"EFFECT OF SOCIAL NETWORKING SITE ON STUDENTS' ACADEMIC PERFORMANCE IN AIGS, BANGALORE: AN INVESTIGATIVE STUDY"

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ABSTRACT

The rapid growth of internet and communication technology has made human beings to quickly connect and interact with group of people from any part of the world, through their PC or mobile phone. Adolescent age people are more attracted by Social Networking Site (SNS), a platform for people to share their ideas, express their feelings and to reconnect with old friends. The student's community spends their daily life's considerable time in different activities by a set of names as Wall Posts, Status Updates, Activity Updates, Activity feeds, Profile Building, Thumbs Ups and chatting. This study will focus on the effect of SNS on student academic performance, using AIGS (Acharya Institute of Graduate Studies), Bangalore city in Karnataka State of India as a case study. A review of literature is done on negative correlates and relationship between academic performance and usage of SNS. A 23 personally administrated questionnaire was designed and sent to 50 students of UG and PG courses in AIGS and population are from different states of India. This study helps to find and evaluate one of the reasons for fall in students' academic performance and hours spent for studying per week. Students' community can use SNS effectively for their constructive development activities such as discussing class assignment, communicate and share with friends new information, submit of a project and assignment, to make positive comments on classes and in appreciating the success of their friends.

KEYWORDS-

Academic Performance, Network, AIGS, Social, Social Networking Site (SNS),

1. INTRODUCTION

"Social" as the word deals with how people will communicate with general public, through which people gather together and mingle with other people. Network is the linking people of different parts together to exchange their ideas or thoughts. Social networking is the linking of friends and family under one roof. Social networking sites consist of circular chain of friends, in which peoples can make conversation or exchange information or new thoughts each other. Boyd & Elision defines SNS as web-enabled services that permits persons to build a community or restricted profile within a delimited system, to express ideas, feelings or thoughts with a group to share a connection, and helps to see and disseminate their group connections, which are built by others with in the same group [1].

Teenage students' attitudes and behaviors changed due to social networking site and they spend substantial time communicating or chatting through social media. The internet has made the globe in our fingertips with the ability to connect and interact with people around the world. The teenage students use social networking site for different tasks such as Wall Posts, Status Updates, Activity Feeds, Thumbs Ups, and Profiles, are features of social network sites (SNS), such as Face book, MySpace, Twitter and Google plus. Social site has become a habit for some people especially for students; they are not able to concentrate one hour in their studies without connecting to one network site. Some students have become intelligent and smart through positive impact of SNS, while some others have become academically poor due to negative impact of SNS. People spend considerable time on SNS by doing different activities like downloading, uploading, searching information regarding their academic work. People always connected with these sites and don't want to stay away from these sites not even a second.

SNS are part of a group of web application program, which exploits principles of Web 2.0. The term Web 2.0 defines websites in term of some characteristics as: (a) Involves participation of accumulate groups of users instead of fully controlled by content or service providers., (b) collective and rearrange the content that are retrieved from multiple heterogeneous sources, and (c) High powerful network users and highly informative content and service together [2]. Adolescents use social media more compare to other age group of users. An empirical survey conducted in 2009 states that 73% of online youth use SNS, which is 18% increase compare to 3 years earlier [3].

The objectives of this study are to analyze the effect of Social Networking Site usability in teenage students and to find relationship between their academic performance and SNS usage using AIGS in Bangalore city in Karnataka State of India as a case study.

2. LITERATURE REVIEW

In the past few years usage of social networking Website has become fashion and global phenomenon. Initially it started for just communication purpose by some computer educated people, later become as social concern and part of life around the globe, (Boyd, 2007) [1]. Teenagers and youth and especially students have strongly affected by these sites and they use for daily activities like connect with their friend and make new once, share information, photos of their activities such as birthday, photo with friend in class etc, and showcase their social lives. The wide spread of internet and innovation new technology has given more publicity and popularity for social networking sites.

Negative Correlation of SNS

Some studies have emphasized disadvantages or a number of potential negative correlates of extensive SNS usage. An online survey of 184 Internet users indicated that people who spend more time on SNS usage were assumed to be less mingled or involved with their real life communities (Nyland et al., 2007) [4].

made study of SNS usage on Dutch adolescent aged group, between 10 to 19 years founds that usage of SNS negatively affected on their self-worth which in turn lead to low happiness (Valkenburg et al., 2006) [5]. People tend to be more expressive when they are online, and they will get and receive negative feedback for all the activities or for everything on the internet than in real life (Suler, 2004) [6]. Low self-esteem or low self self-assurance population are at higher risk, if they addicted to SNS usage because they tend to use SNS as recompense to real life social network and they give more importance to feedback they receive through SNS sites (Ellison et al., 2011) [7].

