

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

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Abstract

A descriptive study was conducted to assess the effects of social networking sites on academic performance of students of selected colleges of Ahmedabad. The main objectives of the study were to assess the effects of social networking sites on the academic performance of students of selected colleges of Ahmedabad, Gujarat and to identify the association between the effects of social networking sites and selected variables like age and gender. The 'General System Model' adopted from Ludwig Von Bertalanffy was used as the conceptual frame work. A quantitative approach with descriptive study design was used to achieve the objectives of the study. The samples consisted of 120 students of selected colleges of Ahmedabad. The simple random sampling technique was used to collect the sample. A Likert scale was used to assess the knowledge regarding effects of social networking sites among college students. The tool was validated by the experts. Cronbach alpha was used to establish the reliability of tools. The tool was found to be valid and reliable. Data gathered was analysed and interpreted using both descriptive and inferential statistics. The study shows that the majority were in the age group of 18-20 years. Males were 55 and females were in 65. The study showed that the majority of college students had good effects of social networking sites that is 93%. There was no significant association between effects of social networking sites and

selected variables that is age and gender. Based on the findings the following recommendations were proposed for the future research: A similar study can be replicated on a large sample with the similar baseline characteristics, in more than one college of Nursing and Comparative study may be done on effects of social networking sites: In college going students and school going students and between inter states.

Keywords: Assess; Effects; Social networking sites; Academic performance; Students.

Introduction

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 improve social networking and learning processes, which promotes knowledge in society. During the last two decades the world, in general and India, in particular has witnessed for remarkable changes in Information Technology. The advancement in IT led to the emergence of Social Networking Sites. SNS are currently being used regularly by millions of people. The usage of SNS has been so widespread that they have

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caught the attention of academics worldwide. SNS are now being investigated by numerous social science researchers. An increasing number of social scientists are developing interest in studying SNS, because of its impact on society. Further, the usage of SNS among the people of India is evidently increasing, particularly among the Indian college students. It has invariably left a big impact on society in general and college students in particular. A survey conducted in 2013, among 500 students in various colleges and universities throughout India acknowledges the rampant usage of SNS among young college students in India. In general, college students are more interested in using advanced technology in every field compare to any other age groups.¹ There were about 42 million active internet users in urban India in 2008 when compared to 5 million in 2000.² India now has the world's third-largest national digital population, with approximately, 120 million Internet users in 2011.³ Online social networking communities such as Facebook, Twitter, LinkedIn and others have become a part of daily life of a college level students to communicate, share information and perhaps most important to build and maintain ongoing relationships. This websites in parallel plays an active role in motivation, teaching, learning and overall in personality and academic performance. The university of New Hampshire in his study said that majority of students uses a social networking for social connections and entertainment, but are also using it for education and professional reasons.⁴

Need of the Study

In the recent years, social networking sites (SNS) like Facebook, MySpace and LinkedIn have become the most visited websites in the world, with Facebook topping the list. With over 92 million active users in 2013, Facebook boasted an 85% market share at universities and colleges in the United States. In 2010, Facebook increased its traffic by nearly 70% with more than 115 million unique visitors. MySpace ranked second while Twitter soared immediately after it. Today, Facebook has more than 800 active users. Social media usage in nursing education is limited and the active use of various new developed learning environments are left behind.¹³ Today in India particularly among the Indian college students the usage of social networking site has significant increased and it certainly has far impacts on the academic and other activities of the students. And these impacts are so widespread that they caught the attention of social scientist worldwide. However, the range

of studies conducted to deal with the usage of SNS among college students is negligible in India. Hence, this study is placed in this context, aimed at presenting usage pattern of SNS by the Indian college students. For the said purpose a survey has been conducted among 500 students in various colleges and universities throughout India. The findings of the study acknowledge the rampant usage of SNS among young college students in India their usage pattern of SNS, hour spending per week, gender differentiation in its usage, purpose of membership, their level of intimate relationships with online friends and much more interesting aspects have been dealt scientifically in this paper.¹ Hence, the investigator is keen to do a descriptive study on the effects of social networking sites on the academic performance of selected college students of Ahmedabad, Gujarat.

Objectives

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

Methodology

Research methodology indicates the general pattern of organizing the procedure for gathering valid and reliable data for an investigation. The content of this chapter includes research approach and its rationale, description of setting and population, description of sample, tool selection, construction, description and rational of the tool, procedure of data collection, data analysis and statistically methods used.

Assumptions

The student population involved in this study will have basic knowledge about social networking sites.

The students involved in the study will have aware about the positive and negative effects of the social networking sites on academic performance.

