

## **IMPACT OF SOCIAL NETWORKING SITES ON STUDENTS**

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### **ABSTRACT**

*A Social Networking website is an online platform that allows us to create a public profile & interact with other users. In 21<sup>st</sup> century social networking sites play very important role in the life of the students. Through this paper I want to study the positive and negative impact of social networking sites on the students. For this study primary data will be used and for collecting the information a structured questionnaire will be designed. This is an empirical paper. Sample will be drawn within the state of Punjab. For this paper I will take the sample of total 250 students out of which 50 students from the students of Punjab University Chandigarh, 50 from the Punjab technical university Jalandhar, 50 from Guru Nanak Dev University Amritsar, 50 from Punjabi university Patiala, 50 from Lovely Professional University Jalandhar. This paper aims at visualizing the impact of social networking sites on the students and also suggests some remedial measure for improving the impacts of social sites on students.*

**KEY WORDS:** Social networking sites, impact on studies

### **INTRODUCTION:**

A **social network** is a social structure which consist a set of social factors (such as individuals or organizations). The social network sites provides a set of methods for interpreting the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. Social networks and the analysis of them is an inherently interdisciplinary field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel

authored early structural theories in sociology emphasizing the dynamics of triads and "web of group affiliations." Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science.

In other words we can say that social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals. Through social networking the social relationships are increased. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Internet to promote such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose.

Social networking has also some positive and negative impact on students. As all we know that today's era is the era of competition, knowledge and technology. Without the use of technology today's life is worthless. Even the students have also to use technology for their studies. Almost every student use internet facility in his/her phone. Internet facility used by students has some impact on their studies and this impact may be positive and negative impact also. In order to study the impact of social networking sites on students, a questionnaire is designed and filled by the students.

#### **STATEMENT OF THE PROBLEM:**

The basic aim of this research paper is to study the impact of social networking sites on the life of the students. Most of the students use the social networking sites for the various purposes that may be chatting with friends, studying and searching etc. To study the issue of the effectiveness of using social networking, the first question raised in this study is: for what purpose is the student utilizing social networking? Research on this topic will start to reveal social networking sites are simply part of how students interact with each other Thus, the objective of this research

is to explore the advantages and disadvantages of students' use of social networking for study. The main purpose of this research is to increase the previous research, explore the relationship between the effects of social networking and students' study efficiency, and to determine if social media interfering with students' academic lives.

### **RESEARCH METHODOLOGY:**

In order to study the effect of using the social networking sites on the students, primary data is used which is collected from the students of various universities within the state of Punjab. For collecting the data a structured questionnaire is designed. For collecting the sample, probability method of collecting the sample i.e. simple random sampling method is used. For this research study a sample of 250 students are drawn out of which 50 students from the students of Punjab University Chandigarh, 50 from the Punjab technical university Jalandhar, 50 from Guru Nanak Dev University Amritsar, 50 from Punjabi university Patiala, 50 from Lovely Professional University Jalandhar.

In order to analysis the data various techniques are used such as frequency bars, percentage method, and pie charts.

### **HYPOTHESIS:**

**H0: There is negative impact of social networking sites on the studies of students.**

**H1: There is positive impact of social networking sites on the studies of the students.**

### **REVIEW OF LITERATURE:**

Tapscott and Williams (2006) conclude that social networks as a part of a widertrend in communication between the individuals, firms and various business houses. They characterize it as "mass collaboration".

Jenkins (2006) describes three concepts that shape what he calls "convergence culture": media convergence, participatory culture and collective intelligence. By media convergence, Jenkins

deals with the content flow between multiple content platforms and audience's migrating behavior. People are fundamentally looking for entertainment experiences.

Charlene Li and Josh Bernoff (2008), two Forrester Research analysts, showed through 25 real world cases how companies expand their market share, generate income, save money and mobilize their employees using "social technologies".

Erik Qualman (2009) deals with social media in his book "Socialnomics". He describes an age of instant communication, transparency and participation. He looked at the social media phenomenon and interprets its impact on interpersonal relationships.

Ellison, Steinfeld & Lampe (2007) suggest that Facebook is used to strengthen "offline" friendships more than to meet new people (Ellison, Steinfeld y Lampe, 2007). Such relationships could be thin, but often there are previous links, like sharing college.

