

IMPACT OF SOCIAL NETWORKING SITES ON ACADEMIC PERFORMANCE OF POST- GRADUATE STUDENTS OF ALIGARH MUSLIM UNIVERSITY

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Abstract: Today we are going through the era of technological advancement where technology becomes an inseparable part of our society. All members of society are connected to each other through various social networking sites. Social networking site has profoundly influenced the personal, social and academic life of students. The present study aims to examine the impact of social networking site on academic performance of post-graduate students of Aligarh Muslim University. The sample size was 280 post-graduate students studying in various faculties of Aligarh Muslim University. Descriptive analysis was used to analyse the data while t-test was used to test the hypotheses. The findings of the present study show that the use of social networking site had a significant influence on academic performance of the students. As they spent more time on social networking site, the academic performance of students also increased.

Keywords: Social Networking Sites, Academic Performance, Postgraduate students.

Introduction

The Internet is the invention of modern and advanced technology. Since its origin, the internet provides us a fascinating tool of searching any information from any corner of the world. It has attracted billions of individuals. Social Networking Site is one of the wonderful contributions of the internet. Social Networking Site helps people to access, retrieve, store, and disseminate information. SNSs are cost-effective and innovative platforms for electronic communication. In the 21st century, SNS plays an important role in the field of education. It facilitates the teacher and student to discuss and share their academic related work. It also offers different services and tools that connect users and their organizations for a range of purposes. Social networking sites are the online services which focus to establish a connection between people to share their interests. These networking sites allow individuals to share their information in a particular group. Thus, the main purpose of the social networking site is to facilitate people to create relations in order to share their interests, activities and real-life experiences. Social networking sites include Facebook, Twitter, YouTube, Skype, WhatsApp Messenger, Google Talk, and Google Messenger. Moreover, networking sites are used for different purposes but the most basic purpose is to interact with friends and to create relationships.

Social networking sites allow users to share ideas and thoughts, photos and videos, posts, and to inform others about online or real-world activities and events with people in their network. Depending on the social media platform, members may be able to contact any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection to, and so on. The success of social networking services can be seen in their dominance in society today, with Facebook having a massive 2.13 billion active monthly users and an average of 1.4 billion daily active users in 2017. LinkedIn, a career-oriented social-networking service, generally requires that a member personally know another member in real life before they contact them online. Some services require members to have a pre-existing connection to contact other members.

Statement of the Problem

The research study formally stated as, “**Impact of Social Networking Sites on Academic Performance of Post Graduate Students of Aligarh Muslim University.**”

Social Networking Site - A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. In other words, Social Networking Site is a website where people talk to or connect with other people. Social Network Service can connect people with the same interests and friends. Social Networking Site allows students to communicate with peer groups, share information, photographs etc. It influences the academic performance of the students. Social Networking Sites used by the students are WhatsApp, Facebook, Twitter, Instagram, YouTube, Google+, LinkedIn etc.

Academic Performance- Academic performance of a student can be regarded as the observable and measurable behaviour of a student in a particular situation. In the current study, the academic performance of the students is measured by academic performance items. Academic performance items measure student SNS user's perception of academic performance indirectly using non-cognitive means.

Post Graduate Students- In the current study, post-graduate students are those students who are doing M.A, M.Sc., M.Com, M.Ed., MBA, MCA, M.Tech. etc. from Aligarh Muslim University.

Aligarh Muslim University- Aligarh Muslim University is a central university. It was originally established by Sir Syed Ahmad Khan as Mohammedan Anglo-Oriental College in 1875. The Muhammadan Anglo-Oriental College became Aligarh Muslim University in 1920.

Significance of the Study

The current study will be helpful for the parents and teachers to know the effects of the use of social networking sites on the students' academic performance. Similarly, the results of the current study will be useful for the administration and authorities of the university to regulate the use of social networking sites among the students within the academic environment. Moreover, the findings of the study will be helpful for the other universities and colleges to know the implication of the social networking sites within the academic environment.