Operational Definition

Descriptive study: In this study descriptive refers to the study which provides an accurate account of information about the effect of social networking sites on students in their academic performance.

Effect: Effect refers in determining the extent which the academic performance is affected by the social networking sites. In this study, we included both the positive as well as negative effect of the social networking sites on college students.

Social networking sites (SNS): It refers to the web-based services that allow individuals to create a public profile, to create a list of users with whom to share connection and view and cross the connection within the system.

College students: College students refer to the students who had completed the legal course of basic education and continuing their education to get the degree of graduation such as B.Com, B.Sc., etc.

Academic performance: It is the outcome of education-the extent to which a student, teacher or institution has achieved their educational goals.

Review of Literature

A quantitative study conducted by Sharma.S with the sample size 30 the age group between 20 to 30 years, results shows that 79% young women and 88% men like online shopping this shows that the interest level for shopping online is high in today's youth. And also observed that 50% respondents choose online shopping because of the less time required. 25% respondents felt that prices are affordable in online shopping. 25% see the global access as an inclination factor for online shopping. 25% are attracted to online shopping because of the wide variety of products. A result shows that 57% young women shop online once a month while 44% males like to shop online once in a month. 14% women shop 2-4 times a month, while 44% young men shop 2-4 times in one month. 22% young women also responded saying they never make any purchases online. Therefore, it can be seen here that young men generally shop online more frequently than women. 56% men responded saying their online shopping experience was good while 43% young women said the same. 36% men rated their online shopping experience as very good while only 7% of both young man and women said that online shopping experience was satisfactory. Thus, online shopping experience definitely finds a stronghold in both males and females. 64% women and 82% men said the size of their pocket influence their online shopping patterns. This number was seen to be higher among men, who were more concerned about that ability to shop and spend online. 60% respondents are inclined towards online shopping as they feel that product is offered with discounted price then the store price or actual price. There is

very less proportion of young youth who buy products for gifting or adding to the collection.⁵

Results

Study findings are organized and presented under following section:

Section-1: Frequency and percentage distribution of college students by their sample characteristics.

According to mean percentage of sample characteristics, 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)

Section-2: Analysis of knowledge regarding social networking sites by the college students presents 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 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)

Section-3 Score presents that 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 as assessed by investigators of college students was 91, median 94 and the standard deviation was 22. (Table 3)

Section-4: 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. (Table 4)

Section-5: 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. (Table 5)

Section-6: 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 6)

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

Sr. No.	Sample characteristics	Frequency/Percentage
1	Age of college students (in years)	
	18-20	111
	21-23	9
2	Gender	
	Male	55
	Female	65

Table 2: Frequency distribution of college students by their knowledge regarding social networking sites on academic performance. (N=120)

Sr. No.	Knowledge regarding SNSs	Frequency/Percentage
1	Using SNSs	
	Yes	112
	No	8
2	Parents' awareness	
	Yes	86
	No	34
3	Total number of friends in SNSs	
	Less than 50	33
	Less than 150	30
	Less than 250	15
	250+	42
4	Language usage	
	Formal	75
	Informal	40
	Slang	5
5	Reason for SNSs use by higher institutes	
	To keep in touch with everyone.	56
	To while away time.	7
	To keep updated.	42
	Solving social problems.	15

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

Table 4: Frequency distribution of college students according to their knowledge regarding social networking sites by their academic performance. (N=120)

Categories on effect of social networking sites on academic performance of college students	Frequency
Poor	2
Average	6
Good	112

Table 5: Chi square value showing the association between the effects of social networking sites on academic performance and age of the college students. (N=120)

Category Age (years)	Poor	Average	Good	Chi square value	p value
18-20	2	6	103	0.6952	5.99
21-23	0	0	9		

Table 6: Chi square value showing the association between the effects of social networking sites on academic performance and gender of the college students. (N=120)

Category Gender	Poor	Average	Good	Chi square value	p value
Male	2	3	50	2.46722	5.99
Female	0	3	62		

Discussion

This section evaluated the findings of the present study in the light of previous research studies. The discussion is organized based on finding of the study. The theoretical framework of the present study was based on concept of General System Theory.

Recommendation

On the basis of the findings of the study, following recommendations have been made;

- A similar study can be replicated on a large sample with the similar baseline characteristics.
- A similar study can be replicated in more than one college of Nursing.
- Comparative study may be done on effects of social networking sites:

- In college going students and school going students.
- Between inter states.

Conclusion

The study intends to assess the effects of social networking sites on academic performance of students of selected colleges of Ahmedabad, Gujarat. The study reveals that There was no significant association between effects of social networking sites and selected variables that is age and gender. There were both positive and negative effects of social networking sites.

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