

An Experimental Study on using Social Networking for Education

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Abstract: Education is the basic necessity of everyone's life. There is numerous distractions to education. One of the major distractions is social media which distract the students a lot though it has touched our lives in depth. Social networking bridged the gap between teacher and student. Students not only get the help from their own teacher but also from any other faculty from other colleges and universities, from seniors or any other expert around the globe. This paper presents the use of social media in education. It also discusses the benefits of using social media in solving problem and query. This paper throws a light on usage of social media during examination. This paper is based on empirical study on student of undergraduate and postgraduate of Delhi-NCR.

IndexTerms - Social Media, Social networking, verbal communication, social media tools, Mediums.

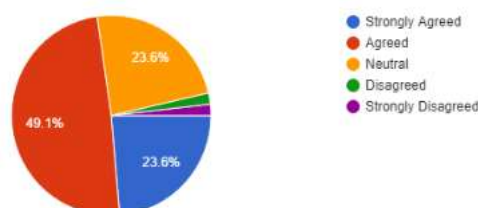
I. INTRODUCTION

Social networking has touched our lives in depth. It is being used in every sector to know about the world and to tell the world. Education is prime sector which is area of concern to make a sensitive citizen. Social networking along with different social media tools is used in a very wide range in both social and academic life. Kalpan and Haelein defined the social media as "the group of internet based applications that build on the ideological and technological foundation of web 2.0 and that allow the creation and exchange of user generated content". Kietzmann and Hermkens (2011) poised that social media brings substantial and pervasive changes to communication between individuals and communities. With the emergence of internet as public sphere, unprecedented changes occurred in one's life. Topar et al. (2009) stated that a rapid development is noticed in social network and the number of users has increased quickly specially after 2003. In social media, user acts as consumer producer. It has gratification approach in consumption and generation of, content. In social media user can freely share his views, emotion vents and talk on area of interest whereas all these are not possible in conventional media. This embarks the growth of social media in our life. The utilization of social networking improves education in conventional classrooms. For instance, YouTube, WhatsApp, skype, live chat and Email give an enormous measure of material on an extensive variety of subject. These tools help students and teacher to get in a touch with each other and share study material over it. Using this virtual tool it becomes easily accessible to the student who can use it anytime and anywhere. The student can ask or post their problems from their teachers and class fellows Laid -they will provide an answer. Teachers can provide quiz to students and grade their marks. This study discusses the impact of social networking as the text based communication tool in education. The study of all tools is beyond the scope of this paper, so a few popular tools have been taken as chosen by students. Social media gives a new text based tool for communication that is available 24*7 and with groups also. This study is made on graduate and post graduate students of Delhi-NCR Colleges to analyse the usage of text-based communication tools over other medium in their learning. The researchers accentuated some research questions:

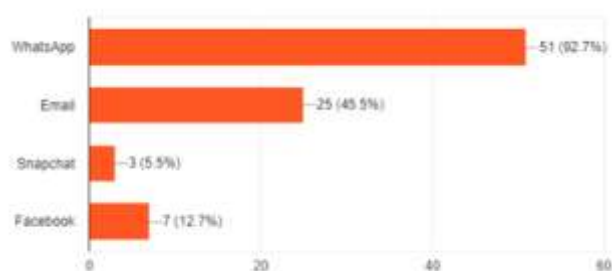
II. FINDINGS

- Q1. Do you prefer verbal communication over text based communication?
 Q2. Which Technology you would like to use for text based communication?
 Q3. Which communication tools you use to give and receive information with seniors?

The first question is raised on the usage of social media for their education and learning.



49.1% students strongly agreed to the preference of social media communication over verbal communication.



The students have given preference to WhatsApp, Email and Facebook than other social networking tools for their study. On the basis of response of Q1 and Q2 the literature review of following social media tools have been discussed. The Facebook has 300 billion users (www.facebook.com). Facebook has gained a unique position as a learning technology for education purpose. WhatsApp has 1.2 billion users globally till December 2016 (stack 2016) and in India it has more than 300 billion users as on February 2017(Gadgets 2017).

