A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS OF KRISHNA DISTRICT, ANDHRA PRADESH

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Abstract: The purpose of the present study is to examine the impact of social networking sites on student's academic performance in various engineering colleges in Krishna district, Andhra Pradesh.. A research questionnaire was designed to investigate the impact and relationship between usage of social networking sites and academic performance of students. Variables identified are gender, year of study, branch of study and academic performance. On the basis of random sampling, 300 students were chosen for the present study. 98% of the questionnaires were received from the respondents. The descriptive statistics were applied to analyse the data. The results indicate that the effect of social media can be negative and it closely determines the real impact of social networking sites. Graduation students prefer social networking websites for making comment on friends, receiving & sending messages, downloading and uploading music / video, watching movies, making dubsmash, status update, chatting and others. The social networking sites like Facebook, Twitter, Youtube, Linkedin, Google+, Skype and others gained the attention of undergraduate students and affects negatively in their academic performance.

Key words - Academic performance, Social networking sites, Students.

I INTRODUCTION

Social networking websites are being used regularly by millions of people. Internet is more than just a means of seeking information. People discovered that the internet could be used to connect with other people, whether for business or commercial purpose, make new friends. The use of social networking sites has been widespread that they have not only gained the attention of academicians and industry researchers worldwide. In particular, social networking sites are now being investigated by numerous social science researchers and an increasing number of academic commentators are becoming more and more interested in studying Facebook, Twitter, and other social networking services, because of their probable impact on academic performance.

Students log into their accounts on Facebook, Twitter, etc. as a part of their routine. That's the reason for many students have been blaming various social networking sites for their steady decrease in academic performance. This phenomenon rose to look into social networking sites and their affect on student's academic performance.

II LITERATURE REVIEW

According to Kuppuswamy and Shankar (2010) social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. On the basis of the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student.

Junco et al (2011) it is founded that when Facebook Groups allow the students to do political or public engagement, rather than using social networking websites for social contribution, students are using these sites for public involvement. This perception is carry by Junco study, where it was originated that students use Facebook for cause other than to socialize. Information collecting and Information sharing activities make up a time to spend on Facebook as student. Students which use Facebook more for data sharing and collecting activities get high grades than those who used it for socializing This evidence suggest that students use Facebook for study activities however it is positive or not.

Shambare, R et al. (2012) conducted a study on Social networking habits among students their study indicates that such Medias most commonly used by Younger's and Facebook is most widely using by a large number of communities and have multiple effects on student's life. The high speed and quickly approach to internet and the development of smart phone technology are most important drivers behind the adoption and connectivity with social networking websites and conclude that social networking sites (SNS) enhance their knowledge level.

Domizi(2013) a seminar is conducted in graduate students in which they were told to use Twitter and weekly post tweets in order to extend discussions of classroom. After that Students used Twitter account to connect with their content and with other students.

Tess (2013) literature survey finds many opinions for this mix of reason. Although most of the educational institutions had established infrastructure for the support of social media integration into class room learning. However, the effective integration methodology is still a question mark for the researchers to answer. Some practitioners are not willing to adopt this technology due to lack of proper training in this area.

While reflecting on the impact of social networking sites on student's performance, Tess (2013) again found a variety of diverse correlations existing in the literature. Some studies find significantly negative correlation between student's results and use of social media while others find no correlations. Even a few students come up with positive correlation although not very significant. Interestingly, the negative correlation between social networking sites (SNS) usage and poor performance has been associated with personality traits.

The research finds facebook to be the most popular social networking site among students as reported by some researchers and it has reached a one billion user base in October 2012.Myspace is another social networking sites (SNS) which started in 2013 and got popular among people around 2009. However it is not that popular among educational setups. Linkedin with more than 35,000,000 users has been reported as the third most popular social networking sites (SNS) but mostly used for professional networking. In addition, this research found Blogs, Social impact and Twitter among the other popular social networking sites.

Negussie & Ketema (2014) further investigated if there is any impact of using facebook while accessing through different devices. Among a variety of devices, it was found that the correlation between using facebook on mobile devices and student's grades is highly negative as compared to using facebook on other devices. This adverse effect is explained by the fact that using cell phones for social networking activities may involve multitasking and all students are not equally efficient in multitasking skills. The study suggests that students must be encouraged to use social networking sites for educational purposes instead of blocking these platforms in the educational premises.

III OBJECTIVES
The following are the main objectives of the present study.
1. To analyse the usage of social networking sites among male and female undergraduate students.
2. To analyse the usage of social networking sites among undergraduate students in urban and rural areas.
3. To identify the change in usage of social networking sites among overall engineering students and examine it's impact on academic performance of undergraduate students.

IV RESEARCH METHODOLOGY
In the present study, both primary and secondary sources of data were included. The primary data for the present study was collected through a questionnaire. A sample of 300 undergraduate students from various engineering colleges in Krishna District, Andhra Pradesh served as the primary source of data for the analysis and that led the present study to the exploration of the impact of social networking websites on student's academic performance. In the present study, the results were found by descriptive statistics, Analysis of Variance (ANOVA) and cross tabs analysis.

V ANALYSIS

Table 1: Gender and time spent on usage of Social Networking Sites.