Objectives of the Study

The main objective of the study is to know the impact of social networking sites on academic performance of post-graduate students of Aligarh Muslim University.

1. To study the use of SNS by students.
2. To analyse the impact of SNS use on academic performance of the students.
 - a. To analyse the impact of SNS use on academic performance of the students with respect to gender.
 - b. To analyse the impact of SNS use on academic performance of the students with respect to their Grade Point Average (GPA).

Hypotheses of the Study

H₀-1: There is no significant difference between male and female students in terms of SNS use.

H₀-2: There is no significant difference between high GPA and low GPA students in terms of their SNS use.

H₀-3: There is no significant difference between male and female students in terms of academic performance.

H₀-4: There is no significant difference between students securing high GPA and low GPA students in terms of academic performance.

Review of the Related Literature:

There are abundant researches which revealed the most visited social networking sites, purpose of SNS use. Students were spending most of their time on social networking sites (Sunar et al., 2018 & Asha et al., 2017). Most of the college students used social networking sites for the purpose of communication with family, friends and academicians (Kumar M.S. et al., 2017). SNS had a negative impact on the academic performance of the students as compared with positive impacts because of the inappropriate usage of SNS

(Sudha, 2016 & Prasad and Sumana, 2015). Some students used social networking sites for their academic purposes, while some perceived SNS as a distraction and hesitant to share their feelings (Sheopuri and Sheopuri, 2015). Social Networking Sites were considered as an effective tool for e-learning because it provided exposure to the students on internet use and they were not shy in using it for research and career activities to upgrade their academic knowledge (Kanagarathinam, 2014). The social networking sites were used for different purposes. Some students used it for the purpose of socialization, while others were used it for the academic performances (Salvation and Adzharuddin, 2014). The use of SNS gave them a sense of belonging to an academic community (Mehmood and Taswir, 2013). The SNSs have no hostile effect on the academic performance of the students (Ahmed and Qazi, 2011). The time spent on Facebook was negatively correlated with academic performance while the use of Facebook for collecting and sharing information is positively correlated. On the other hand, using Facebook for socialization was negatively correlated (Junco, 2011). There was no strong relationship between Facebook use and grades. Facebook had no remarkable role in generalizable impact on grades (Pasek et al., 2009).

Methodology

The methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

In the present study, the target population consists of students studying in Post-Graduation in various faculties of Aligarh Muslim University, Aligarh. The sample of this study consisted of 280 post-graduate students studying in various faculties i.e. Faculty of Science, Faculty of Arts, Faculty of Social Science, & Faculty of Commerce of Aligarh Muslim University. Out of 280 students, male students were 149 while female students were 131.

Tools of the Study

The tool was named SA (Social Networking Site, and Academic achievement) Tool. The SA tool was adopted from the study entitled “Impact of Social Network Sites on Perception of Sociability and Academic Performance of College Students in Bangalore City” of Deva Prasad F (2014). The SA tool was adapted with modification for the current study. The SA tool estimates the use of social networking site and academic performance by the students. SA tool is composed of two sections i.e. SNS use and academic performance.

Techniques used for Analysis

In the current study, the researcher has used many descriptive and statistical techniques for the analysis of the data scientifically and systematically in accordance with the purposes and objectives of the study. The analysis of the data has been done with the help of IBM SPSS Statistics 20 software. The statistical techniques used, according to the needs and nature of the study are percentage analysis, mean, standard deviation, and t-test.

Analysis of the study

Most Visited Social Networking Site

In order to study the most visited Social Networking Site among the postgraduate students, the researcher applied a simple percentage method. The result showed that the most visited Social Networking Site was WhatsApp which comprised 58.6 percent. The second most visited Social Networking Site was Facebook which shared 22.9 percent. Whereas Instagram contributed 11.8 percent, Other SNS contributed 3.9 percent and Twitter 2.9 percent.

