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A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS WITH S.R.F TO BANGALORE CITY

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ABSTRACT

Social Networking Sites (SNS) has become one of the most important communication means in recent times. This helps individual to interact with the users, which can increase the social awareness and gather information on different streams. However, this study attempts to obtain students perceptions on how their use of social networking sites influence their academic performance. The aim of this research is to study the impact of SNS on the Academic performance of undergraduate students in special reference to Metropolitan city like Banaglore. A research questionnaire was designed to collect the data from target population of undergraduate students of Bangalore city with random sampling survey and with the sample size of 126 undergraduate students. From the collected data a descriptive and analytical study is conducted to determine the impact of SNS on Academic performance in terms of awareness level, time spent, and frequency of visiting SNSs, purpose of using SNSs and fulfilment of academic purposes with the use SNSs. From this research study it was found that, there is High prevalence of Social network users. Most of the students are engage in the SNSs for Non academic activities such as chatting with friends and for entertainment like music, videos rather than Academic purposes. 44% of the respondents believe that use of SNSs effect their study timings. However most of the respondents feel that SNSs has positive impact on their Academic Performance, due to the fact that SNS could be used as a source to improve the knowledge on academics, as an Effective tool for E-learning, as a source for their Project Reports, Assignments and Skill development.

KEYWORDS

Social Networking Sites (SNS), Academic Performance, Undergraduate students, E-learning.

INTRODUCTION

 Social network sites are web-based services that allow individuals to create a public profile and interact with other users on the website. Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders. However, Social networking exist so as to provide communication among people regardless of the distance, making it open to people easily share information, files, pictures, videos, create blogs, send messages and conduct real time conversation with the means of Social Networking Sites such as Google, Facebook, Twitter, Yahoo, Myspace, Youtube, Orkut, Skype. The main SNS used are Facebook (98.8%), Skype (61.3%), What's App (59%), and Hotmail (56.6%). The most purposes of using the SNs were connecting with family and friends (86.7%), following the news (76.6%), connecting with people from the past (69.9%), and chatting (53.9%). 57.8% of users have attempts to minimize or cutoff the using of SNS. 51.2% of users became upset when they don't find any means to login to SNs during their day. 81.3% of users have desire to know what happened online when they are offline. 96.1% of users using the SNs for academic purposes, and 11.3% of users sometimes are absent from academic activities because of using the SNS(Daffalla A'lamEluda 2014).

The internet has provided the facility to connect with the people from around the Globe. People consume a lot of time on SNS for uploading or downloading, extracting information, communication. Hence, the impact of SNS on Education is an important issue that has caught both educators and practitioners' attention in recent years. The increased use of SNS has become an international phenomenon in the past several years. Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities and showcase their social lives (Boyd 2007).

Though there are negative perceptions about the possible effects of SNS on Students' Academic Performance, some studies showed that students found it quite appropriate for a teacher to use Facebook, and for teachers and students to socialise by this means (Baran, 2010) students also believed that such tools could allow them to share knowledge in formal educational context. Churchill's study (2009) showed that the use of weblogs or blogs (social publishing) in education facilitated a useful learning atmosphere.

The overuse of SNS has some negative impact that may counter balance the potential benefits and poses grave consequences to the academic performance of its victims.

This research seeks to investigate the impact of social network usage among undergraduate students in special reference to Bangaluru city.

REVIEW OF RELATED LITERATURE

Many researchers have conducted research to ascertain the influence and impact of SNS on users with the special reference of undergraduate students of different Universities.

Adam Mahamat Helou and Nor Zairah Ab Rahim: 2014 "The influence of Social networking sites on students Academic performance in Mayasia, A study was undertaken with the sample size of 30 respondents. And the study found that the majority respondents agreed that Social networking Sites have a positive impact o their academic performance, due to the fact that SNS can be used for various Academic purposes such as communicating with the faculty and university Authorities, communicating with the lecturers, discussing academic topics with the classmates.