Correlations

		Gender	Time spent on usage of SNS
Gender	Pearson correlation	1	-.049
	Sig.(2-tailed)		.395
	N	300	299
Time spent on usage of SNS	Pearson correlation	-.049	1
	Sig.(2-tailed)	.395	
	N	299	299

Table 1 illustrates that the Pearson correlation index obtained on the usage of social networking sites is r=-.049. It is negative with significance or p-value=0.395 which is greater than alpha=0.05. This implies that time spent on usage of social networking sites is not significantly related to gender of undergraduate students.

Table 2: Location and time spent on usage of Social Networking Sites.

Correlations

		Location	Time spent on usage of SNS
Location	Pearson correlation	1	.054
	Sig.(2-tailed)		.367
	N	279	278
Time spent on usage of SNS	Pearson correlation	.054	1
	Sig.(2-tailed)	.367	
	N	278	299

Table 2 illustrates that the Pearson correlation index obtained on the usage of social networking sites is r=.054. It is positive with significance or p-value=0.367 which is greater than alpha=0.05. This implies that there is no significant difference between time spent on usage of social networking sites and location (native place) of the undergraduate students.

Table 3: ANOVA results for the relationship between year of study and academic performance.

ANOVA

Year of Study	Frequency	Mean	Std. Deviation	F	Sig.
1	48	3.02	.325		
2	85	3.19	.450	3.540	.015
3	57	2.93	.623		
4	69	2.93	.754		

Means in table 3 suggest that, different years scored differently in academic performance. Among them, first year students scored the highest and fourth year students scored the lowest. To confirm the difference in the mean were significant, the value of F (3.540) is considered, whose significance value, p=0.015 is less than alpha=0.05. Therefore, there is a significant relationship between year of study and academic performance of undergraduate students.

Table 4: ANOVA results for the relationship between branch of study and academic performance.

ANOVA

Name of the Branch	Frequency	Mean	Std. Deviation	F	Sig.
ECE	47	3.17	.481		
EEE	44	3.16	.479		
CSE	107	2.94	.642	2.676	.022
IT	20	2.75	.550		
ME	37	3.08	.547		
CE	4	3.25	.500		

From table 4, it can be inferred that means show that different branches scored differently in academic performance. Among all branches, Civil Engineering (CE) scored the highest, and Information Technology (IT) scored the least. To confirm the difference in the mean were significant, the value of F (2.676) is considered, whose significance value is 0.022, which is less than alpha=0.05. This indicates that the more use of social networking sites lead to reduction in academic performance of students. Therefore, spending much time on social networking sites affects excellent performance. Hence, there is a significant relationship between branch of study and academic performance of undergraduate students.

VI FINDINGS

The present study is to examine the impact of social networking sites usage on the academic performance of the undergraduate students. Firstly, referred literature reviews from various researches related to the study. Then methodology was identified for the present study. After that, the instrument selected for the present study was the questionnaire, which consists of close-ended questions. Target population selected were the students from various engineering colleges of Krishna District, Andhra Pradesh. Questionnaire was distributed among the students based on random sampling.

Pearson correlation index obtained in Table 1 illustrates the usage of social networking sites among male and female students. The value of r=-.049 and p-value=0.395 which is greater than alpha=0.05. This implies that there is no significant difference between gender and usage of social networking sites.

Table 2 illustrates that the Pearson correlation index obtained on the usage of social networking sites is r=.054 and p-value=0.367 which is greater than alpha=0.05. This implies that there is no significant difference between time spent on usage of social networking sites and location (native place) of the undergraduate students.

Table 3 shows that first year students are less affected by the usage of social networking sites and fourth year students have much impact of social networking sites which leads to poor academic performance. Students are getting attracted towards the social networking sites to kill the boredom in their study time, diverting their attention from their work leads to poor performance. To confirm the difference in the mean were significant, the value of F (3.540) is considered, whose significance value, p=0.015 is less than alpha=0.05. Therefore, there is a significant relationship between year of study and academic performance of undergraduate students.

From table 4, the value of F (2.676) is considered, whose significance value is 0.022, which is less than alpha=0.05. This indicates that the more use of social networking sites lead to reduction in academic performance of students. Therefore, spending much time on social networking sites affects excellent performance. Hence, there is a significant relationship between branch of study and academic performance of undergraduate students.

VII RECOMMENDATIONS

1. Teachers should ensure that usage of social networking sites as a tool to improve the academic performance of students in college.
2. New pages should be created in various social networking sites to enhance academic activities and avoid poor performance in the academics.
3. The students should create a balance between entertainment and academic activities. More attention should be directed towards research.
4. The use of social networking sites by students should focus on the academic relevance of the sites instead of using them for negative purposes.
5. The parents should check and balance on their children when they use the internet.

VIII CONCLUSION

In recent years, use of social media has become very popular all around the world due to a great development of technology. The basic purpose behind conducting the present study was to see the academic performance of student who spends most of their time on social networking sites. The findings reveal that the effect is negative because students spend their time on day activities. The negative effects of social networking sites leads to loss of motivation in students, effect on health, reduces command over language usage and creative writing skills, time wastage, low grades, reduced learning and research capabilities, multi-tasking. Students should be on guard whether they are using it for appropriate time period or not. The teachers should help students make them aware of the negative effects and explain what they are losing in the real world by sticking to these social networking sites.

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