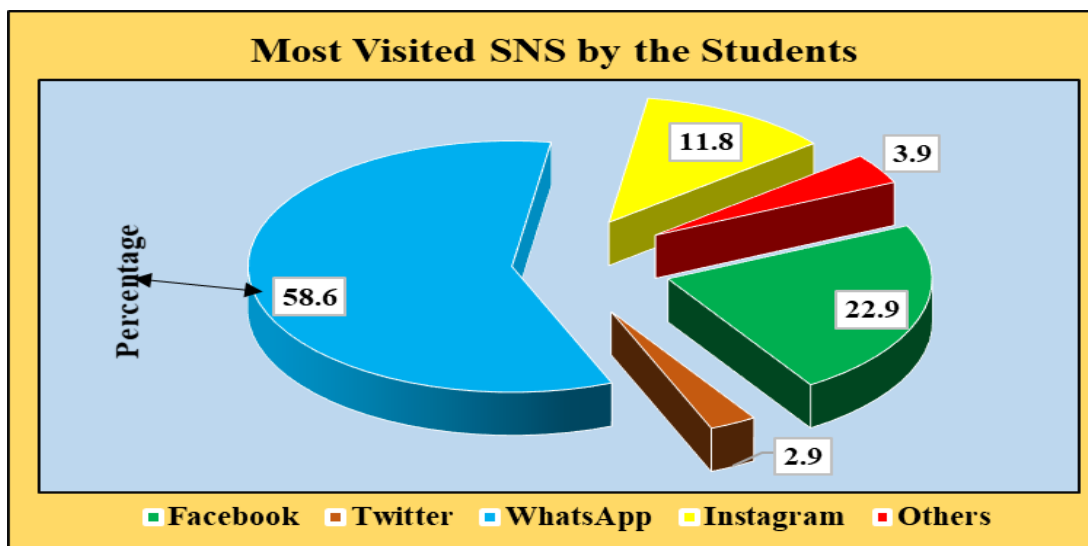


Figure 1: Most Visited SNS by the Students

Number of SNS Friends

In order to study the total number of SNS friend at the college or elsewhere, the researcher applied a simple percentage method. The result showed that 29.3 percent of students had below 50 number of SNS friend. Where 24.6 percent students had 51 to 100 number of SNS friend, 13.2 percent students had 101 to 150 number of SNS friends, 11.1 percent students had 151 to 200 number of friends. Only 21.8 percent of students had above 200 number of SNS friends at the college level or elsewhere.

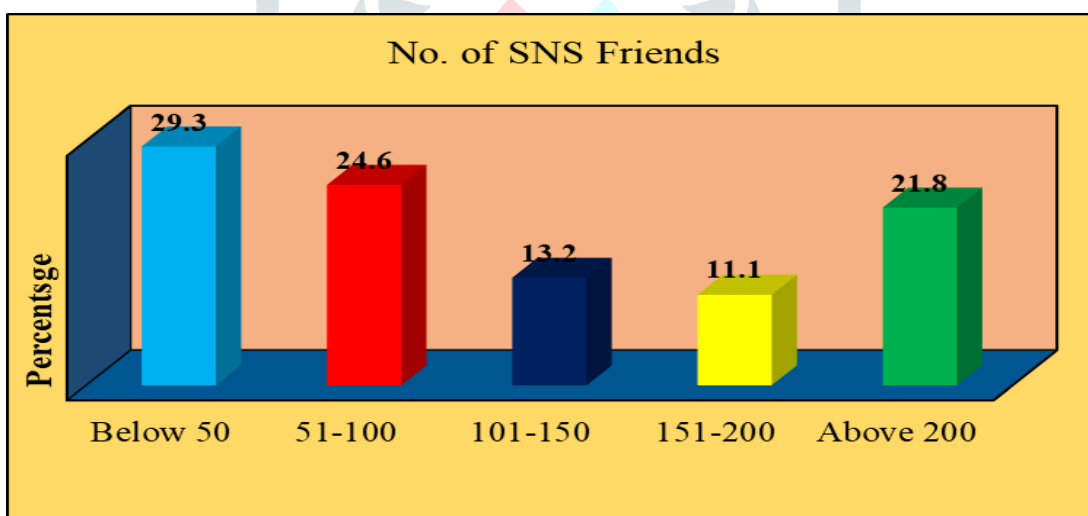


Figure 2: Number of SNS Friends

How often student use SNS

In order to study, how often the student uses SNS, the simple percentage method was used. The result showed that 56 percent of students used social networking site every day. Where 20 percent of students used social networking site every hour, 10 percent of students used once in a while, and 7 percent of students used social networking site seldom and weekly respectively.