III. LITERATURE REVIEW

Junco et al. (2010) poised social media as a collection of websites and practices that support collaboration, community building and sharing. The developing graph of using social media among the youth of today can't be over emphasized. Over the years, social networking has taken a special place and become extra popular among students. It is a way that makes us feel that we belong to a community. Choney (2010) in his study raised the question whether grades of college students are no longer being affected with the aid of how plenty time is spend on these web sites. About 57% of social community users are 18-29 years and have a personal profile on more than one social media websites. The amount of time spent day by day on social network websites assorted greatly (Pempek, Yermolayeva and Calvert 2009).

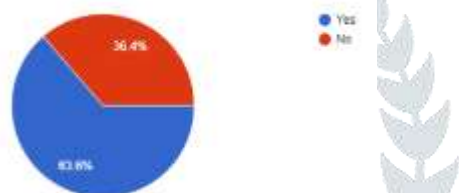


Chart 1: Use of Social media during Examination

According to chart1 65.3% students responded that they use social networking sites during examination. They use social networking sites for exchanging the notes with their peer group and teachers. 34.7% students admitted that they do not used social networking sites for study during examination rather they prefer face to face communication and other medium to do study during examination. The students also admitted that they get the idea about how to answer tricky questions in examination by the use of social networking sites. They can easily get connected with their peer group or the students of same level to understand the things in shorter span of time.

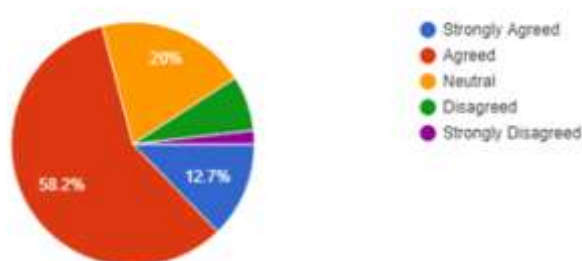


Chart 2: Impact of Social networking on study

This study has emphasized on how student use social networking for their study. Therefore, third question is based on use of social networking site for their study during examination. 58.2% of students strongly agreed that they visit the social networking sites daily during the examination. They have also admitted that during examination they share notes and answers to tricky question through social networking. They admitted that its' a distraction to be on social media but on other side it also resolves their queries. The teacher and students interaction increases on social media during examination. Communities, subject societies are more viewed during examination.

An evaluation of the data indicated that most users spent approximately thirty minutes a day socializing, ordinarily at some point of the night hours.

Quan-Haase and Young (2010) found that 82% of college students reported logging into Facebook numerous times a day. The American Educational Research Association carried out a research and posited that student on social media study less and generate decrease grade (Abaleta et al. 2014). San Miguel (2009) highlighted the relationship between time spent on Facebook and the academic performance of students. His result stated that, the average Facebook users had a GPA of 3 to 3.5, while the non-Facebook users had a GPA of 3.5 – 4.0. However, other studies like Ahmed and Qazi (2011), Hanqittai (2009), revealed that there is no correlation between social media and students' academic performance.