#### **OBJECTIVES:**

1. To study the frequency of using the social networking sites by the students.
2. To study the purpose of using the social networking sites by the students.
3. To study the impact of social networking sites on the study of the students.

#### **INTRODUCTION OF VARIOUS SOCIAL NETWORKING SITES:**

1. **FACEBOOK:** Face book is a popular free social networking website which allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. In order to operate the face book a user must have an email id **Face book** is a social networking service launched in February 2004, owned and operated by Face book. It was founded by Mark Zuckerberg with his college roommates and fellow Harvard University student Eduardo Saverin.

2. **GOOGLE:** Google is a search engine to obtain information on something or somebody on the World Wide Web. **Googol** is the mathematical term. The term was firstly used by Milton Sirota, nephew of American mathematician Edward Kasner, and was popularized in the book, "Mathematics and the Imagination" by Kasner and James Newman. Google's play on the term reflects the company's mission to organize the immense.
  
3. **WHATSAPP:** WhatsApp Messenger is a cross-platform instant messaging application that allows i-Phone, BlackBerry, Android, Windows Phone and Nokia Smartphone users to exchange text, image, video and audio messages for free. WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo! The company is based in Mountain View, California and employs 55 people it is currently in the process of takeover after Face book announced its acquisition of WhatsApp Inc. on February 19, 2014, for US\$19 billion.
  
4. **YAHOO: Yahoo** is an American multinational Internet corporation headquartered in Sunnyvale, California. It is globally known for its Web portal, search engine Yahoo Search, and related services, including Yahoo Directory, Yahoo Mail, Yahoo News, Yahoo Finance, Yahoo Groups, Yahoo Answers, advertising, online mapping, video sharing, fantasy sports and its social media website. It is one of the most popular sites in the United States. According to news sources, roughly 700 million people visit Yahoo websites every month. Yahoo itself claims it attracts "more than half a billion consumers every month in more than 30 languages."
  
5. **ORKUT: Orkut** was a social networking website owned and operated by Google. The service was designed to help users meet new and old friends and maintain existing relationships. The website was named after its creator, Google employee orkut. On June 30, 2014, Google announced it would be closing Orkut on September 30, 2014. No new accounts could be created starting from July 2014. Users can download their profile

archive by Google Takeout. Orkut was one of the most visited websites in India and Brazil in 2008. In 2008 Google announced that Orkut would be fully managed and operated in Brazil, by Google Brazil, in the city of Belo Horizonte. This was decided due to the large Brazilian user base and growth of legal issues.

**QUESTIONS OF THE QUESTIONAIRE AND FREQUENCY OF ANSWERS:**

<b>PARTICULAR</b>	<b>FREQUENCY</b>
1. Are you using social networking sites?	
YES	188
NO	62
2. Which site do you use?	
FACEBOOK	49
WHATSAPP	79
GOOGLE	49
ORKUT	01
TWITTER	04
OTHER	06
3. Frequency of visiting the sites?	
EVERYDAY	101

TWICE A WEEK	<b>53</b>
ONCE A WEEK	<b>19</b>
ONCE A MONTH	<b>15</b>
<b>4. Are these sites provide enough to students to promote their activity?</b>	
YES	<b>170</b>
NO	<b>18</b>
<b>5. Time spent on site per day?</b>	
<2 hrs	<b>123</b>
2-4 hrs	<b>44</b>
5-6	<b>17</b>
>6hrs	<b>04</b>
<b>6. Why do you use these sites?</b>	
STUDYING	<b>57</b>
MAKING FRIENDS	<b>13</b>
PLAYING GAMES	<b>21</b>
CHATTING	<b>84</b>
OTHER	<b>13</b>

7. Do you think these sites affect your studies?	
SERIOUSLY AFFECTING	<b>52</b>
SLIGHT AFFECTING	<b>68</b>
NO IMPACT	<b>24</b>
SLIGHTLY HELPING	<b>44</b>

**Table-1 (Showing the responses of respondents)**

**DATA ANALYSIS AND INTERPRETATION:**

1. On the basis of the above data, the study conclude that out of 250 students from various universities only 188 students used the social networking sites i.e. 75.2% of total sample uses social networking sites.
2. If we talk about the type of social networking sites we found that 26% students used the face book, 42% used whatsapp, and 26% used Google, only .53% used orkut, 2.14% used twitter and 3.19% used other social networking sites. So we can conclude that whatsapp is used by most of the students.

