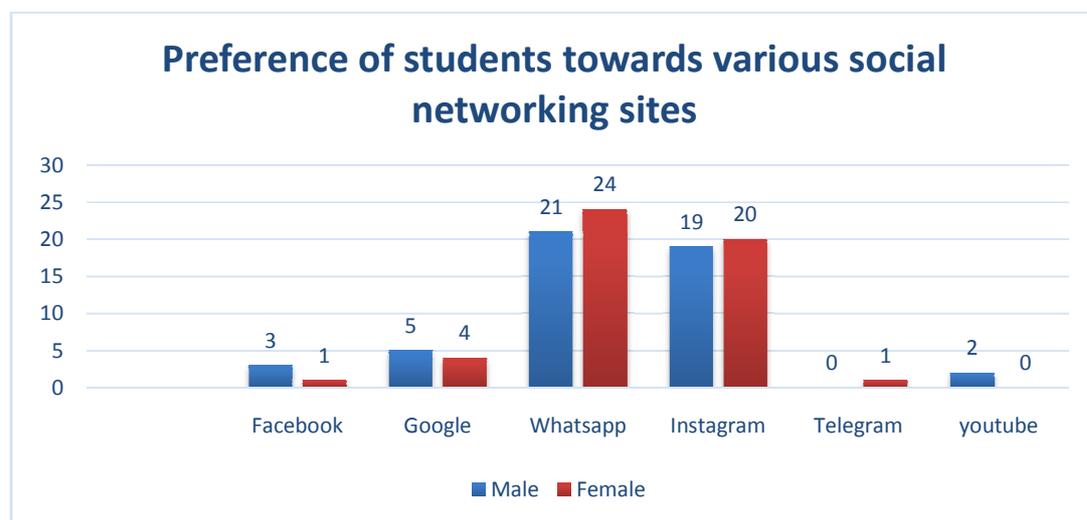


Figure: 1

From the above Figure (1), it is understood that majority of the students whether male or female, Whats App is highly used followed by instagram , google and Face book. It was found that number of students using Telegram and You Tube is less in number.

Impact of Social Networking Sites on Students

The following Table :2 and Figure : 2 shown below shows the impact of SNS on college students

Table : 2

Impact of SNS	Autonomous	Govt	Total
Positive	37	45	82
Negative	13	5	18
Total	50	50	100

Source: Primary data

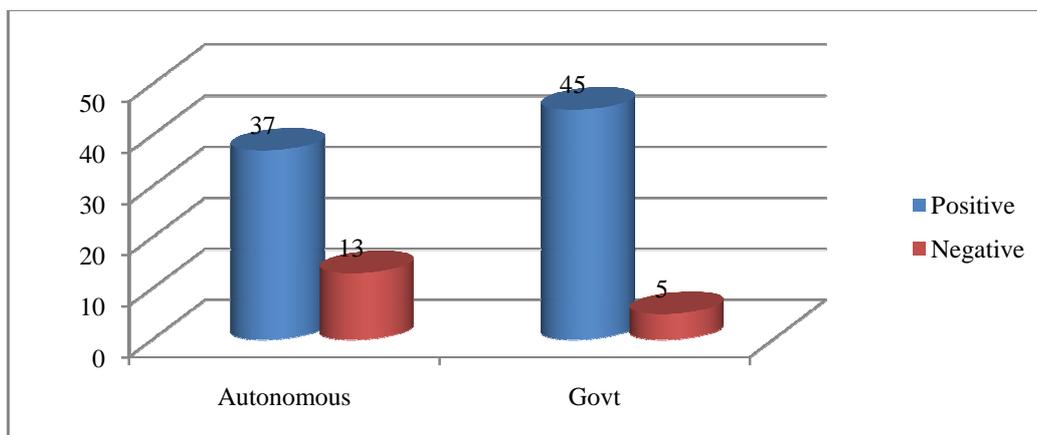


Figure: 2

Figure 2 shows the impact of social networking sites on Autonomous and Govt second B Com students. 90% of students in Government colleges says that impact is positive while only 74% of students in Autonomous colleges says the impact is positive.

Effect of SNS to Become More Social

Table: 3 and Figure: 3 says that 68% of the students have become more social while 32 % of the students says that social networking sites have made them less social.