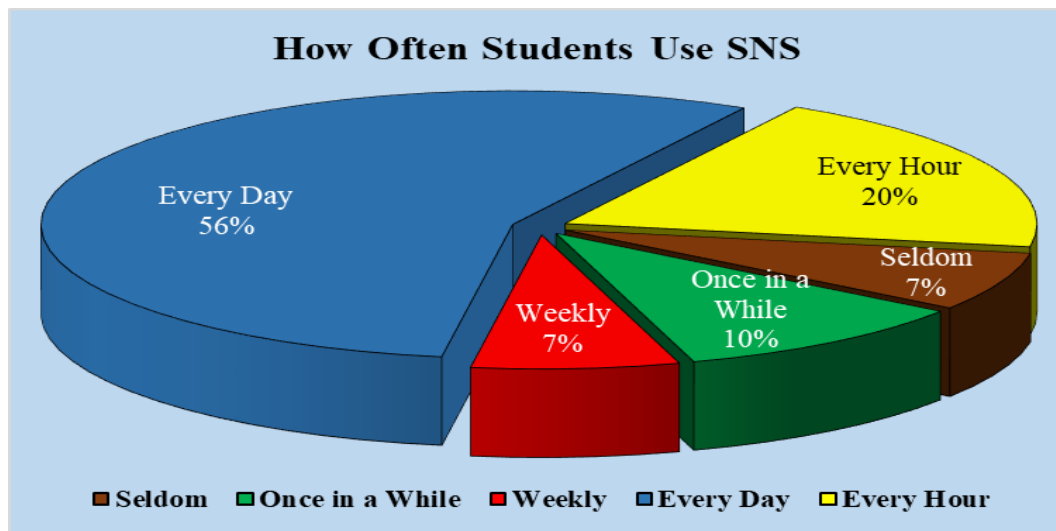


Figure 3: How Often Students Use SNS

Average time spend in SNS

The result showed that only 20 percent of students spent more than 3 hours every day on the social networking site. Whereas 13.9 percent students spent 2 to 3 hours, 30 percent students spent 1 to 2 hours, 19.6 percent students spent 31 to 60 minutes, and 16.4 percent students spent below 30 minutes every day in social networking site.