Academic Performance

Quality education produces productive students and they are brand ambassadors for institution in building the brand image in its competitors. (Tuckman, 1975) [8] Quoted performance as the obvious expression or demonstration of sympathetic, ideas, skills and knowledge of a person and planned grade clearly indicate the performance of a student. So student's academic performance should be given more emphasis and keeping in view all the factors adversely or positively impacts on their academic performance. Majority of students use social networking for leisure purposes and only few uses for educational development purposes.

Student community is more affected by SNS and the depth of impact is evaluated through type of internet usage (Shah et al., 2001) [9]. Some s positively students are positively affected by information they received from internet and enhanced their knowledge, while at

the same time a large number of students having drastic impact of leisure use of internet on them and became academically poor.

An empirical study on relationship between academic performance and Face book usage is carried out. Sample are taken from population of 219 university students and they found that Face book users had lower Grade Point Averages and they were online most of the time and utilized very less time for their studies in comparison with students who did not use SNS. Only 26% of students reported that SNS impacted positively and helped to grow in their lives and 74% said that it had adverse impact like procrastination, lack of concentration or distraction and poor time management (Kirschner and Karpinski, 2010) [10]. They also found that even though students use internet for educational purposes, they are attracted or distracted by SNSs.

Like this few existent studies highlight that in some circumstances, SNS usage can lead to a variety of negative consequences that affects decrease in involvement in real-life communities and worse academic performance, as well as relationship problems. However, few researchers also found a positive impact of internet or SNS and academic performance of the student users.

3. OBJECTIVE OF THE STUDY

1. To know how the students of AIGS, Bangalore are using the Social Networking Site?

2. To find out adverse and positive affect of Social Networking Site in academic performance of AIGS, Bangalore students.

4. RESEARCH METHODOLOGY

Initially a detailed review of literature is done on history, development, negative correlates and relationship between academic performance and usage of SNS. The primary data have been collected through an exploratory research–questionnaire with user of SNS, which was distributed to graduate and post graduate students of AIGS in Bangalore city in Karnataka State of India. 50 students are selected randomly from Under Graduate (UG) and Post Graduate (PG) Courses of AIGS and all of them responded for questionnaire. The respondents are from different states of India. The qualitative data collection instrument chosen is the secondary data. The Source of Secondary data are newspaper, journals, magazines, web links and research papers. Descriptive statistics like frequency and cross table are used to analyze questionnaire.
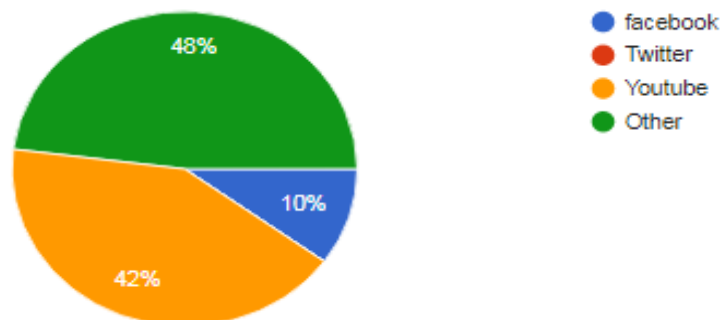
5. FINDING AND DISCUSSIONS