Table: 3

Social	Autonomous		Govt College		Total
	Male	Female	Male	Female	
Have become less social	8	10	6	8	32
Have become more social	12	20	21	15	68
Total	20	30	27	23	100

Source: Primary data

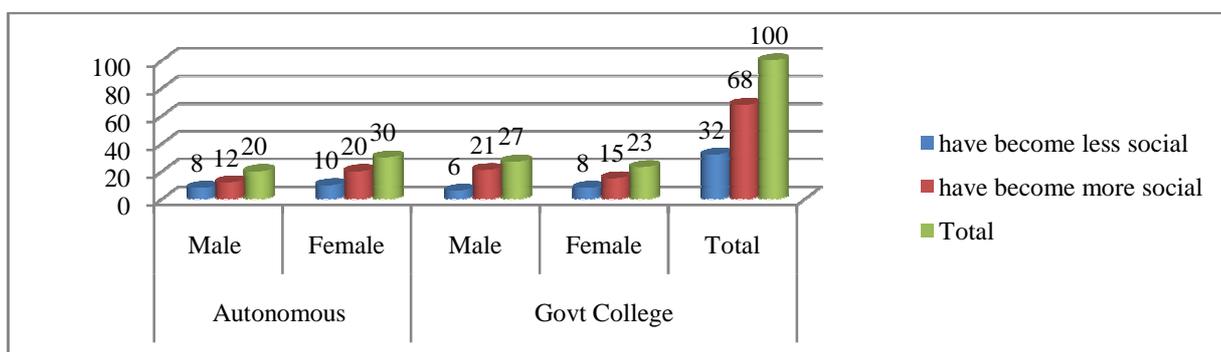


Figure: 3

Hours Spend on Social Networking Sites

Table: 4

Hours spend on SNS (in %)	1 hour	2 hour	3 hour	4 hour	More than 4 hours
Male	25%	25%	63%	56%	63%
Female	75%	75%	37%	44%	37%

Source: Primary data

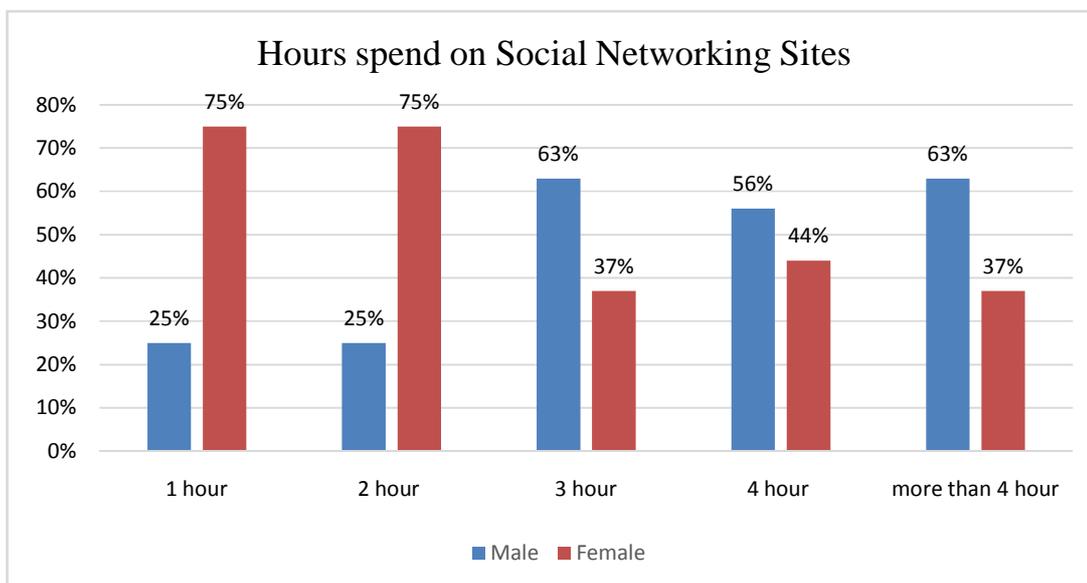


Figure: 4

It is understood from the above Figure (4) that Male students spent more time on social networking sites when compared to female students

The following Table (5) and Figure (5) reveals the increase in the awareness level among college students