Saba Mehmood and Tarang Taswir : 2013 Authors conducted the research to investigate pedagogical impacts of SNS on undergraduate students at Nizwa, Oman the objective of the study is to determine how the SNS can be used as a platform for E-learning. The beneficial results of this study, shows SNS has a significance influence on the Academic Performance of students. The results of empirical evidence explore classroom and SNS as paradigms that build young knowledgeable societies. And SNS as an social tool in knowledge sharing and general awareness of student communities. The study conducted by Waleed Mugahed and Mohd Shahizan, drawn the results as SNSs has the potentials of influencing decision making in a very short time regardless of the distance. Hence, it helps in collaborative learning positively and significantly with interactive with peers, interactive with teachers and engagement which impact the students academic performance.

Unvsersity of Tanzania, conducted the research on "extent of Social Networking Sites usage by students" with the target population of 7337 students and of 356 sample size. The outcome of the study revealed that, SNS is not an hindrance for the studies. The interesting conclusion given by Dr. Nelson Jagero and Micheal Kariuki, is that, the students were managing their time efficiently and hence, the use of SNS didnot harm their Academic achievement. However this fact gave rise to a proposition that excessive usage of SNS's might be having adverse impact on Academic Performance of the student's users.

According to Dr.M.Kanagarathinam (2014), Students used social networking site for various purposes such as writing of class assignments and other related social activities. At first it will be easy to predict that too much use of social networking sites might have adverse impact on academic performance. Findings suggested that despite spending time on the use of internet or on social networking sites, students were still efficient enough in their studies. They did not face any difficulty in meeting their academic requirements.

Aamo Iorlian and Egena Ode: (2014) The study conducted on the topic "the impact of Social Network Usage on University students Academic Performance at Benue State University Markudi, Nigeria with the sample size of 1596 students. The study focused on three major areas: the time spent on Socail media, the frequency of visiting social media and the relationship between the volume of social friends and and students Academic performance. Researchers found that

the time spent on social media, the frequency of visit and total number of virtual friends has a statistically significant relationship with a student's Academic performance. Hence study recommended that access to SNS usage should be restricted and controlled and idle time should rather be channelled in to studies. Social networking sites are mainly used for Non Academic purposes by the students (Ishaq Ahmad and Tehmina Fiaz Quasi :2011). However the same study Titled "a lookout for Academic impacts of SNS gave a interesting conclusion that, students are able to manage the time for Academic activities effectively and hence, SNS did not harm their Academic Performance.

SNS has adverse impact on the Academic Performance of the students. With the view that social networking sites, allows participant to create a profile, search and receive friends requests uploading and downloading of images, tags, comments would lead to waste of time which could be used for the studies (Ezekiel S Asemah Ruth A: 2013).

The prevalence of negative effect of using the SNS on academic performance is very high especially among females. 68% of users have benefit from using of the SNS for connecting with others. 23.4% of users lower their social activities in real life because of using the SNS. The prevalence of lowering the practicing sport exercises because of using the SNS is 20.2% (Daffalla A'lamEluda 2014).

Students whose age range from 15-25 mostly use SNS for entertainment and which is more influenced by their friends on Social Networking Sites. 60% of male students commonly used social networking websites for knowledge (Shahzad Khan). In another study conducted by Shana (2012), it was revealed that students use Social Networking Sites making friends and chatting. The result showed that only 26% of the students indicated that they use SNS for academic purposes.

A greater number of younger students reported negative perception of the effect of Social Networking Sites on their Academic performance (Jason Tham & Dr. Niaz Ahmed 2011)

It is assumed that running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. According to Enriquez (2010), students who multi-task between social networking sites and homework are likely to have 20% lower grades than a student who does not have a social networking site in visual range.

The emergence of Social Networking Sites has become a major trend over the years with growing popularity amongst the younger generation. As online social networking becomes more popular, literature, however, suggests that there is an ongoing debate on the role of online SNS in the social life and academic performance of users. While many researches claim they can be tempting and addictive with the use of features such as dating, photo and video-sharing, instant messaging, etc., others claim they can be advantageous as they lead to better interaction and cooperation among users. While this debate goes on, there is still lack of strong empirical evidence to show how the use of these tools affect social life and academic performance especially for undergraduate students, Daffalla A'lamEluda. (2014). Hence, this research seeks to investigate the impact of social network usage among undergraduate students on their academic performance in special reference to Bangalore city.

