

Impact of Uses and Applications of Social Networking in Academic Performances: A Study

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ABSTRACT

In academics Social Networking Sites (SNSs) display a supreme and central role of academic performance activities. The world and its depends are mostly relay on it. This papers aim is to endorse students in the usage of SNSs effectively. It gives a short overview on the act of SNS in academic section. The study was carried out at the private engineering college in Coimbatore, Tamil Nadu. The simple random sampling technique was gathered for the data to pick a sample of 86 students. Questionnaires and checklists were used to collect the data from the students. The descriptive statistics of regularity counts and percentage were used to analyze the data. Research findings exhibited that social networking has an impact on students as it is increasing their concentration level and creating disruption. As they use SNSs for their educational purpose in linking to subject matter and for discussing their studies and partaking study material. This study found that the most of respondents agreed that SNSs has a constructive impact on their academic performance.

KEYWORDS: Social Networking Sites, Academic, Impact, Uses, Applications and Survey.

INTRODUCTION

Social networking sites play an significant role in people's lives because they provide a platform for people to communicate with people, friends and share information among them; Social networking is also a great way to connect entirely new people. Today there are many online SNSs where individuals volunteer information about themselves and their social networks. SNS allow interacting with known people and unknown. People are making friends through the social networking. With the dawn of Internet and the cell phone, a lot of social contact is captured through mail and messaging.

As the use of online social networking (OSN) sites by adolescent people continues to grow in popularity, researches have been focusing mainly on the benefits and dangers of such sites on the new generation. However, due to privacy and safety concerns, OSN sites are normally blocked in colleges. This article presents how to carry out the use of a SNS in academics. It also helps them to know how to react to these sites. Findings from this study highlight shows that youth spend abundance of their time using social media sites. But they usually use SNS for socialization and entertainment instead of attaining information and academic purposes.

LITERATURE REVIEW

Gilbert M. Talaue, et.al. (2018) concluded that social media have a dual impact on student achievement, and it is necessary to approach adolescents' use of social networks with ultimate responsibility. In no case should we forget about the negative consequences that excessive social infatuation could have. Institutions should focus on making pleasant things useful - promoting social networks as a tool not only for communication and entertainment but also for learning.

Singh Monika (2017) found in the study that students feel that social media is useful in their education work for sharing study material and to discuss their study topics. Most of the students revealed that they do not use mobile phones to access social media sites in the classroom. Most of them agreed that social media kills the study time. Many of the students agreed upon the distraction in education work due to social media. Nearly about 80% students considered it true that social media use in lowering their concentration and they are not able to concentrate in their studies as the thoughts about social media over power them. Most of the students believe that their grades are not affected by the use of social media. As they are able to manage their studies. Nearly more than half of the students agreed on the use of short words in their notes and answer sheet. It is found that over use of social media sites are affecting their studies. If it is used in the controlled way it will not affect studies.

Krishna Prasad K and S. Sumana (2015) states that 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

THE OBJECTIVES OF THE STUDY ARE

- To find out gender wise respondents impact of SNSs academic performance.
- To understand the frequency of library visit of students of engineering colleges library.
- To measure the frequency of preferred social networking sites of students.
- To measure the frequency of social networking sites to support academic performance.
- To find out the frequency of purpose of using social networking academic performance.

RESEARCH METHODOLOGY

To survey the bond between social networks and its impact on students' academic performance, we picked sample of 86 students who were in the age group of 18 to 25 years. The students were selected from the engineering program obtainable in the college. Random sampling method is used to decide the sample. Students have internet

facility in the college and their hostels. So the conservative model of studying taken by networks within the college like and are exposed to OSN.

DATA ANALYSIS AND INTERPRETATION

This attempts to analyze and interpret the research data collected from students in order to determine the extent of use and impact of social networking in academic performances. In this study, a total of 86 students are covered from Engineering Colleges of Coimbatore. Results are computed in tabular and chart form.

Table - 1 Gender Wise Respondents

Sl. No.	Gender	No. of Respondents	Percentage
01	Male	56	65.12%
02	Female	30	34.88%
	Total	86	100.00%

The above table 1 confirms majority of the respondents who visited the library during the study period are male which is around 65.12% counting to 56 out of 86. On the other hand, 34.88% of the respondents are female counting to 30 out of 86 respondents.