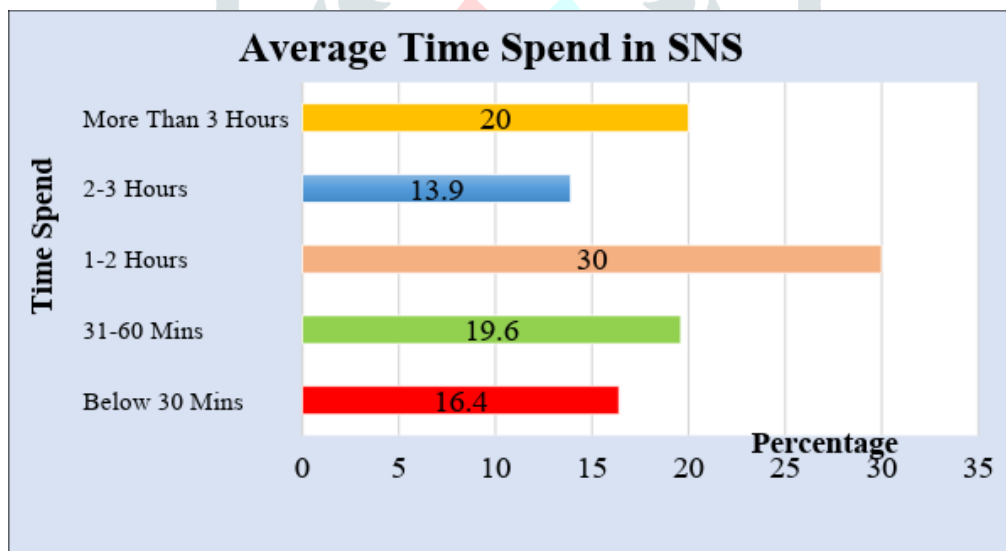


Figure 5: Average Time Spend in SNS

Purpose of SNS

The result showed that 71 percent of students used social networking site for the purpose of information and communication. Whereas 11 percent of students said that they used SNS for the feeling of belongingness, 8 percent of students used SNS for self-expression, 6 percent of students used for goal achievement and only 4 percent of students used SNS for values.

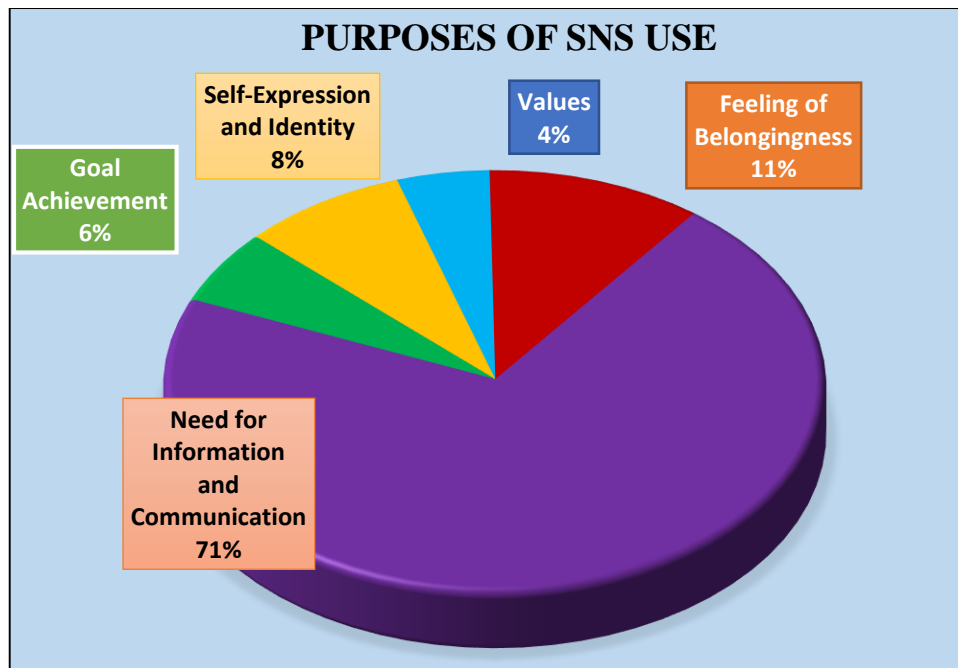


Figure 6: Purpose of SNS Use

Hypothesis Analysis

H₀₋₁: There is no significant difference between male and female students in terms of SNS use.

Table 1: SNS Use between Male and Female Students

Gender	N	Mean	S.D	t- value	Sig.
Male	149	17.39	3.73	-1.244	0.215
Female	131	17.93	3.42		

NS. (2-tailed)

Table 1 showed that there was no mean difference in SNS use between male and female students. The t value = -1.244, (p=0.215>0.05) indicated that there was no significant difference between male and female students in their SNS use. Therefore, the null hypothesis was accepted. The null hypothesis was that “There is no significant difference between male and female students in terms of SNS use.”

