

# THE IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN COIMBATORE CITY

Dr.G.Vengatesan, *Associate Professor, PG & Research Department of Commerce (CA), Hindusthan College of Arts & Science (Autonomous), Coimbatore – 28.*

Mr.M.Panneer Selvam, *II.M.Com(CA), PG & Research Department of Commerce (CA), Hindusthan College of Arts & Science (Autonomous), Coimbatore – 28.*

## ABSTRACT

Social media is rapidly converting the communication putting of these days' social international. The emergent of social media is significantly influencing the lifestyles fashion of university students. Institutions and academicians are continually attempting with social media technologies hoping to excite critical questioning abilities, collaboration, and expertise creation. Today social media has been typical by means of instructional institution making it a platform wherein college students connect with their professors, university college students and other better government throughout the board. This therefore referred to as for the have a look at to discover and study how social media has impacted on university students' academic performances. Fifty (50) college students were with ease sampled and interviewed with a period of one Month. After studying the phenomena that have been of interest to the have a look at, and transcribing the various responses of the contributors the consequences well-known shows that social media is widely utilized by college students and in guide of the idea that social media contribute a sizable quota to the improvement in their educational performance.

**Keywords:** *Social Media, College Student, Academic Performances.*

## INTRODUCTION

In recent years technology has tried to fulfil its position in helping humanity leading to the significant medium of interaction in the social world as properly as in coaching and studying. Over the years, schooling has explored the interesting possibilities and has sold new technologies to the institutions, professors and students. Technology has modified the way people interact and has brought about the emergence of an open social platform including social media that lets in the population of this planet earth to connect to every different making the arena a worldwide village.

Social media which include Facebook, Twitter, Google Plus, and Flickr, are being utilized in gaining knowledge of for the purpose of convenient communication with different students and probably with others outside the magnificence which includes college students of the identical subject matter and issue specialists. The introduction of social media has impacted drastically on how student's research and the mode professors educate. Today in higher education settings, social media has stimulated professors, students, and others to cooperate with every different on the tasks of knowledge production in gaining knowledge of and teaching environments.

Social media applications can support elegance material and positively influence discussions collaborative paintings, and authoring. Educators and researchers are constantly experimenting with social media technologies hoping to stimulate vital questioning capabilities, collaboration, and understanding creation. However, the reality that those media are generally open to the arena implies a need to carefully take into account its' advantages, affects and dangers of openness as well as want for on-going conversation with college students that allows you to deal with their worries and cope with issues inside the use of social media as they stand up..

## STATEMENT OF THE PROBLEM

With the explosive increase in the number and use of social media in normal communication method for individuals and corporations, there was a corresponding growth of its incorporation in teaching and mastering in schools. In view of this, the observe examines and assesses the good or poor influences of social media on teaching and studying in educational institutions

## OBJECTIVE OF THE STUDY

- To identify the kinds of social media, the students are familiar with.
- To examine the usage of social media in education and its impact on it

## RESEARCH METHODOLOGY

Research Methodology is a way to systematically remedy the research trouble. It can be apprehending as a science of analysing how studies systematically solves the research trouble. It may be understood as a source of reading how researcher is completed scientifically. In this take a look at of the researcher studies diverse steps that are normally followed in analysing this studies trouble alongside the common sense being them. It is vital for the researcher to realize now not best the research strategies/strategies but additionally the methodology.

**SAMPLING UNIT:** The sampling devices include university students using social media. The sampling unit refers to the respondents who are surveyed. The size of this take a look at comprises of students constrained with Coimbatore city. It covered the clients of diverse demographical backgrounds.

**SAMPLE SIZE:** For the purpose of the study, the researcher has to select 50 Respondents. The sample size refers to the number of respondents be selected from the universe to constitute a sample. A sample of 50 respondents was taken from the infinite universe for the purpose of the study. The study is based on Convenience Sampling method.

**PRIMARY DATA:** The data were collected through structured questionnaire (interview method).

**SECONDARY DATA:** The secondary data were collected from books, journals, magazines and research articles.

## LIMITATIONS OF THE STUDY

- Factors briefed and analyzed may not stand good for other city.
- The result of the study is rather limited in a sense that an all-inclusive
- It is difficult to select the college students among a big population.
- Every student doesn't show same interest while answering the questions.

## RESULTS AND FINDINGS

This chapter presents the results of the data to answer the research questions and appropriated themes and sub themes were emerged related to each research question. 50 boys or girls interviews have been conducted and analyzed in this have a look at. The records amassed from this research look at are used to reply the following questions:

It is diagnosed that, the complete 50 contributors indicated that, they are conversant with social media. Facebook, what's App, Wikipedia, YouTube and Instagram are nearly use by using the entire player. Skype and twitter is also used by a number of the participants. The complete 50 participants admitted that they have been using social media for learning functions. Yes, I use them, I am conversant with social media, I primarily use Facebook, Instagram, What's App and YouTube were what player broadly speaking used while describing the type of social media they use.

Most of the students claimed they acquire class schedule and other paintings schedules via numerous platforms. It is likewise stated Time table; class schedule; venue and time of classes are in the main disseminated via what'sApp corporations. There are instances that educate will update us on a trade of sophistication periods. In one in all my core guides, lessons and subjects to be taught are more often than not published on you tube to continues us inform beforehand of update anytime, additionally when there is a class presentation, the order is been published on our Facebook organization and it makes matters less complicated.

Some of the participant affirmed that they use social media as a medium of debate and working on their assignments. Few respondents have been requested whether they trust social media can beautify their learning, and to what quantity has social media assist in their instructional sports and finally they were requested to fee social media, whether it's far "exact or terrible". Most of the 50 contributors emphatically spoke back "yes" to the query "do you agree with social media can enhance your studying"?

However, at the complete social media changed into rated via all the members as being good close to their instructional work.

## DISCUSSIONS, SUMMARY AND CONCLUSION

The examine findings reveal how social media is being utilized by university students of tutorial institutions and the giant influences and contributions it has on college students' academic sports. Based on the findings its miles found out those students are conversant and familiar with social media most importantly social network.

Social network has ruled with reference to the usage of social media amongst college students. Social networks which include Facebook, what's App, Wikipedia, YouTube and Instagram are in most cases use by means of all of the college students.

In well known, college students uses social media as a platform of discussions for their undertaking and different direction work, they gets feeds on class schedules, magnificence venues, gets and sends information's among their friends, explore issues associated with their direction paintings and a number of others and it lets in humans become aware of other customers with whom they have a connection, read and react to postings made via them at the web site, and send and obtain messages either privately or publicly.

Looking at the wide variety of responses, and making an inference from the literature, the study can validate that social media presents college students a new mechanism for a acquainted exercise. It offers college students a direct medium through which to publicly evaluate and touch upon their campus environments, institutional rules, lessons, professors, and management and fellow college students in real-time. Social medial can therefore be related to an expanded tendency for younger humans to multitask, to relay on a digital juggling of daily sports and commitments. However, the possible threats associated with social are too terrific, because pupil accomplishing a non-public courting outside the study room circles begs for inappropriate behaviour to start.

This examine targeted on the effect of social media on instructional performances of college students in Coimbatore city. After studying the phenomena that were of hobby to the take a look at, and transcribing the diverse responses of the contributors the outcomes well-known shows that social media is extensively used by university students and in guide of the idea that social media make contributions a giant quota to the improvement in their educational overall performance.

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