

# A Descriptive Study to Assess the Effects of Social Networking Sites on the Academic Performance of Students in Selected Colleges of Gandhinagar, Gujarat

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## ABSTRACT

A descriptive study on the effects of social networking sites on the academic performance of selected college students of Gandhinagar, Gujarat. The 'General System Model' adopted from Ludwig Von Bertalanffy was used as the conceptual frame work. A quantitative approach with descriptive survey design was used to achieve the objectives of the study. The samples consisted of 120 students of selected colleges of Gandhinagar. The convenient sampling technique was used to collect the sample. A structured questionnaire was used to assess the knowledge regarding effects of social networking sites among college students. The study shows that the majority were in the age group of 18-20 years. Maximum numbers of college students were females. The study showed that the majority of college students had good effects of social networking sites that is 93%. Their parents were aware about their SNS use. There was no significant association between effects of social networking sites and selected variables that is age and gender.

**Keywords:** SNS, academic performance, college students

## INTRODUCTION

The internet has an indescribable power to influence, connect and mobilize the current population. Technological advances are no longer shocking but simple expected. Today's society has different expectation for all types of relationship. Relationships are now different because the tools used to maintain peer-to-peer connections have undergone a vast alteration. The primary focus is on the internet and with that, the development of Social Networking Site.

The global digital statistics shows out of 7.1 billion people in the world, 35% of them have access to the

internet, while 26% of them are active users of social media platform for various reasons. Based on the same report the numbers of users of same web-sites key to this platform by ranking are; facebook with 1.184m users, google with 300m users twitter with 232m active users etc.<sup>1</sup>

Social networking sites have facilitated communication. Members of such site can easily form groups and share their opinions among themselves through discussion threads, forums and polls. Through these sites servers good in many ways, it has its negative effects too such as cyber crimes which have become a privacy threat to the people worldwide. Although advantageous in many ways by building new relationship and reconnecting with lost or old contacts, it also brought up some behavioral changes among the youth, not only the behavioral changes but also their social behavior and approaches. It has also ended up as a nightmare for a few people.<sup>2</sup>

Social Media has become a popular method for students to share information and knowledge and to express emotions. They enable students to exchange videos files, text messages, pictures and knowledge sharing. They provide an opportunity for students to

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improve social networking and learning processes, which promotes knowledge in society.

In India at present the usage of Social Networking Sites amongst college going students has vastly increased and the usage of SNSs has extensive influence on these students in numerous ways, particularly on their interpersonal relationships.

### **NEED OF THE STUDY**

The purpose of the study was to determine, if SNSs are effective learning tool, and can, in fact, be more effective in enhancing students' learning experience by tapping into a medium in which they are already comfortable and familiar and interact with on a daily basis. SNSs have the potential to change the overall dynamic of the traditional lecture classroom, SNSs are an appropriate tool for learning, with students citing familiarity, ease of use, and the ability to make a connection with the faculty and with fellow students. Another benefit is that for learners with disabilities and special needs, social media gives them an opportunity to participate equally with everyone in the class.

### **OBJECTIVES**

1. To assess the effects of social networking sites on the academic performance of selected college students of Gandhinagar, Gujarat.
2. To identify the association between the effect of social networking sites and selected variables of selected college students of Gandhinagar, Gujarat.

### **REVIEW OF LITERATURE**

According to study conducted by Junco.R, Heiberger. G and Loken. E the effect of twitter on college student engagement and grades. A total of 125 students taking a first year seminar course for pre – health professional majors participated in the study, with the experimental group; twitter was used for various types of academic and co-curricular discussions. Engagement was quantified by using a 19 – items scale based on the national survey of student engagement. To assess differences in engagement and grades, mixed effects analysis of variance (ANOVA) models was used, with class sections nested within the treatment groups. Content analyses of sample of twitter exchanges were also conducted. The

ANOVA result showed that the experimental group had a significantly greater increase in engagement than the control group, as well as higher semester grade point averages. Analyses of twitter communications showed that student and faculty were both highly engaged in the learning process in ways that transcended traditional class room activities. This study provides experimental evidence that twitter can be used as an educational tool to help engage student and to mobilize faculty into a more active and participatory role.<sup>3</sup>

Rikka.T, Minna.S and Leena.S discussed social skills are developed by social media, which enable students to communicate together not depending on time and place. 95% of students were using the social media in education. 53% nursing school reported using social media application. Social media is very useful in nursing education, but it has also some disadvantages. 61.4% of students use their social media in their free time than their study time.<sup>4</sup>

### **MATERIAL AND METHOD**

The 'General System Model' adopted from Ludwig Von Bertalanffy was used as the conceptual frame work. It was a quantitative research approach and descriptive survey design was used. The study was conducted on students of selected colleges of Gandhinagar, Gujarat. Total sample size was 120 and convenient sampling was used.

