

EFFECT OF SOCIAL NETWORKING SITE ON STUDENTS' ACADEMIC PERFORMANCE IN SIMS, MANGALORE: 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 SIMS (Srinivas Institute of Management Studies), Mangalore 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 136 students of UG and PG courses in SIMS 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, SIMS, 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 connecting 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 & Ellison 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 propagate 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 Facebook, 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 accumulated 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 SIMS in Mangalore city in Karnataka State of India as a case study.

2. LITERATURE REVIEW

In the fast 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 compassion 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 finds 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 feed back for all the activities or for everything on the internet than in real life (Suler, 2004) [6]. Low self-esteem or low self confidence 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 Facebook usage is carried out. Sample are taken from population of 219 university students and they found that Facebook 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

- To know how the students of SIMS, Mangalore are using the Social Networking Site?
- To determine adverse and positive affect of Social Networking Site in academic performance of SIMS, Mangalore 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 SIMS in Mangalore city in Karnataka State of India. 136 students are selected randomly from Under Graduate (UG) and Post Graduate (PG) Courses of SIMS 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

From the sample of 136 students, it shows that all the answered students are using more than one Social Networking Site. The study results show that students use more Facebook, WhatsApp and Twitter. Out of 136 respondents 62.5% are male and 37.5% are female. Below is the analysis of the Questionnaire used for the study:

RQ: Male or Female is more addicted to Social Networking Site?: About 78.79% respondents of male are addicted to SNS, where as only 21.21% of female are addicted to SNS. The table 1 shows that male students are more addicted to SNS than female.

RQ: Awareness and Knowledge about SNS: All the 136 respondents are aware of SNS. All the respondents are aware of more than one social networking Sites. 61.1%, 27.9% and 11% respondents know about 1-5, 6-10 and Above 10 Social Networking Site respectively. 15.4%, 79.4% and 5.1% of respondents came to know about SNS through advertisement, from friends/relatives and from other channels respectively. Table-2 shows that academically poor students aware of more SNS than students who are academically good.

RQ: Primary use of social network sites?: out of 136 respondents 46.3% check all their SNS account everyday, while about 53.7% not checks their account everyday. SNS 73% is used for Downloading of music, posting of photos, chatting, while 27% uses SNS for Submitting articles, Research and for other academic activities if optional are available. 63.2%, 23.5%, 8.8%, 2.2% and 2.2% of users use SNS in a day 1-2, 3-4, 5-6, 7-8 and Above 9 hours in day respectively. Table-3 shows that the students who use SNS more hours in a day usually having poor academic performance than students who use less hours in a day.

RQ: Network/ Contact building: Out of 136 respondents 66.9% have above 200 friends in their Social Networking Site profile. 64.7% of the respondent has more friends on SNS compare to real life, and 35.3% says they have more friends in real life. This results show that SNS is used for Networking and contact building effectively in youth.

RQ: Social Networking Site helps in student academic work: 74.3% students are agrees on the fact that SNS helps in academic work like submitting assignments, while 25.7% students not agrees.

RQ: Expressing your ideas and feelings on SNS: About 82.4% responded that SNS is a god platform to express ideas and feelings, but only 17.6% thinks that SNS is not a good platform to express your feelings and ideas.

RQ: SNS improves writing and communication skills: About 89% of respondent says that SNS helps in improving writing and communication skills, while 11% of respondent says that SNS does not affect them in speaking or in writing.

RQ: SNS is an effective e-learning tool: 87.5% respondents agree on the fact that SNS is an effective e-learning tool, while 25.7% respondents disagree.

RQ: SNS affects in studying time: About 66.9% of the respondents says that SNS does affect in studying time means it will be disturbance for studying while the other 33.1% says the social networking sites does not affect their studying time.

Table 1: Relationship between Gender Variable and SNS Addiction Variable

	Are you addicted to SNS		Total
	Yes	No	
Gender Male	26	59	85
Female	7	44	51
Total	33	103	136

Table 2: Relationship between Users Knowledge about SNS Variable and All Subjects Cleared in the Course Variable

	Cleared all the subjects of your course		Total
	Yes	No	
How many SNS you Know 1-5	54	29	83
6-10	12	26	38
Above 10	7	8	15
Total	73	63	136

RQ: SNS addiction: Out of 136 respondents 24.3% are addicted to SNS, while other 75.7% says that they are not addicted to SNS. Table-4 Shows that those who are addicted to SNS, majorities of them not cleared all the subjects of their course, while those who are not addicted majorities of them cleared all the subjects of their course. This shows that those who addicted have very poor academic performance.

Table 3: Relationship between SNS Usage in Hours Variable And All Subject Cleared in the Course Variable

	Cleared all the subjects of your course		Total
	Yes	No	

How many Hours you use SNS in a day	1-2	53	33	86
	3-4	13	19	32
	5-6	5	7	12
	7-8	2	1	3
	9 or Above 9	0	3	3
	Total	73	63	136

Table 4: Relationship between SNS Addicted Variable and All Subjects Cleared in the Course Variable

		Cleared all the subjects of your course		Total
		Yes	No	
Are you addicted to SNS	Yes	14	19	33
	No	59	44	103
Total		73	63	136

6. 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 136 people. The future study requires more samples for higher accuracy.
- The survey is conducted with only one institution of Mangalore. 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 SIMS 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 spend 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 students in SIMS. 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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