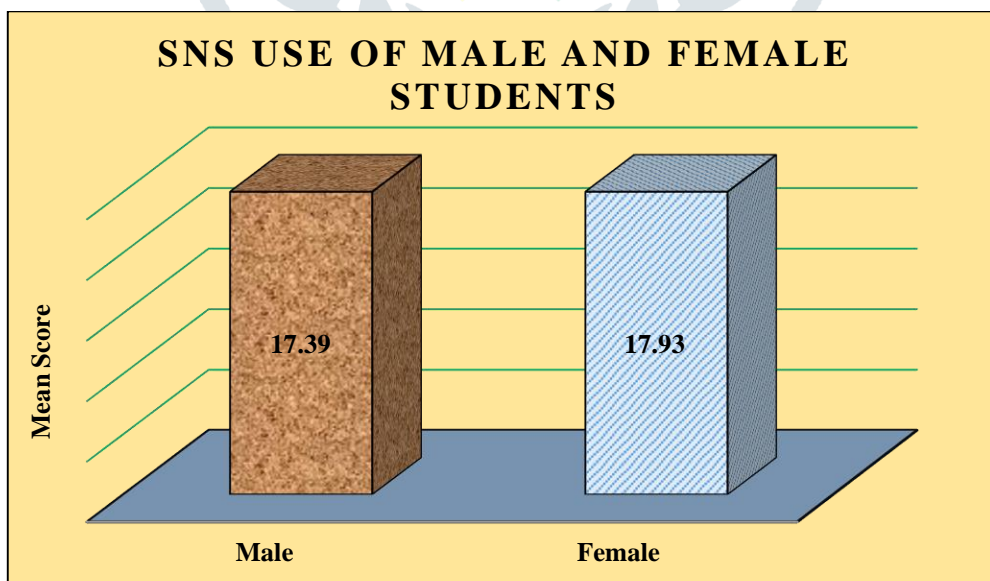


Figure 7: SNS Use of Male and Female Students

H₀₋₂: There is no significant difference between high and low GPA students in terms of their SNS use. The result showed in the following table.

Table 2: SNS Use between High and Low GPA Students

GPA Level of Students	N	Mean	S.D	t-value	Sig.
Low GPA	71	16.88	3.47	-2.070	0.039
High GPA	209	17.90	3.60		

*t-test is Significant at 0.05 level

Table 2 clarified that the p-value i.e. $p=0.039$ was less than the value 0.05 which indicated that the null hypothesis was significant at 0.05 level. So, the null hypothesis which stated that “There is no significant difference between high and low GPA students in terms of their SNS use” was rejected. Hence, it was proved that there was a significant difference between high and low GPA students in terms of their SNS use.

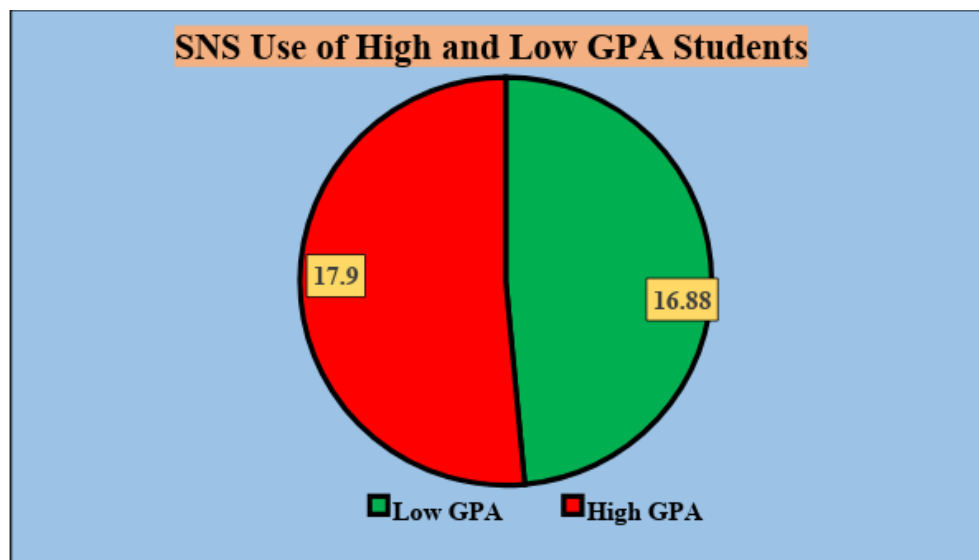


Figure 8: SNS Use of High and Low GPA Students

H₀₋₃: There is no significant difference between male and female students in terms of academic performance. The result showed in the following table.