OBJECTIVES

1. To study the concepts of Social Networking Sites and its effect on the Academic Performance of undergraduate students of Bangalore city.
2. To find the awareness level of SNS among undergraduate students.
3. To study the involvement level and frequency of visiting SNS by undergraduate students in Bangalore City in terms of time spent.
4. To study the usage of SNS to fulfil Academic Purposes and Academic achievements and for E-learning.

RESEARCH METHODOLOGY

The Author conducted descriptive and Analytical research. Data was collected with the help of a questionnaire from research respondents. The target population of this study was undergraduate students of Bangalore city colleges. The purposive sampling was used to select the undergraduate students while the simple random sampling was used to select 126 sample size from undergraduate students of Bangalore city for the study. Participation was voluntary for all the students from the departments of Commerce, Management and BCA.

LIMITATIONS OF THE STUDY

1. The study is limited to Bangalore City only.
2. The study focused only on impact of SNS on Academic performance in terms of awareness level, time spent, and frequency of visiting SNSs, purpose of using SNSs and fulfilment of Academic purposes with the use SNSs.

DATA ANALYSIS AND INTERPRETATION

Gender distribution of respondents: Out of the total sample size of 126, 45 were the male respondents and 81 were female respondents. All the respondents were from undergraduate students of Bangalore City.

TABLE 1: GENDER DISTRIBUTION OF RESPONDENTS

Gender	Frequency	percentage
Male	45	36%
Female	81	64%
Total	126	100 %

TABLE 2: TIME SPENT ON SNS

Time spent on SNS p/d	Frequency	Percentage
30 min	30	24 %
1 hour	23	18 %
2 hours	29	23 %
More than 2 hours	44	35 %
	126	100 %

In examining the amount of time spent by those using Social Networking Sites, 24 % of the respondents spent only 30 minutes or less than that per day to access SNS; 18% of the respondents involve in SNS atleast One Hour per day; 23% of the respondents use SNS for Two hours per day 35% of the respondents indicated they spent more than Two Hours per day. Hence, most of the undergraduate students prefer to use SNS for different purpose.

FIG. 1

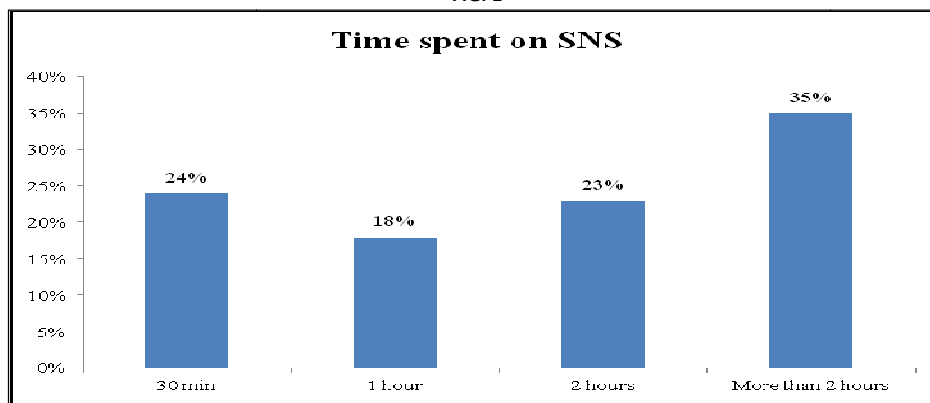


TABLE 3: EFFECT ON STUDY TIMINGS

Response	Frequency	Percentage
Yes	56	44 %
No	70	56 %
	126	100 %

Above Table No 3 shows the effect of Social Networking Sites on their Study timings. 44% of the respondents say that, their study timings are getting affected by Social Networking Sites, since 35% (table No.2) of the students are engaging themselves for more than 2 hours per day to access Social Networking Sites. Hence, they agree that time spent on SNS effects their study timings. However 56% of the respondents strongly agree that, use of SNS does not effect on their study timings. Findings shows that despite of spending time on internet or on SNS, students are efficient enough to manage the time for their studies.