For data collection technique and tool, paper and pencil method was employed. This technique was considered appropriate as the sample was literate and it helped the respondents to maintain their anonymity and hence helped them to respond frankly even to sensitive and confidential items in the questionnaires. The tool was divided into 2 parts: Part 1: Consisted of 12 questions related to demographic data and information related to social networking sites. Part 2: Consisted of 41 questions on information regarding effects of social networking sites which were in the form of likert scale. This was a 3-point scale and the option for all the items were: 'Agree', 'Disagree' and 'Neutral'. The scoring was done as follows: 'Agree' was marked as 3; 'Neutral' was marked as 2; 'Disagree' was marked as 1. The scores were interpreted as: Scores from 1 – 41 Poor effects on academics, 42 – 82 Average effects on academics, 83 – 123 Good effects on academics.

**RESULTS AND DISCUSSION**

The table 1 presents the age and gender of the college students. The data shows that 111 out of 120 college students were in the age group of 18-20 years, 9 students were in the age group of 21-23. The gender wise breakup revealed that the maximum numbers of college students under study were females i.e., 65 and remaining were males 55.

**Table 1: Frequency and percentage distribution of college students by their sample characteristics (n = 120)**

Sr. No.	Sample Characteristics	Frequency	Percentage
1.	<b>Age of college students (in years)</b>		
	18-20	111	92.5
	21-23	9	7.5
2.	<b>Gender</b>		
	Male	55	45.83
	Female	65	54.16

The data in Table2 presents the knowledge regarding social networking sites by the college students. The table depicts that 112 out of 120 college students were using social networking sites and 5 out of 120 college students were not using social networking sites. 86 students' parents were aware about their usage of SNSs while 34 students' parents were unaware about it. 42 students were having more than 250 friends, 33 students having less than 50 friends, 30 students having less than 150 friends and 15 students having less than 250 friends in social networking sites. 75 students were using formal language, 40 students were using informal language and 5 students were using slang language while using social networking sites. 56 students were using social networking sites to keep in touch with everyone, 42 students were using to keep their self updated, 15 students were using SNSs to solve their social problems and 7 students were using to while away time.

**Table 2: Frequency & percentage distribution of college students by their knowledge regarding social networking sites on academic performance (n = 120)**

Sr. No.	Knowledge regarding SNSs	Frequency	Percentage
1.	<b>Using SNSs</b>		
	Yes	112	93.33
	No	8	6.66

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2.	<b>Parents' awareness</b>		
	Yes	86	71.66
	No	34	28.33
3.	<b>Total number of friends in SNSs</b>		
	Less than 50	33	27.5
	Less than 150	30	25
	Less than 250	15	12.5
	250+	42	35
4.	<b>Language usage</b>		
	Formal	75	62.5
	Informal	40	33.33
	Slang	5	4.16
5.	<b>Reason for SNSs use by higher institutes</b>		
	To keep in touch with everyone.	56	46.66
	To while away time.	7	5.83
	To keep updated.	42	35
	Solving social problems	15	12.5

The data given in table 3 indicate that the possible ranges of scores were 1-123 and range of obtained score for the subject was 32-123. The mean value of total scores of knowledge regarding social networking sites of college students was 91, median 94 and the standard deviation was 22.

**Table 3: Mean, Median, and Standard Deviation, possible range of scores, range of obtained scores of effects of social networking sites on college students by their academic performance (n = 120)**

Group	Possible ranges of scores	Range of obtained scores	Mean	Median	Standard Deviation
College Students	1-123	32-123	91	94	22

The data in figure 2 reveals that out of 120 college students, 112 had good effects on their academic performance with the use of SNSs, 6 had little effects on their academic performance and only 2 had poor effects on their academic performance.

### Effects of SNSs on Academic Performance



**Figure 1: A Donut Diagram Showing Frequency Distribution of Effects of SNSs on Academic Performance of College Students by their Response**

The data presented in table 4 shows that the calculated Chi square value was 0.6952, and the p value is 5.99 which is greater than the calculated Chi square therefore, this indicates that there was no significant association between the effects of social networking sites and age of the college students. Also, the data shows that the calculated Chi square value was 2.46722 and p value was 5.99, which is greater than calculated Chi square therefore, this indicates that there was no significant association between the effects of social networking sites and gender of the college students.

