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A study on known and unknown impact of social networking sites (SNS) on academic performance of students with special reference to Erode District

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ABSTRACT

India is the third biggest country in terms of internet users in the world, with a high social and mobile audience. Now-a-days Social networking sites “overtaking the world “like Face book Twitter, Whatsapp etc diverting students from their studies. Students spend more time on social media than they do using personnel email. Even Though, there is loss of privacy and safety, social media provides opportunities for connecting with friends, classmates, and people with shared interest. Today, the main aim of the student should be education and their future career. However, many students rely on the accessibility of information on social media. That means reduced focus on learning and retaining information. The social networking sites and social media have revolutionized the world, bringing us closer than ever before. However, students can exploit this and use it for a better life, a better tomorrow. It should be used to connect, stay in touch, share views but not waste time on. The sample size for the study is 50. A questionnaire is designed to determine the various factors of social media that have impact on student’s education. Variables identified are gender, education, social influence, and academic performance.

Keywords: Social Networking Sites (SNS), Education Performance, social Media, Academic Performance.

INTRODUCTION

Today the Internet has taken a firm place in people's lives. The invention of smart phone has increase the usage of social media. It is difficult to imagine a young man who at least once a day did not check for updates in social networks and did not leaf through the news lines. The modern reality requires us to stay in touch and keep of the latest news and trends. Communicating through the internet and social networking websites is quite different from communicating in person-to- person situation. It is a way to make connections, not only on campus but with friends outside of school.However; does this trend affect the performance of students?

This research contribution will analyse in the known and unknown impact of social networking on education [1].

STATEMENT OF THE PROBLEM

Student’s academic performance is affected by a large number of factors but the impact of social media on the performance of student is most important than any other factor. The growing dimension of the use of social media among the youth of today cannot be over emphasized According to Das, B& Sahoo; js (2010) People consume additional time in interacting with their friends as share information on social media websites. So they become addicted to look over social media sites leads to parents worried about them. The main purpose of this study is to examine the impact of social networking sites on academic performance of students.

OBJECTIVES OF THE STUDY

- To identify the Demographic Profile of Respondents.
- To identify the Problems faced by respondents on known and unknown impact Of Social Networking Sites on academic performance of students [2].

SCOPE OF THE STUDY

- ❖ The present study will be helpful for the Students in analyzing the effectiveness of using Social Networking Sites.
- ❖ This study will create an overall awareness among the Students regarding the known and unknown impact of Social Networking Sites.

LIMITATIONS OF THE STUDY

- Many Respondents neglected to respond to the Survey in their Busy Schedule.
- Many Respondents found it difficult to Rank the Problems faced by them, as they are equally facing all the problems.
- As the Questionnaire is based on daily uses of social network, so students found difficult to fill it.

LITERATURE REVIEW

1. **Rithika M. Sara Selvaraj (October-December 2013)** found that, students are very fond of using face book, twitter, YouTube and Whatsapp etc. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies. However, faculties and students are now pushing learning beyond the borders of the classroom through social networking. This is a universal truth, one should be cautious when using new technologies.
2. **Zahid Amin, Ahmad Mansoor, Syed Rabeet Hussain And Faisal Hashmat (April 2016)** tells that, mostly positive because students spend time of their day activities on these social media sites have able to share and

generate new ideas and concepts related to their studies they also use these sites for having fun as these social websites are helpful in their academic work. Use of these interacting social media has become the routine habit of student they spend the major part of their time on these sites for entertainment and also concentrate on their studies. Students are a precious asset of any country. Through these social websites they do their academic work with enjoyment

3. **M.Owusu-Acheaw1, Agatha gifty (2015)** tells that, the study revealed that the use of social media had affected academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance.

RESEARCH METHODOLOGY

Research Design

A Master plan that specifies the method and procedures for collecting and analysing needed information [3].

Sample Design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-Probability Sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience Sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the Sample

The Sample size is 50. (School and College Students)

DATA COLLECTION METHOD

Primary Data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary Data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

SIMPLE PERCENTAGE ANALYSIS

To analyse and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Henry Garrett Ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked

to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula: Percent Position = $100 (R_{ij} - 0.5) / N_j$ Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group educational qualification and area of residence.

Table No 1: Demographic Profile of the Respondents

Details of the Respondents	No. of Respondents	Percentage
Age	Between 10-15 Years	03
	Between 16-19 Years	16
	Between 20-23 Years	29
	Between 24-26 Years	02
	Total	50
Gender	Male	27
	Female	23
	Total	50
Educational Qualification	School Level Education	06
	Diploma Level Education	09

Area of Residence	Under Graduate	25	50
	Post Graduate	10	20
	Total	50	100
	Village	15	30
	Town	27	54
	City	08	16
	Total	50	100

INTERPRETATION

From this study it is evident that age group of the 58% of the respondents fall under the category of 20 – 23 years, 54% of the respondents fall under

the gender group of Male, 50% of the respondents educational qualification is Under Graduate, 54% of the respondents fall under the area of residence is from Town.