FIG. 2

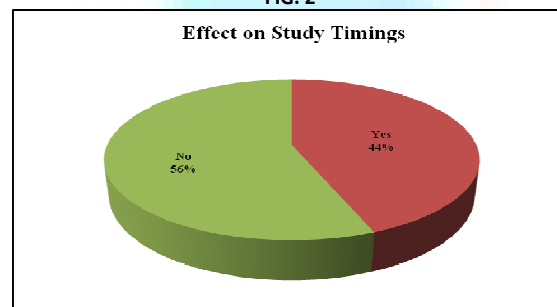


TABLE 4: MOST VISITED SNS AND NUMBER OF SNS USED BY THE RESPONDENTS

Most visited SNS	Frequency	Percentage	No of SNS	Frequency	Percentage
Youtube	75	17 %	1	12	10 %
Twitter	21	5 %	2	24	19 %
Facebook	96	22 %	3	23	18 %
Yahoo	36	8 %	4	16	13 %
Google	96	22 %	5	27	21 %
Watsapp	108	24 %	More than 5	24	19 %
Any other	8	2 %			
Total	440	100 %	Total	126	100 %

To find the awareness level on SNS among undergraduate students of Bangalore City, certain parameters are used and the above table No:3 shows the most visited Social Networking Sites and the number of Social Networking Sites used by the respondents. By extracting the data from the respondents it was found that, out of 126 sample size 12 (10%) respondents are using atleast One Social Networking Site; 24 of the respondents are using 2 SNS; 23 of the respondents are using 3 SNS; 16 of the respondents are using 4 SNS; 27 (21%) of the respondents are using 5 SNS and 24 of the Respondents are using more than 5 SNS. Hence it proves that the maximum undergraduate students of Bangalore city are well aware about different SNS and the most visited SNS are Facebook (22%), Google (22%), Whatsapp (24%). Twitter and Yahoo is used at low level. Which reflects that majority of the undergraduate students are involved in using Social Networking Sites.

FIG. 3

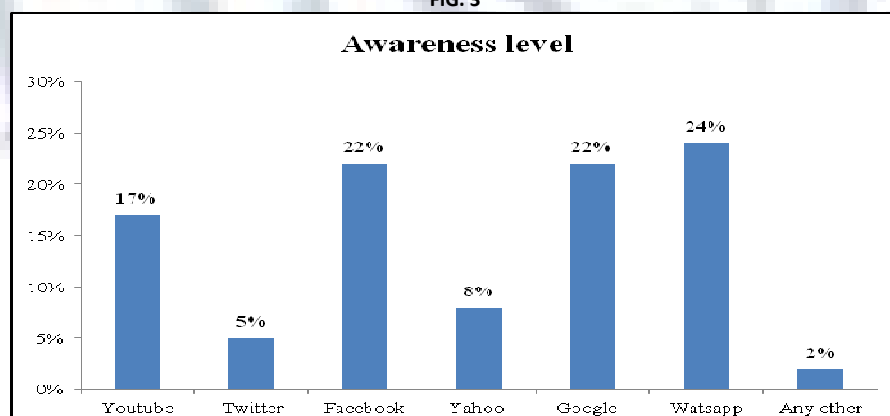


FIG. 4

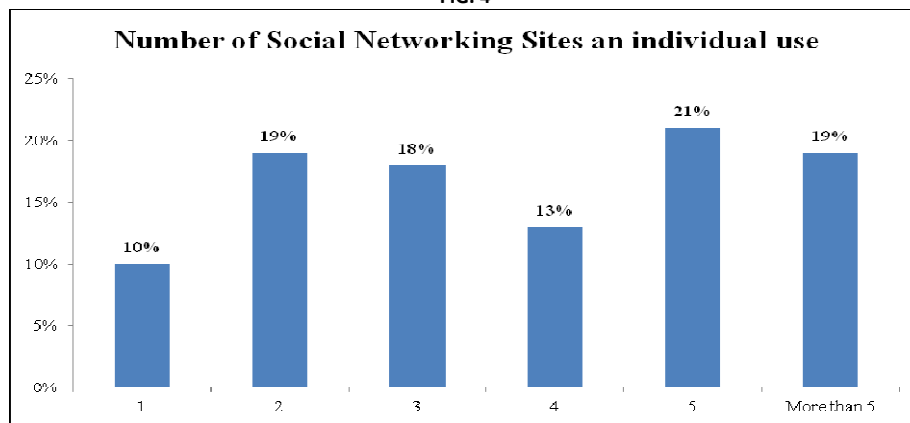


TABLE 6: PURPOSE OF USING SOCIAL NETWORKING SITES

Purpose of using Social Networking Sites	Frequency	Percentage
Downloading Study material	4	13 %
Communication with teachers and friends for Academic purposes	39	10 %
Uploading any Articles and Writings	24	6 %
Posting Photos	69	18 %
Music /Videos/ entertainment	84	22 %
Creating Polls/ Quiz/ survey	0	0 %
Chatting with friends	87	23 %
Any other	30	8 %
Total	381	100 %