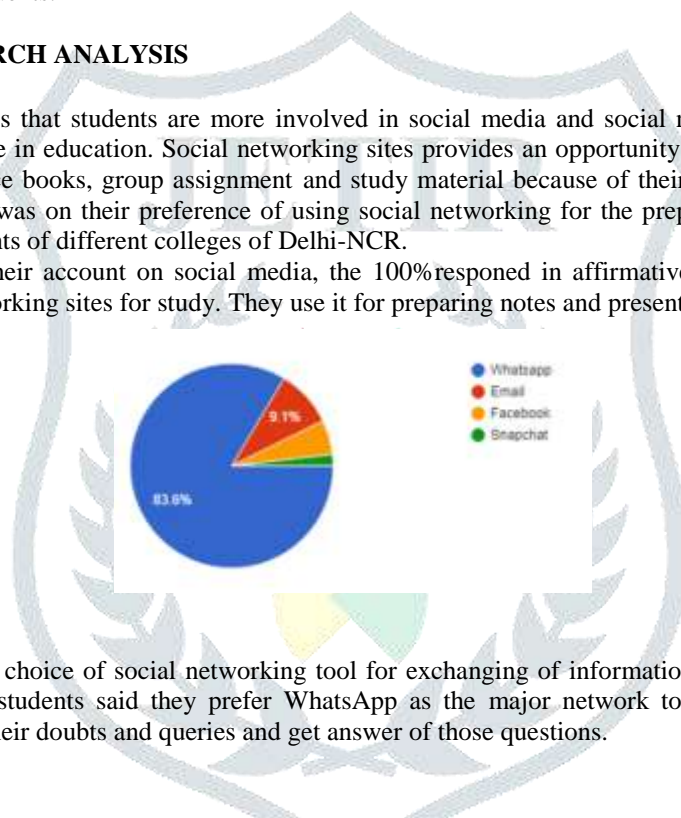
The WhatsApp users are amounted to 18.8 million users in 2016 and are set to grow to 25.6 million users 2021. This statistic shows a timeline with the amount of monthly active WhatsApp users worldwide as of December 2017. This app is most popular worldwide app especially in India and South Africa (GlobalWebIndex). WhatsApp has taken only 21 months to go from 200million to 700million users whereas Facebook took 25 months to reach the same goal. Snapchat has more than 300 million month to month dynamic clients and 100 million every day dynamic clients. 45% of Snapchat clients are matured between 18-24 and an entire 77% of undergrads utilize Snapchat at any rate once per day.

Email can be used as communication medium in education but it can only be used to send reports and study or learning material. It lacks the direct interaction with every individual though innovative method like audio and video. It can be used to send a message to a whole group of students.

IV. DATA AND RESEARCH ANALYSIS

Aforementioned literature proves that students are more involved in social media and social networking. The second phase of social networking is to make use in education. Social networking sites provides an opportunity to students and teachers to share their notes, information reference books, group assignment and study material because of their flexibility and user friendliness. Therefore, the second question was on their preference of using social networking for the preparation during examination. The data is collected from 120 students of different colleges of Delhi-NCR.

When they were asked about their account on social media, the 100% responded in affirmative Out of which 95% of students agreed that they use social networking sites for study. They use it for preparing notes and presentations on the regular basis.



The next question was on their choice of social networking tool for exchanging of information and material for preparation of notes and presentation. 81.6% students said they prefer WhatsApp as the major network tool for their study. They said on WhatsApp chat they can share their doubts and queries and get answer of those questions.

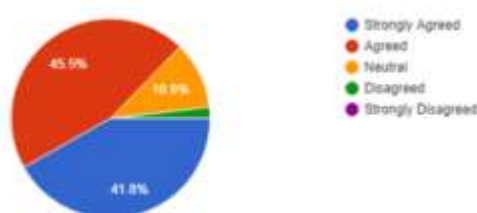


Chart 4: Benefits in solving Query

When a question was asked on the usage of about the benefits of using social networking in solving of query and enhancing their knowledge during examination. 41.8% are strongly agreed to it and 45.5% are also agreed to the same.

V. CONCLUSION

Social media enhances communication skills, reinforce peer support and ensure realization of education based on association and collaboration. The social networking sites have become an important medium for sharing ideas and communication and also to

obtain the important information. This study has presented the use of social networking sites in education. Students can use interaction services, blogs communities' services for their study and learning. The teachers and students both use social networks for their learning and education. Moreover it should be noted that present study is based on certain academic institution of delhi-ncr irrespective of course, whereas the choice of course like technical course may affects the result.it can be further investigated. These networking sites help the student in their development and ease learning but on the negative side these have indulge the students in fake relationship, access to objectionable material. These had destructed their real social life and harmony. These are major distraction in their studies. It may also become the major cause of health problem.

Since the study has shown the use of social networking sites for study but the negative impact that affect their academic performance cannot be neglected. So it is the urgent need that student be advised about the dangers of addiction to social networking sites rather they should be introduced to the sites that can add values to their academic research and learning.

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