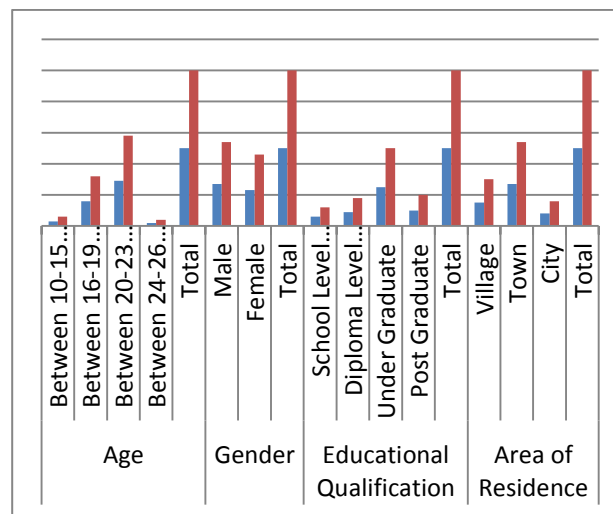


Figure No 1: Demographic Profile of the Respondents.

Table No 2: Problems faced by the respondents due to usage of Social Networking Sites by Henry Garrett Ranking Technique

S.No	Problems	Total Score	Rank
1	Stalking(Being ignored)	465	3
2	Hacking(Loss of Privacy)	665	1
3	Mental pressure due to SNS addiction	548	2
4	Occurs Eye problem(even in small aged people)	168	5
5	Affect Students academic performance	314	4

INTERPRETATION

From this study, it is found that from the table it is evident that, Hacking(Loss of privacy) is ranked as no.1 with the total score of 665, Mental

pressure due to SNS addiction is ranked as no.2 with a total score of 548, Stalking(Being ignored) is ranked as no.3 with the total score of 465.

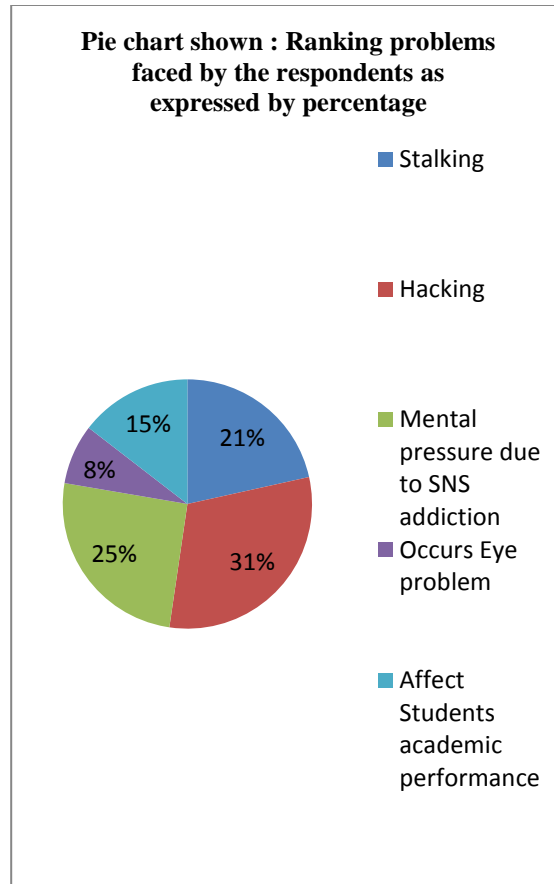


Figure No 2: Rank of the problems faced by respondents due to usage of Social Networking Sites.

FINDINGS

- ✓ Hacking (Loss of privacy) is ranked as no.1 with the total score of 665,
- ✓ Mental pressure due to SNS addiction is ranked as no.2 with a total score of 548,
- ✓ Stalking (Being ignored) is ranked as no.3 with the total score of 465,
- ✓ Affects Student's academic performance is ranked as no.4 with the total score of 314,
- ✓ Occur eye problems (even in small aged people) is ranked as no.5 with the total score of 168,
- ✓ Age Group of the 58% of the respondents fall under the category of 20 – 23 years,
- ✓ Gender of the respondents 54% fall under the group of Male,
- ✓ Educational qualifications of 50% of the respondent's is Under Graduate,
- ✓ The area of residence of 54% of the respondents fall under the category of Town.

SUGGESTIONS

- Stalking (being ignored) leads to usage of social networking sites that may leads to negative usage of sites that awareness should be provided for students in schools and colleges.
- Students should be educated on the influence of social media on their academic performance.
- Time taken for using social networking sites should be allocated by students to prevent unnecessary health problems like eye problems, mental pressure etc.
- Parents and teachers should monitored children's activity in social networking sites that will help to maintain the academic performance of students.
- Students give preference to use library in schools and colleges that help them to acquire

knowledge rather than using mobile phone social networking sites.

CONCLUSION

By the advancement of technology now-a-days humans are very much fond on surfing internet. Likewise student's from schools and colleges use social networking sites for communicating with others and also uses that for academic activities e.g.: Online assignments, online exams etc. Here, based on ranking by students the hacking is no 1, even though the social networking sites shouldn't let down the students to access. The two types of students groups are arrived; one is

positive impact of social networking for communicate with teachers and professionals to clarify the doubts related to their course and academic levels leads to positive impact on academic performance, and the other group said the negative impact of social networking sites addiction and overtime usage leads to affect academic performance. Finally conclude this paper that students use socially approved use of social networking sites. With wisdom along with rationale thinking, too much of anything is good for nothing. So, use of social networking sites for acquiring the knowledge that will leads to improve academic performance of students

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