Table No.5 represents the purpose of using Social Networking Sites by the undergraduate students. Respondents revealed that; Music, videos, Entertainment (22%) and Chatting with their Virtual Friends(23%) is the Major priority in using SNS. The second priority is Posting photos (18%) on SNS; 13% of the students communicate with their Teachers and friends through the SNS for Academic Purposes; 6% of the students upload Articles and writings on the Social Networking Sites; none of the students are interested in creating Polls, online Quiz and survey. So, it depicts that, majority of the students use SNS with the purpose of entertainment, music and chatting with friends. Hence, these findings explicitly reveal that SNS are basically used for Non Academic motives.

FIG. 5

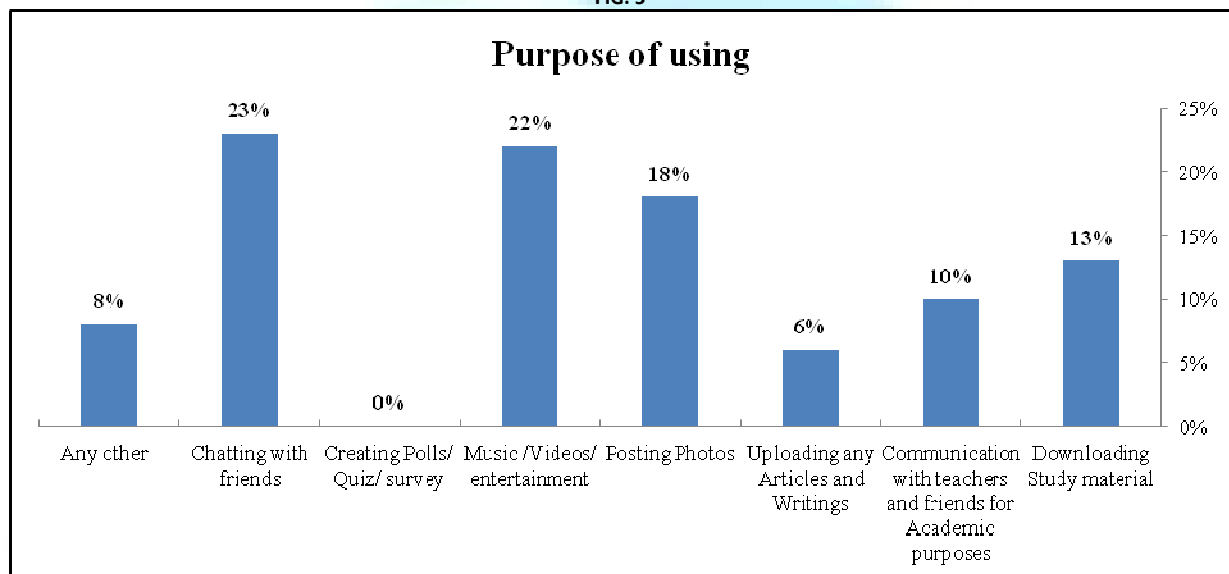
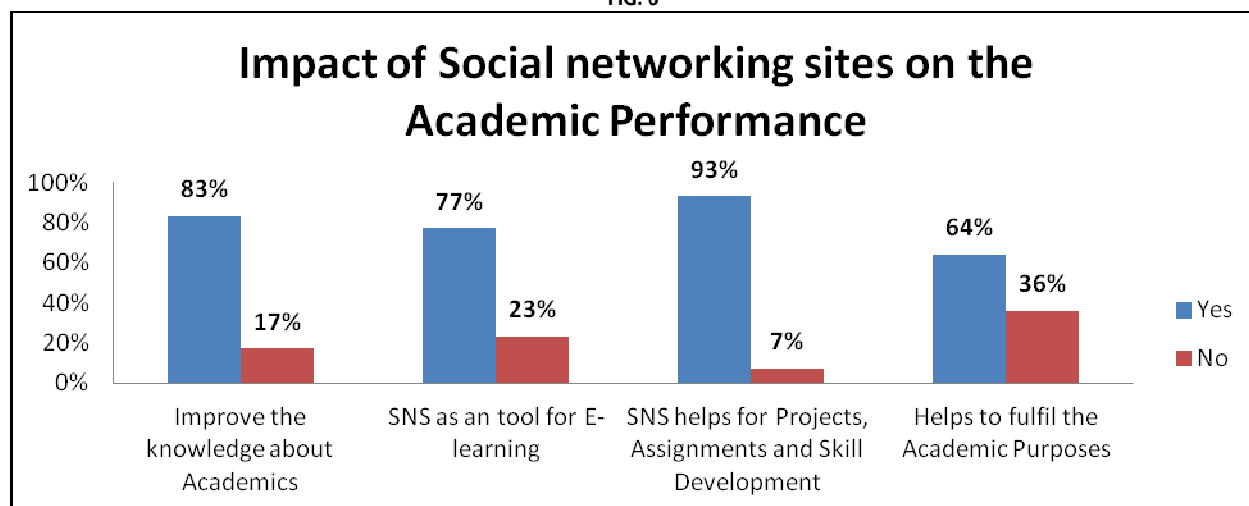