Increase in the awareness level among college students

Table: 4

Area	Autonomous College		Govt College		Total
	Male	Female	Male	Female	
Cultural	10	8	15	14	47
Academics	7	14	0	3	24
Social	8	3	10	8	29
Total	25	25	25	25	100

Source: Primary data

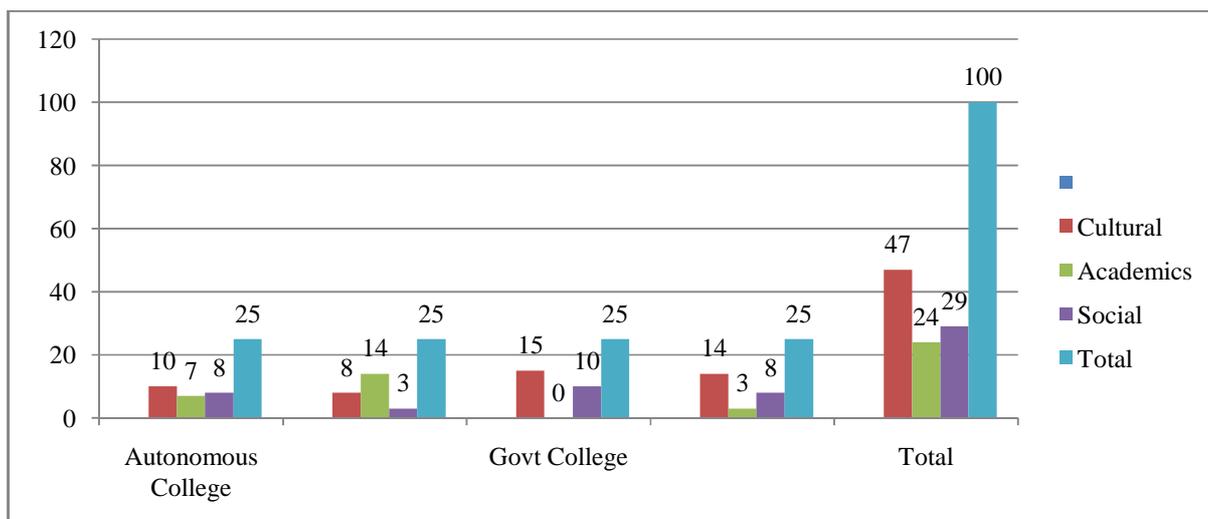


Figure: 4

From the above Figure: 4, it is understood that 60% of male students of Autonomous colleges use SNS for cultural awareness while 56% of female students spent their time for academic purpose. In the case of Government College, students, both male and female spent very less time for academic purpose (0% and 12%). 60% of male and 56% of female students of Government College use these SNS for cultural purposes

In the second part of the analysis, the researchers checked the reliability of the scale and the instrument used for data collection by working out Cronbach alpha which is a ratio very much similar to correlation coefficient, whose value should be more than 0.7 to judge a scale or questionnaire to be most reliable. The current workouts in table-3 show the alpha to be 0.876 indicating the scale and questionnaire are reliable and are implementable.

Table: 5

Reliability Statistics

Cronbach's Alpha	No of Items
.876	8

In the next part of the analysis, an attempt was made to find out significant difference between these variables by developing the hypotheses.

Independent t test

Interpersonal relationship with respect to members of family

Hypothesis

H0: There is no significant difference between interpersonal relationships with respect to type of family

H1: There is significant difference between interpersonal relationships with respect to type of family

Table: 6

Particulars	Type of family				t value	p value	Decision
	Joint		Nuclear				
	Mean	SD	Mean	SD			
I interact with your family more because of SNS	3.00	1.21	2.9	1.26	.088	.930	Not significant
I express more with my member of the family	3.78	1.13	3.44	1.21	1.206	.231	Not significant
My relationship has become better	3.56	1.19	3.24	1.18	1.130	.261	Not significant

Source: Primary data

From Table: 6, it is understood that there is no significant difference between interpersonal relationships with respect to type of family as p value is greater than .05.