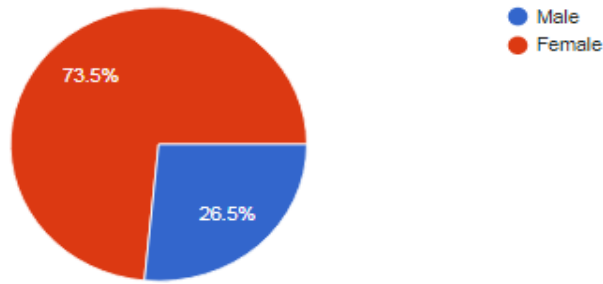## 1. Do you have Account in Social networking Site?
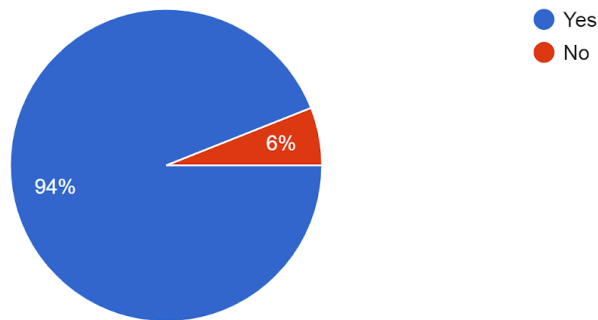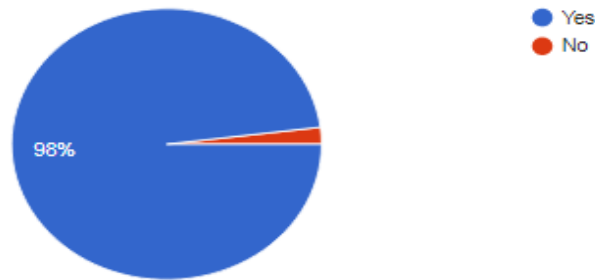

2. No of Actively used Site that you are using?
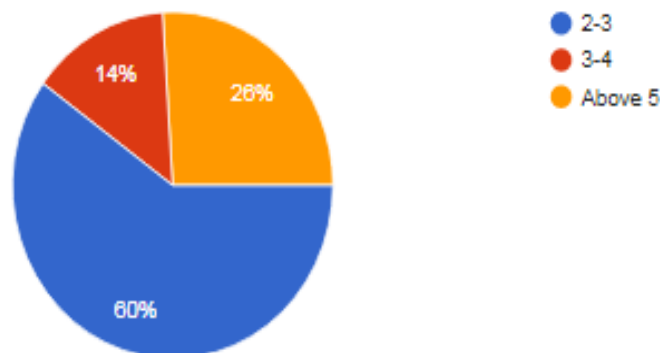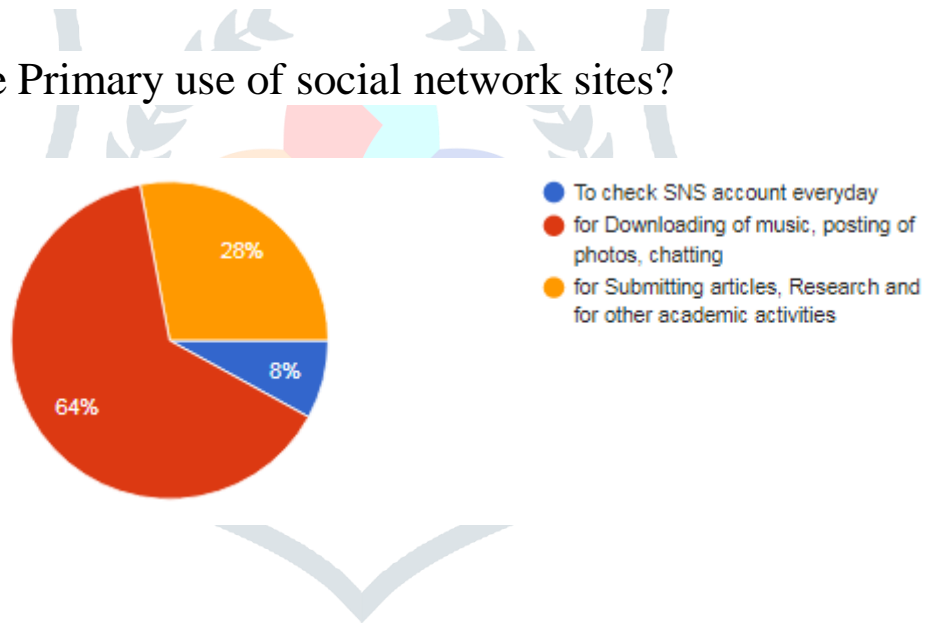