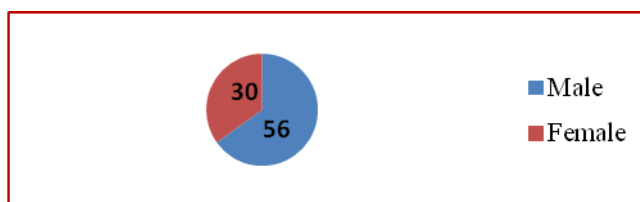


Figure – 1 - Gender Wise Respondents

It is necessary to say that use of social networking by the respondents definitely impact on their academic performance. The academic performance of the respondents may be studied as expected research and academic performance. Improve professional competency, access to social networking, and fast access of social networking.

Table - 2 Frequency of Library Visit by Respondents

Sl. No.	Frequency of Library Visit	No. of Respondents	Percentage
01	Daily	42	48.48%
02	Weekly	23	26.51%
03	Fortnightly	12	14.39%
04	Monthly	05	06.06%
05	Bi-Monthly	04	04.54%
	Total	86	100.00%

The data presented by the table 2 shows that frequency of library visit. Out of 86 respondents belongs to daily visit 42 (48.48%) is first possession occupied, followed by weekly library visit is occupied second rank 23 (26.51%). Where the fortnightly library visit is third rank occupied 12 (14.39%). Monthly library visit is occupied fourth rank 05 (06.06%) and finally the Bi-Monthly library visit is last rank occupied 04 (04.54%) out of 86 respondents.

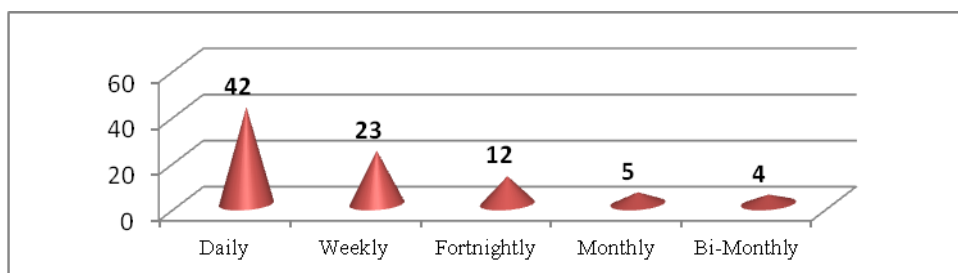


Figure – 2 - Frequency of Library Visit by Respondents

Table - 3 Preferred Social Networking Wise Respondents

Sl. No.	Name of the Social Networking	No. of Respondents	Percentage
01	e-Mail	41	47.67%
02	Face book	18	20.93%
03	Whatsapp	14	16.28%
04	Twitter	09	10.46%
05	others	04	04.65%
	Total	86	100.00%

The above table 3 shows that preferred search engine. Out of 86 respondents belongs to e-Mail social networking is more than forty percentage 41 (47.67%), followed by Face Book social networking is 18 (20.93%). Where the Whatsapp social networking is less than seventeen percentages of respondents 09 (16.28%). Twitter social network site is less than eleven percentage of respondents 09 (10.46%), and last possession occupied is other social networking sites is less than five percentage of respondent 04 (04.65%) out of 86 respondents.

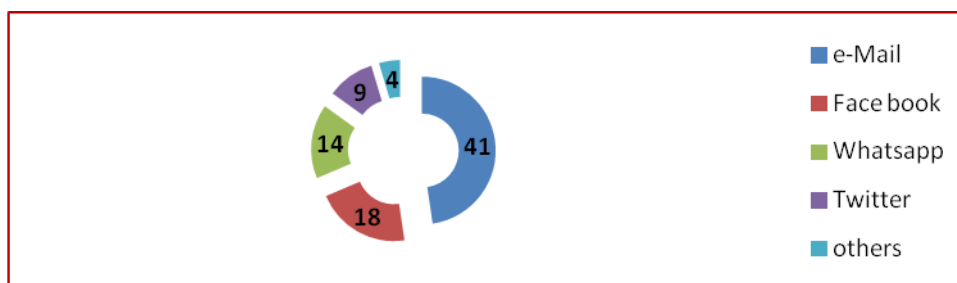


Figure – 3 - Preferred Social Networking Wise Respondents

Table – 4 Social Networking Sites to Support your Academic Performance by Respondents

No.	Social Networking	Most Frequently	Frequently	Occasionally	Rarely	Never	Total
1	e-Mail	53 (62.09%)	25 (29.38%)	06 (06.65%)	01 (01.02%)	01 (00.85%)	86 (100.00%)
2	Face book	35 (41.28%)	34 (39.80%)	16 (18.04%)	02 (02.64%)	01 (01.24%)	86 (100.00%)
3	Whatsapp	12 (13.82%)	17 (19.23%)	24 (27.51%)	29 (33.65%)	04 (05.80%)	86 (100.00%)