Independent t test

H0: There is no significant difference between impact on academic performance with respect to gender

H1; There is significant difference between impact on academic performance with respect to gender

Table: 7

Particulars	Gender				t value	p value	Decision
	Male		Female				
	Mean	SD	Mean	SD			
Improving communication skills	4.1200	.79898	4.0200	.84491	.608	.545	Not significant
Knowledge levels	4.0800	.96553	4.1400	.90373	-.321	.749	Not significant
Future plans	3.6400	1.13856	3.5800	1.10823	.267	.790	Not significant
Different cultures	4.2800	.80913	4.4800	.73512	-1.29	.199	Not significant
Comfortable	4.0200	1.03982	4.2400	.91607	-1.12	.264	Not significant

Source: Primary data

The above Table (7) implies that there is no significant difference between impact on academic performance with respect to gender i.e. irrespective of the gender, the use of

SNS is the same as it is found that p value (.545, .749, .790, .199 and .264) is greater than .05

One way ANOVA test

H0: There is no significant difference between impact on academic performance and usage of various SNS

H1: There is significant difference between impact on academic performance and usage of various SNS

Table: 8

Social Networking Sites													t value	p value	Decision
Effect on academic performance	WhatsApp		Instagram		Google		Telegram		YouTube		Facebook				
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD			
Improving communication skills	3.80	.78	4.25	.81	4.1	.78	5.0	-	4.0	.00	5.0	.00	2.93	.01	Significant
Knowledge levels	3.8	1.0	4.2	.84	4.3	.50	5.0	-	5.0	.00	5.0	.00	2.56	.03	Significant
Future plans	3.4	1.3	3.76	.84	3.5	.72	5.0	-	3.0	.00	4.5	.57	1.44	.21	Not Significant
Different cultures	4.2	.93	4.46	.64	4.3	.50	5.0	-	5.0	.00	4.5	.57	.67	.64	Not Significant
Comfortable	3.9	1.1	4.35	.81	4.0	.70	5.0	-	5.0	.00	4.0	1.15	1.42	.22	Not Significant

Source: Primary data

In order to understand the impact of academic performance on the basis of various social networking sites, it was found from Table: 8, in the case of improving communication skills and increase in knowledge levels, H0 was rejected, as p value (.01 and .03) is less than .05, while in deciding future plans, understanding different cultures and comfortability in learning from SNS, H0 was accepted. It means that there is no significance difference between these variables and SNS as p value is (.21, .64 and .22) is greater than .05.

Findings and Suggestions

Findings

It is understood that majority of the students whether male or female, Whats App is highly used followed by instagram , google and Face book. Male students (63%) spent more time on social networking sites when compared to female students (37%). 90% of students in Government colleges says that impact is positive while only 74% of students in Autonomous colleges says the impact is positive. 68% of the students have become more social while 32 % of the students says that social networking sites have made them less social. 60% of male students of Autonomous colleges use SNS for cultural awareness while 56% of female students spent their time for academic purpose. In the case of Government College, students, both male and female spent very less time for academic purpose (0% and 12%). It was found that there is no significant difference between interpersonal relationships with respect to type of family as p value is greater than .05. Also it was analysed that there is no significant difference between impact on academic performance with respect to gender. In order to understand the impact of academic performance on the basis of various social networking sites, it was found that in the case of improving communication skills and increase in knowledge levels, H₀ was rejected, while in deciding future plans, understanding different cultures and comfortability in learning from SNS, H₀ was accepted.

Conclusion

Social networking sites plays an important role in every students' life. Utmost care should come from both home and educational institutions for moulding students' future. As infinite number of Social Networking Sites are available, they should be given proper understanding regarding the type of sites browsed for improving their academic performance and also tips regarding how to manage their time for academic and non-academic purposes. It has got positive and negative impact on students. Positive is definitely good as it helps in expanding the horizons of knowledge while prolonged usage of SNS for nonproductive uses can even end up with psychological problems like depression, anxiety, stress etc.

Suggestions

As it is known that Whats App and Instagram can be used more for chatting, sharing videos and pictures, students need to be made aware to create a balance between wasting time on chatting and using it for improving academic performance. It is also found from the study that male students are spending more time on social networking sites. Parents should take an extra care and try to control them in wasting time by using these sites for non-academic purpose. It also becomes the responsibility of educational institutions to provide awareness classes by experts on different types of SNS that should be used by both male and female students for improving academic excellence. Awareness on sites like Edmodo, English baby, Livemocha, Academia.Edu, Course Cracker etc. will be of great help to students to improving their knowledge, communication skills, for research purpose and also for enabling students, teachers and parents to connect to each other for refinement of the learning process.

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