3. Which site do you prefer more?

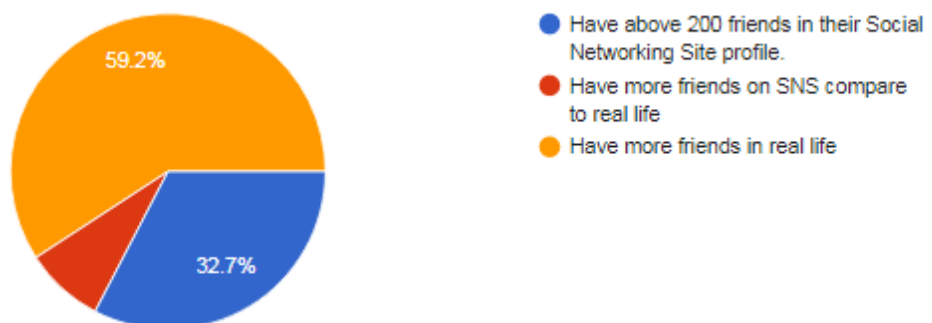## 4. Who is more addicted to Social Networking Site?

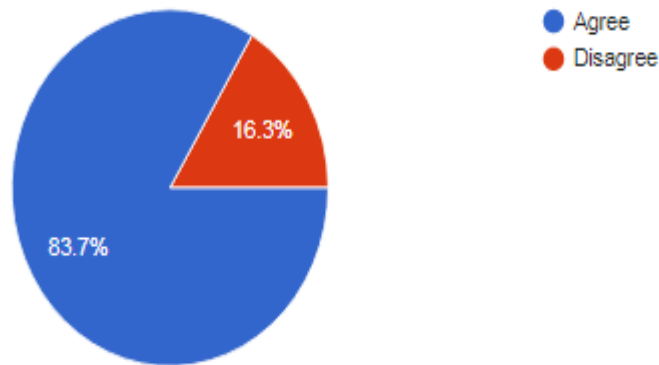## 5. Are you Aware and about Social Networking Site?
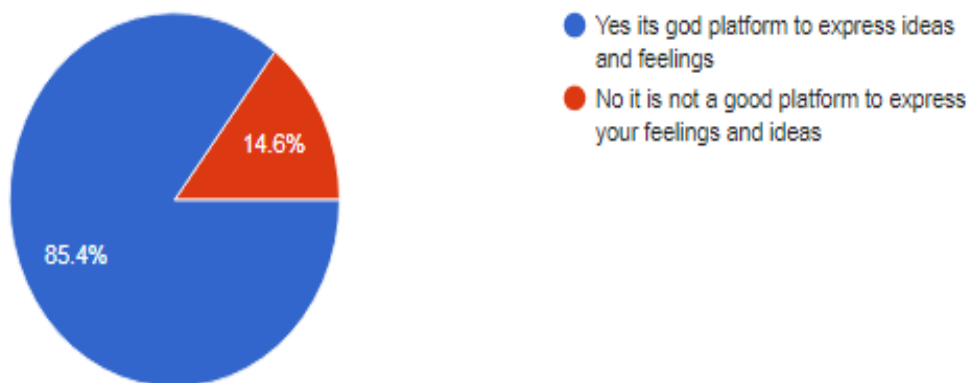

6. What is the Primary use of social network sites?

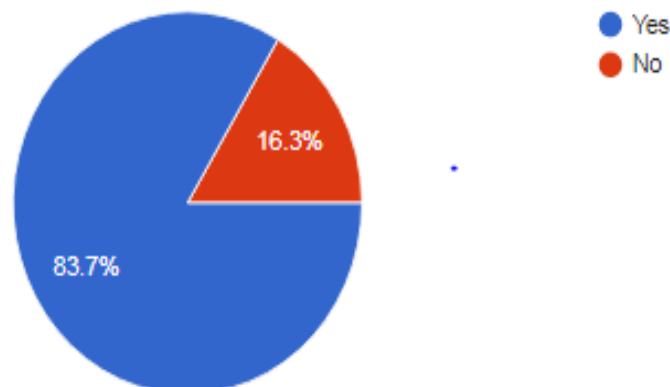
7. Does Networking helps in Contact building?

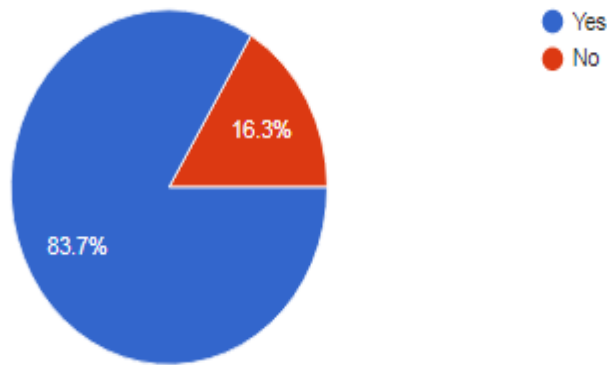8. Does Social Networking Site helps in student academic work?