TABLE 6: IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE

Response	Improve the knowledge about academics	%	SNS as an tool for E-learning	%	SNS helps for projects, Assignments and Skill development	%	Helps to fulfil Academic purposes	%
Yes	104	83 %	97	77 %	117	93 %	81	64 %
No	22	17 %	29	23 %	9	7 %	45	36 %
Total	126	100 %	126	100 %	126	100 %	126	100 %

Table 6 shows the Impact of Social networking sites on the Academic Performance. Various parameters are used to extract the data to find the impact of SNS in fulfilling the Academic purposes of the students. 83% of the students strongly believe that, SNS improve the knowledge on Academics where as only 17% of the students disagree with this; 77% students say that SNS could be an effective tool for E-learning; 93% of the students use SNS for their Projects, Assignments and Skill Development Activities and finally 64 % of the students believe that SNS helps to fulfil Academic purposes. So, it shows that even though SNS are used for entertainment and chatting with the friends, It is the opinion of the students that, SNS has favourable effect to achieve their Academic Performance and also it could be an effective tool for E-learning.

FIG. 6



CONCLUSION AND RECOMMENDATIONS

This study examined the awareness level of Social Networking Sites, time spent on SNS, usage of SNS, effect of SNS on Study timings, SNS as effective tools for E-learning and impact on Academic Performance. The findings show that, there is High prevalence of Social network users. Most of the students are engage in the SNSs for Non academic activities such as chatting with friends and for entertainment like music, videos rather than Academic purposes. 44% of the respondents believe that use of SNSs effect their study timings which otherwise could be used for their studies. Hence, students should learn to manage the time efficiently for the studies. However most of the respondents feel that SNSs has positive impact on their Academic Performance, due to the fact that SNS could be used as a source to improve the knowledge on academics, as an Effective tool for E-learning, as a source for their Project Reports, Assignments and Skill development. Even though students are aware about the positive aspects of SNSs which would a great support to fulfil the Academic requirements, study found that majority of the students use SNSs for Non-Academic purposes which would lead to an adverse effect SNSs on the Academic performance. Therefore, based on the positive impacts of Social Networking Sites on the Academic Performance, the findings and analysis suggests that, students should make use of SNSs to enhance their Academic achievements for which they should restrict themselves from Non- Academic purposes which may cause adverse impact on the Academic Performance.

However, this research focuses on few aspects of SNSs and its impact on Academic Performance. An increasing growth rate of SNSs and its impact on Academic performance, Virtual communities, social behaviour, language and relationships calls for academicians, researchers, parents and Teachers to monitor the students on the usage of SNSs towards the fulfilment of Academic and social growth.

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