Table 3: Academic Performance between Male and Female Students

Gender	N	Mean	S.D	t- value	Sig.
Male	149	43.19	6.59	-1.292	0.197
Female	131	44.19	6.36		

NS. (2-tailed)

The table 3 showed that the t value was -1.249, ($p=0.197 > 0.05$) which indicated that p-value was greater than the significant value of 0.05. Thus, the null hypothesis which stated that “There is no significant difference between male and female students in terms of academic performance” was accepted. Therefore, it resulted that there was no difference between male and female students in terms of academic performance.

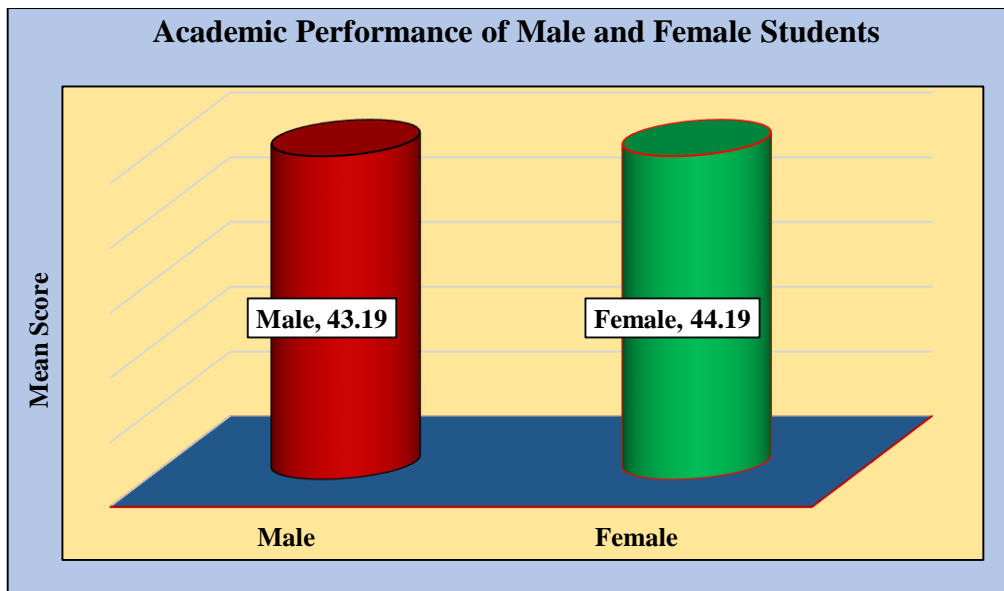


Figure 9: Academic Performance of Male and Female Students

H₀₋₄: There is no significant difference between high and low GPA students in terms of academic performance. The result showed in the following table.

Table 4: Academic Performance between High and Low GPA Students

GPA Level of Students	N	Mean	S.D	t- value	Sig.
Low Grade	71	42.12	6.55	-2.327	0.021
High Grade	209	44.18	6.40		

*t-test is Significant at 0.05 level

Table 4 clarified that the p-value i.e. $p=0.021$ was less than the significant value 0.05. So, it indicated that the null hypothesis was significant at 0.05 level. Therefore, the null hypothesis which stated that “There is no significant difference between high and low GPA students in terms of academic performance” was hereby rejected. Hence, it was proved that there was a significant difference between high and low GPA students in terms of academic performance.