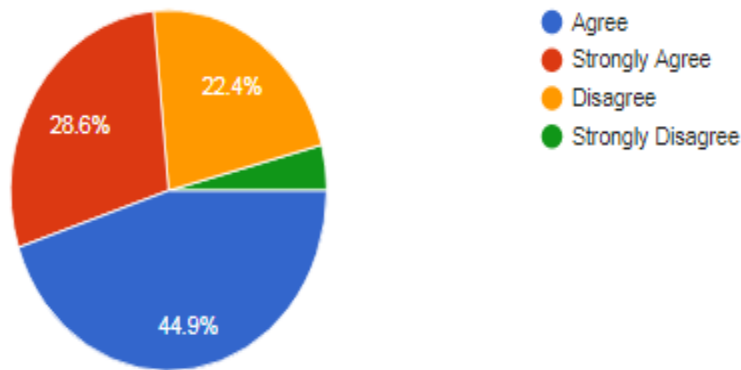9. Does SNS help in Expressing your ideas and feelings?

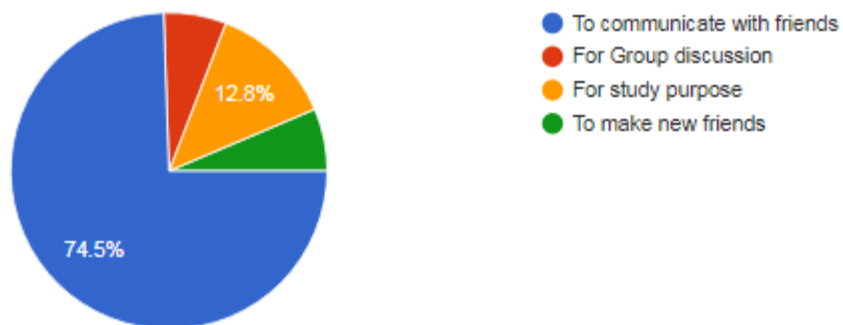10. Does Social Networking Site improves writing and communication skills?

11. Is it Social Networking Site is an effective e-learning tool?

Yes
No

16.3%
83.7%

12. Does Social Networking Site affects the studying time of Students?
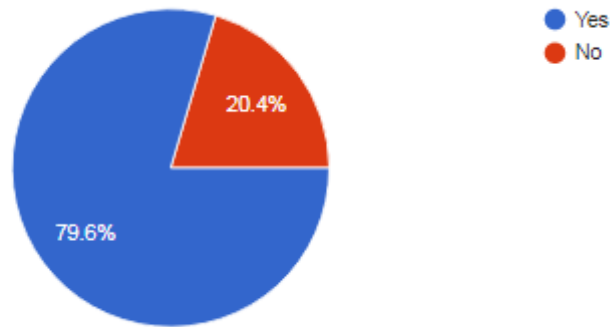
Agree
Strongly Agree
Disagree
Strongly Disagree

22.4%
28.6%
44.9%

13. Purpose of usage of Social Networking Site?

To communicate with friends
For Group discussion
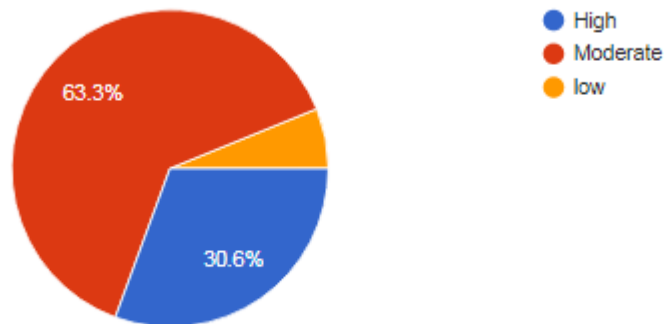For study purpose
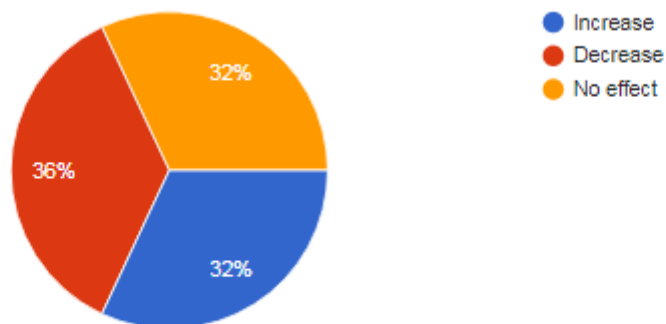To make new friends