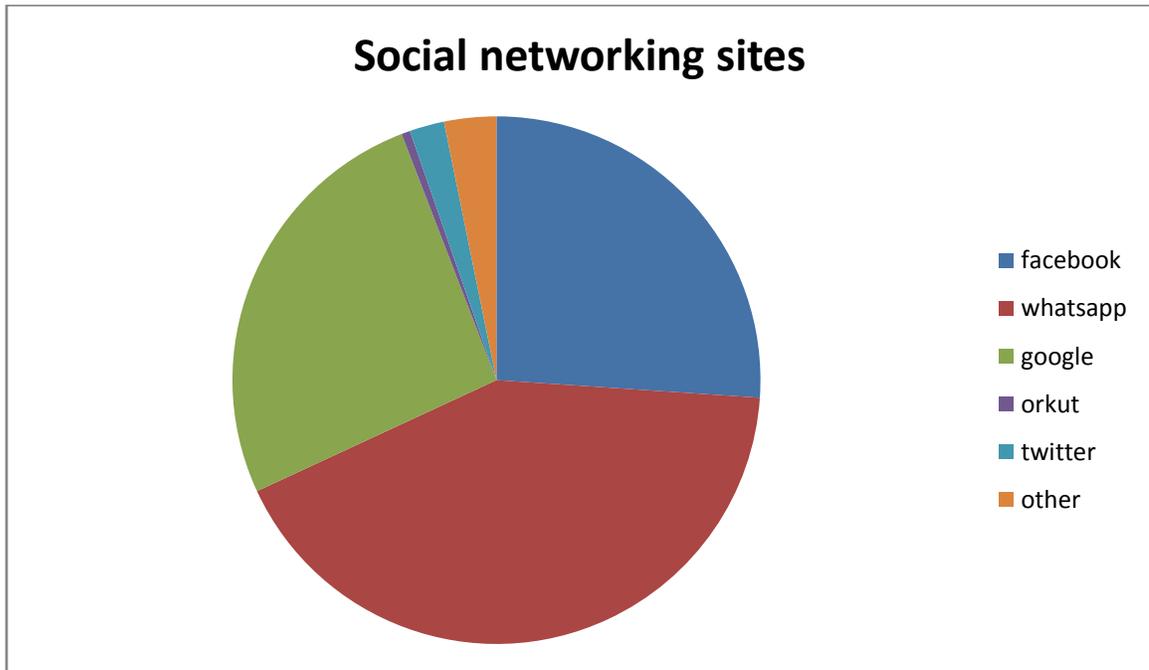
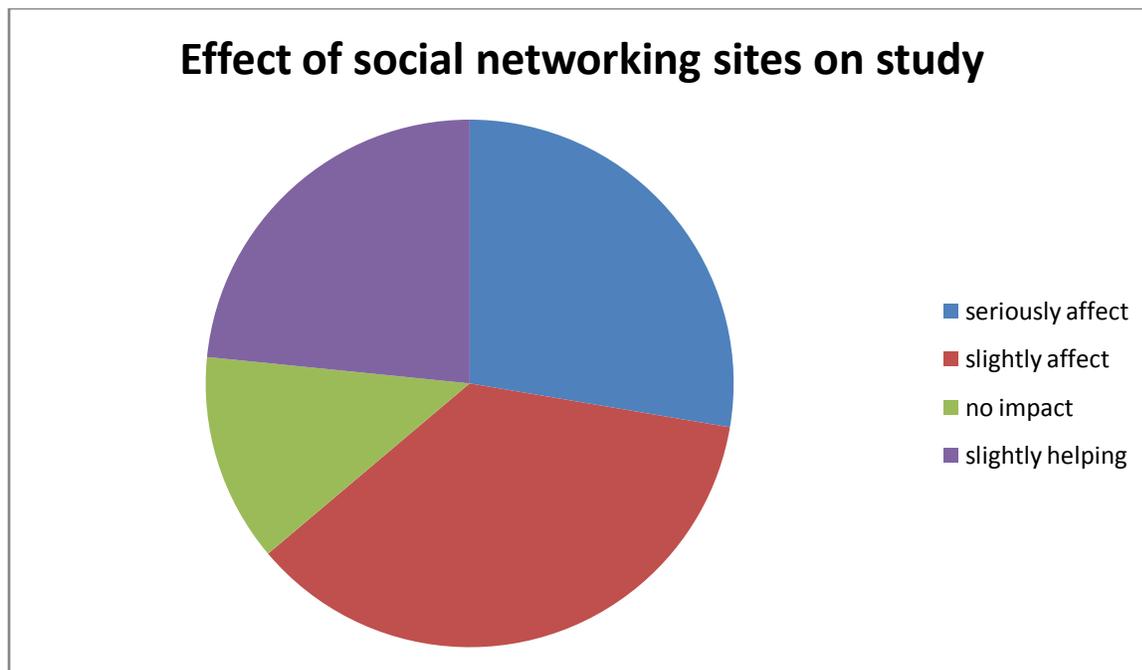