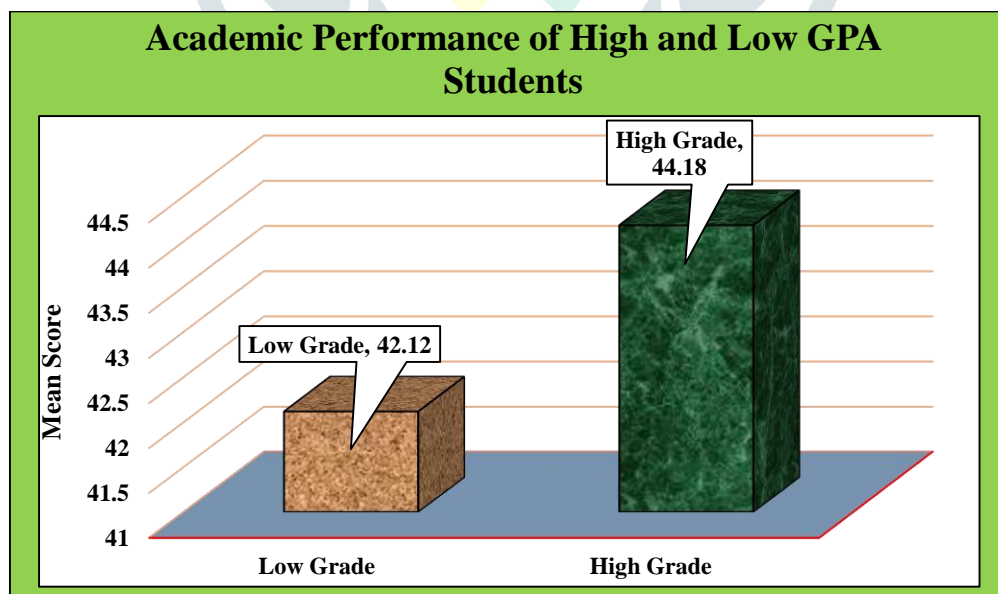


Figure 10: Academic Performance of High and Low GPA Students

Findings of the Study

The main findings emanating from the present study are as follows:

- 1) This study revealed that WhatsApp was the most visited Social Networking Site followed by Facebook and Instagram among the postgraduate students of Aligarh Muslim University.
- 2) The current study indicated that about 30% of students had below 50 number of SNS friends, whereas about 22% of students had more than 200 number of SNS friends at college or elsewhere.
- 3) It showed that 56% of postgraduate students of Aligarh Muslim University used social networking site every day, on the other hand, 20% of students said that they use social networking site every hour.
- 4) About 13% of students explored that they spent less than 30 minutes with their friends every day, whereas 21.1% of students spent more than 3 hours with their friends every day.
- 5) About 17% of students spent less than 30 minutes in SNS every day, whereas 20% of students spent more than 3 hours in SNS every day.
- 6) This study also revealed the purpose of using SNS by students. 71% of students used SNS for information and communication purposes followed by a feeling of belongingness (11%), self-expression and identity (8%), goal achievement (6%), values (4%).
- 7) There was no significant difference between male and female students in terms of SNS use. This implied that male and female students used SNS in their learning process almost equally.
- 8) There was a significant difference between high and low GPA students in terms of their SNS use. This revealed that there were differences in SNS use by students of high and low GPA.
- 9) There was no significant difference between male and female students in terms of Academic performance. This statement revealed that the academic performance of male and female students was the same.
- 10) There was a significant difference between high and low GPA students in terms of Academic Performance. This statement analysed that the academic performance was different in high and low GPA students.

Conclusion

With the passage of time and advancement of science and technology, social networking sites become an integral part of human life, and the students are not an exception. Student community all over the world uses SNS rigorously for various purposes. It is SNS which makes the world a global family by connecting people across areas, region, country, community, class, culture, custom, language, and religion etc. Now a day, it has immense importance to all. The current study examined the impact of social networking site on the academic performance of postgraduate students of Aligarh Muslim University. The results indicated that SNS use had a significant influence on the academic performance of the students. As they spent more time on a social networking site, the academic performance of the students was also increasing. The findings of the current study established that SNSs were well known and incredible tools on the internet that can be used for scholastic and research purposes. The positive use of SNS empowered understudies to comprehend multiple and complex ideas and concepts. So it is the responsibility of the educational thinkers, researchers, administrators and policymakers to make policy and provisions for positive use of SNS in the educational field for all the students across the states in India.

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