**Table 4: Chi square value showing the association between the effects of social networking sites on academic performance and age, gender of the college students**

(n = 120)

Category	Poor	Average	Good	Chi-Square	p-value
<b>Age (years)</b>					
18-20	2	6	103	0.6952	5.99
21-23	0	0	9		
<b>Gender</b>					
Male	2	3	50	2.467	5.99
Female	0	3	62		

### DISCUSSION

According to data we collected from the questionnaire, most college students prefer to use SNSs and therefore they spend vast hours checking SNSs. Whatsapp and twitter is very popular among college students, even though students would use it when they had classes. Ninety Percentages of the students spend their time on education and collecting information from SNSs, however there were not too many college students who preferred using SNSs for entertainment. Eighty percentage of the sample admitted that their writing skills have got affected because of SNSs use. Perhaps, use of SNSs has affected their efficiencies to some extent. Even students have accepted that SNSs has cause distraction in their studies, even late night awakening and absenteeism has also increased.

SNSs are attractive; it not really provides college students another world to make friends, also provides a good way to release stress. Fifty percent of the students accepted that SNSs has help them in searching jobs This research also indicates that college students should thinks more about the balancing equation of SNSs and academics.

The present study shows that the frequent use of social networking sites by students has no negative effects on their studies. The result obtained from the study findings supports that the SNSs does not have adverse effects on the academic performance of college students. It is also in line with the study of Jahan, Ahmed.I, Zabed.M.S<sup>5</sup> which conforms that majority of students agreed that the SNSs have positive influence on their academic performance.

Gender differences were revealed in multiple aspect of SNSs use. Females were prone to spend more time on SNSs. Females were found to use SNSs more than males which is in contrary to the report of EstatsIndia.com<sup>6</sup> social media users and usage in 2014. Male users of social networking sites are marginally higher than the females.

In this study, it was examined that ninety percent college students used SNSs for sharing knowledge and essential information and to interact with past friends and students of other colleges. This study also revealed that SNSs technologies in college have help in better learning, which is similar to Rikka.T, Minna.S and Leena. S<sup>4</sup> study, which enable students to communicate together not depending on time and place. 95% of students were

using the social media in education. 53% nursing school reported using social media application.

In this research study, 50% acknowledged that SNSs can have negative social effects on individual and society. Through it, people can easily be duped or even lured into immorality even though this study didn't had any negative effect on the academic performance of the college students. This finding was similar to Michel and Shonna<sup>7</sup> who stated that approximately 51% of 21 millions of use/ students that engage in social media sites on daily bases have been socially affected more of negatively.

The presents study revealed that, there is no significant association between the effects of SNSs and the age, gender of college students. On the contrary, the study of Tham.J<sup>8</sup> concluded that there was significant relation between usage of SNSs and age and gender.

## IMPLICATION

### Nursing Education

- The implications of these findings, encourage college faculty to adopt the use of social networking services as part of the teaching and learning process with a specific focus on building learning communities and increasing student's engagement.
- SNSs can be the potential for current use to provide cost and time effective nursing education.
- The utilization of technology in education should be understood as an opportunity, not just the technology itself. In this way, we can enable deep learning and learning development.

### Nursing Practice

- SNSs provides way to connect with other nurses, it provides a powerful medium to educate patient.
- Nurses can have conferences with one and other through SNSs with visual components, sharing cases, asking advice, collaborating and learning.
- With the increasing number of patients using the internet for healthcare information, nurses need to consider being actively present to provides sounds, information through internet and SNSs.

## CONCLUSION

Previous research in spheres of social networking sites and its impact on college students in different global and demographic context provided an extensive secondary source base for the study. As with many technologies, adoption of the Internet especially for its social uses has seen its highest levels of usage among young college students in India. The majority of college students experienced good effects on academic performance with the use of SNSs while very few students had some effects. They are aware of the danger and risk involved in these sites is a positive indicator that Indian college students are not only techno-savvy and socially active through social networking sites but they also possess social consciousness. It is recommended to replicate similar study on large sample with similar baseline characteristics.

**Ethical Clearance:** Ethical clearance was not required. Permission was obtained from the competent authority of the colleges.

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**Conflict of Interest:** Nil

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