Figure-1: various social sites used by the students.

3. While studying the frequency of visiting the social network sites we observe that 55.72% students go through daily to the social networking sites. While 28.19% visit twice a week, 10.11% once a week and 7.98% once a month.
4. When we observe the time spent of the students on these sites we can easily observed from the data that 65.4% of the total students used the social networking sites for less than hours, 23.5% used social networking sites for 2-4 hours, 9.05% used for 5-6 hours and only 4% students used the social networking sites for more than 6 hours.
5. 90.4% students agree that social networking sites help them to promote their activities.
6. From the above data we can conclude that 30.32% of the total students used social networking sites for studying, 6.9% used these sites for making the friends, 11.17% students for playing the games, 44.68% for chatting and only 6.92% used the social networking sites for other purpose.

7. From the above frequency distribution we can observe that only 52 students out of 188 students agree that social networking sites seriously affect their studies. it means 27.66% students agree that the usage of social networking sites seriously affect their studies. According to 36.17% of the total students agree that social networking sites slightly affect their studies, according to 12.76% of the total student's social networking sites have no bad impact on their studies and according to 23.41 students agree that social networking site slightly help in their studies.



**Figure -2 Effect of social networking sites on studies.**

#### **FINDINGS:**

According to the object of the studies the following findings are made:

1. Most popular social networking site which is used by students is whatsapp. Whatsapp is mostly used application because easily and quicker updates of information can be made through the use of whatsapp.

2. Second popular social site among the students is face book and Google. Face book is used by the students to chat with friends, easy upload of picture and sharing of information. Google is a searching engine. Any person can search any type of information from the Google.
3. Most of the students agree that social networking sites help them to promote their activities.
4. From the above study we can conclude that social networking sites to some extent help in the studies of the students.
5. So this research study concludes that social networking sites have positive impact on the studies of the students.

**RESULTS AT A GLANCE:**

Particulars	%age (response/total sample)*100
1. Usage of social networking sites.	75.2%
2. Popularity of sites among students:	
Whatsapp	42%
Google	26%
Facebook	26%
Others	06%
3. Frequency of using the social networking sites:	
Daily	55.72%
	28.19%

Twice a week	16.09%
Once a month	
4. %age of students giving response that social networking sites have positive impact on their studies	90.4%

**Table-2 Results at a glance.**

From the above result the research study conclude that 90.4% of the total students surveyed are agreed that social networking sites have **positive impact** on their studies.

So null hypothesis is rejected and alternate hypothesis is accepted and so the research study conclude that social networking sites have **positive impact on the studies** of the students and these sites also help the students in enhancing their knowledge.

## **Conclusion**

Our research has revealed that university students were likely to be affected by social media. Social media is attractive; it not only provides students another world to make friends, also provides a good way to release pressure. To some extent, it affects the studies. This research also indicates that an approach is needed to better balance the relationship between social media and study of the students. Therefore, students should think more about the balancing equation of social media and academics. Although social networking sites have great impact on the students yet it has lot of challenges which we have to face. So we should focus on the ethical use of these social networking sites so that it serves our society in a right way and the youth can play an important role because social networking sites is a bless and curse both for the Indian society .so students must maintain a balance between the usage of social networking sites and their studies.

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