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4	Twitter	11 (12.60%)	13 (15.69%)	22 (25.20%)	30 (35.44%)	09 (11.04%)	86 (100.00%)
5	others	16 (18.17%)	11 (12.62%)	18 (20.77%)	35 (41.02%)	06 (07.42%)	86 (100.00%)

The table 4 social networking sites wise respondents level of frequency using e-mail and face book 53 (62.09%) and 35 (41.28%) and 25 (29.38%) and 34 (39.80%) percents of the them most frequency and frequently used by respondents, but it was 6 (06.65%) and 16 (18.04%) percent in occasionally used by respondents to e-mail and face book. Approximately 01 (01.02%) and 01 (00.85%) and 02 (02.64%) and 01 (01.24%) percents in rarely and never used to e-mail and face book out of 86 respondents.

Among the research study 12 (13.82%) and 11 (12.60%) percent respondents most frequently used whatsapp and twitter. However it is nearly 17 (19.23%) and 13 (15.69%) & 24 (27.51%) and 22 (25.20%) percent respondents frequently and occasionally used whatsapp and twitter. Finally 29 (33.65%) and 30 (35.44%) & 04 (05.80%) and 09 (11.04%) percents respondents rarely and never whatsapp and twitter.

Irrespective of the information sources out of 86 total respondents minority of them most frequently and frequently used twitter and other social networking. Majority of the respondents rarely and never used twitter and others.

Table – 5 Purpose of using Social Networking Sites in your Academic Performance by Respondents

No.	Purpose	Most Frequently	Frequently	Occasionally	Rarely	Never	Total
1	Project/Research Work	28 (32.49%)	33 (38.29%)	16 (18.51%)	08 (09.76%)	01 (00.94%)	86 (100.00%)
2	Preparing of Articles	16 (18.04%)	24 (28.02%)	28 (31.15%)	13 (15.52%)	05 (06.27%)	86 (100.00%)
3	Preparation of Examination	46 (53.09%)	28 (31.15%)	10 (11.30%)	02 (02.05%)	01 (01.41%)	86 (100.00%)
4	Preparing Lecturer Notes	21 (23.97%)	06 (06.48%)	05 (06.27%)	36 (41.83%)	18 (21.45%)	86 (100.00%)
5	To Update Knowledge	39 (45.16%)	32 (36.33%)	11 (13.90%)	03 (02.94%)	01 (01.66%)	86 (100.00%)

The table 5 shows the purpose of using social networking sites in your academic performance by respondents level of frequency is more than forty 46 (53.09%) percent most frequently used to preparation of examination purpose. Where the 33 (38.29%) percent are frequently used to project/research work purpose. Approximately the preparation of articles purpose is 28 (31.15%) percent.

Among the research study 05 (06.27%) and 11 (13.90%) & 36 (41.83%) and 03 (02.94%) percent respondents are occasionally and rarely preparing lecturer notes and to update knowledge purpose. Finally never purpose is 01 (01.66%) percent respondents for to update knowledge purpose out of 86 respondents.

FINDINGS OF THE STUDY

- 65.12% of the respondents of this study are male and, female respondents contributing to 34.88% out of 86 total respondents.
- 48.48% of the respondents of this study are daily visit the library, 26.51% of the respondents are visit weekly once, 14.39% of the frequency of respondents are visit by fortnightly, 06.06% of the respondents are visit by monthly once, and finally 04.54% of the respondents are visit to bi-monthly out of 86 total respondents.
- 47.67% of the respondents of this study are e-Mail preferred, 20.93% of the respondents are preferred face book, 16.28% of respondents are preferred whatsapp, 10.46% respondents are preferred twitter and others 04.65% of preferred out of 86 total respondents
- E-Mail and Face Book nearly 53 (62.09%) and 35 (41.28%) and 25 (29.38%) and 34 (39.80%) percents of the them most frequency and frequently used by respondents, but it was 06 (06.65%) and 16 (18.04%) percent in occasionally used by respondents to e-mail and face book.
- he study found that 32.49% of the respondents most frequently to purpose of using project and research, whereas, More than 53% of the respondents most frequently to purpose of using preparation of examination, On the other hand, 41.83% of the respondents rarely to purpose of using preparing lecturer notes and 01.66% of respondents never to purpose of using to update knowledge out of 86 total respondents.

CONCLUSION

The social networking sites of students are very well explained. Almost their expectations were fulfilled, they are satisfied with their impact of uses and applications in social networking in academic performance, the users are satisfied with the facilities available in the library and they are satisfied with the students by getting their support. Results of this study reveals that there is a growth in engineering college libraries by updating with social networking in academic performance of engineering colleges in Coimbatore.

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