12.8%
74.5%

14. Does Social Networking Site Usage will enhance learning skills?
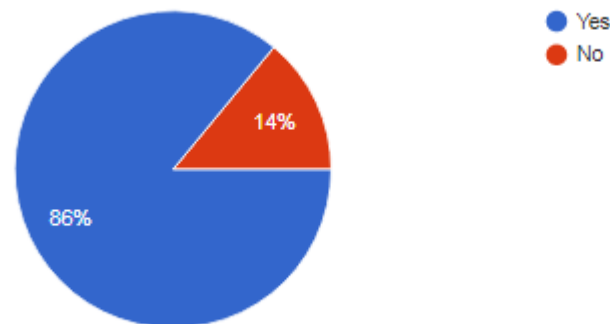

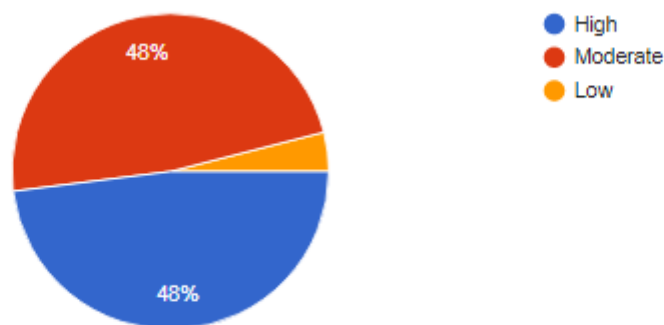15. Contribution of Social Networking Site in academic activities?

16. Does Social Networking Site Effect on results?

17. Does Social Networking Site helps to Increase the Knowledge for Students?

18. Does Social Networking Site create awareness about the social and Economic Factors?

LIMITATIONS AND FUTURE SCOPE OF FURTHER RESEARCH

The study made in this paper, serves as the initial step in exploring the affect of SNS on students academic performance. However it is limited by the following factors:

- ❖ The sample size is very much limited comprised with only 50 people. The future study requires more samples for higher accuracy.
- ❖ The survey is conducted with only one institution of Bangalore. The future study requires many rural and urban area institutions.
- ❖ The survey is conducted with only one age group i.e. 18-24. The future study requires different age groups of students.
- ❖ The sample was distributed to UG and PG courses of AIGS randomly over SNS users. All the respondents are users of SNS. The future study requires users and non users of SNS and comparison between their academic performance and SNS usage.

7. CONCLUSION

A large response from the students shows that they spends their daily life's considerable time in different activities like profile building, chatting with friends, finding friends, profile updating, posting photos etc. for leisure purposes. The research results imply that too much use of Social Networking Site has adverse impact on academic performance of student's in AIGS. On the other hand controlled usage of SNS shows that student is managing the time they spent on use SNS, and to make sure it does not affect their academic performance.

Some of the negative impacts of SNS based on this study are:

❖ The un-limited continuous use of SNS by the students causes changes in their attitude.

❖ The study implies that SNS affects students studying time.

❖ The result shows that the continuous use of SNS, affects students Examination results. There is a significant relationship between highly usage of SNS and students percentage of marks in their examinations.

❖ The study shows that there is a significant relationship between highly usage of SNS and number of back papers in their examinations.

Some of the recommendations based on this study are:

❖ Institution should form a committee to monitor and control the excessive use of SNS. At the same time it should educate the students to use SNS for academic performance improvement activities.

❖ SNS should be used in getting educational materials for student's assignment and project work

❖ SNS should be used as a platform to interact for students with their friends or faculties to discuss on burning issues or new technologies or simply to clear their doubts related to their syllabus.

❖ The institution should encourage students to publish articles on SNS to improve their communication and writing skills

❖ SNS could be used as an effective e-learning tool

❖ Finally the findings suggested that students should not spend more time on internet or SNS. If students use SNS for constructive purposes, students are still efficient enough for their studies and they do not face any difficulty in meeting their studies requirements,

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