

# The Use of Social Networking in Academics: Benefit and Opportunity

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**Abstract:** *Social Networking has become very popular during the past few years, although there are a number of social networking services that specifically target students. On the basis of its influence, benefits and demerits. This study is carried out to highlight the potentials of social media in the academic setting and provide the benefit of the students' academic performance and carrier making through professional courses. The aim of the research to study academic life under banner of Social Networking. To evaluate benefit and opportunity in carrier by using Social Websites. 120 youth were selected for the study in College, University and Institute 15-24 years (acc. to United National Assembly, 1995) years, in urban areas of the Lucknow district of Uttar Pradesh. The time taken from the study was one year (July 2013 to may 2014). In the present study, cross sectional research design was used to obtain and analyze the data by the use of SPSS 20.0. For selection of the respondent's cluster sampling technique was adopted. Pre-design profarma Pre-tested was used to assess the role of social networking sites in academics and carrier management implanted after done pilot study on 30 samples. Social websites used in terms of understanding lecture assignment work and project work were mostly used by male during college hour ; female used for understanding lecture ; frequently both are used for assignment work and occasionally done project wor ; correspondly. Benefits in terms of job searching however, opportunities in the area of home work, class work, assignment work and project work. Social networking plays a positive role in youth academic life and gives benefits in academic performance, opportunities in carrier making must be managed efficiently.*

**Keywords:** Academic life, Benefit and opportunity, Carrier opportunity, Professional courses, Social Networking Sites,

## 1. Introduction

Social Networking has become very popular during the past few years, and it plays very important in our daily life nowadays. It helps us in the every fields of life such as educational fields, political field and economic fields [1]. Social networking sites is a very important element of life which cannot be ignored. These sites used for educational purpose by a large community [2]. Social Media is the current big buzzword in the world. It is already such a big part of the Internet culture. Social Networking means simply one person meeting another person via internet. It includes sites such as Face book, Twitter, LinkedIn, skype.com, naukri .com, Acedemia.edu.com, MySpace etc. [13]. The social media has become one of the most important communication means in recent times. However, social networking exist so as to provide communication among people regardless of the distance, making it open to people easily share information , files, pictures and videos, create blogs and send messages, and conduct real-time conversations. [5].The favorite in the realm of internet sites are Facebook, Twitter and others. These websites are way of communication directly with other people socially and in media. They are playing a large and influential role decision-making in the occasions from the global world economically, politically, socially and educationally [3]. The effect of Twitter on college student engagement and grades analyses communications showed that students and faculty were both highly engaged in the learning process in ways that transcended traditional classroom activities. Twitter can be used as an educational tool to help engage students and to mobilize faculty into a more active and participatory role exchanges [14]. Facebook is the accounts that revealed

technology had high rate among this group student and will discuss the affordances academic relations may bring educational environment. Youth can further explore topics that they're interested in through online social networking Performance as the apparent demonstration of under - standing, lectures, concepts, skills, ideas and knowledge of a person and proposed that grades clearly depict the performance of a student. Hence, their academic performance must be managed efficiently keeping in view all the factors that can positively or negatively affect their educational performance. Use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely [5]. E-learning is an important tool for learners. Online social networking sites engage students and need to be studied as distributors of information. The medium of internet has evolved with growth in its applications. Apart from that different institutions even nowadays are forming communities or groups on different Social Networking Sites. [4].The use of distance education courses as a primary instructional delivery option, especially in the higher education community, is expanding at an unprecedented rate. The 9.7% growth rate in the number of college and university students enrolled in at least one online class reported significantly exceeded the 1.5% growth rate in the overall higher education student population during the same period [6]. The social networking sites benefitted the student by the access to lifelong learning, Access to Distance and Open Education, E-learning resources, E-library Promote student accountability, Enhancing Teacher education. With the increasing popularity of the social web as well as the development of ever more powerful network technology, more and more scholars are joining online research

communities. Taking advantage of the provided services, they often share academic resources, exchange opinions, follow each other’s research, keep up with current research trends, and most importantly, build up their professional networks [5]. SNSs created specifically for an educational audience provide a unique opportunity for educators to “facilitate a strong sense of community among students” and encourage “personal interactions that can lead to the creation of new knowledge and collective intelligence” In order to evaluate the largely unexplored educational benefits of SNS [6]. Learning communities can have a positive impact on student learning and the level of university student interaction and cooperation. Along with supporting the formation of professional learning communities, social media has the potential to reap the benefits of using technology for academic purposes. There is a positive relationship between academic uses of technology and the occurrences of active and collaborative learning, and the frequency of student-faculty interactions. [7]. While proving that social networking sites offer more than just social fulfillment or potential job contacts, also have implications for educators, who now have a vast opportunity to support what students are learning on the Web sites. SNS were actually aware of the academic and professional networking opportunities that the Web sites provide. Making this opportunity more known to students, it is just one way that educators can work with students and their experiences on social networking sites [15].

**2. Objective**

- 1) To study academic life under banner of Social Networking.
- 2) To evaluate benefit and opportunity in carrier by using Social Websites

**3. Materials and Methodology**

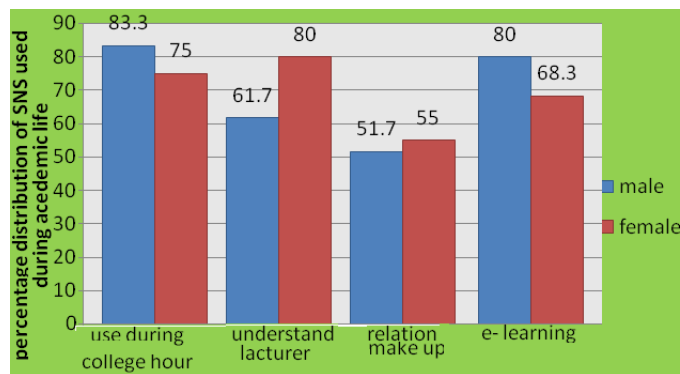
A cross sectional study were designed to conduct the data from study area during the period of 2013-2014 session .Cluster sampling technique were incorporated directly to University ,Institute & College for required sample size i.e. - 120 sample (60 male : 60 female ) .For that pre- designed and pre- tested profarma was verify on the pilot study (30 sample) then after implemented to sample size .These includes parameters related with academic life ,social websites ,benefits and opportunities by using the appropriate techniques.

**3.1 Statistical analysis**

Statistical methods were used by Standard statistical technique applied during interpretation of result, percentage. ‘t’ test ,chi square using SPSS-20.0 version for data analysis. Making different graph and table for interpretation of data.

**3.2 Result**

This section deals with social sites such as Facebook, Twitter, Google, Gmail, Skype.com, Acdemia.edu.com and Naukri.com etc and their use in various works relative to academic carrier of an individual.



**Figure 1:** Frequency distribution of social sites used during academic life

The respondents social sites used during academics were presented in above table. Social networking sites 83.3% male 75.0% female used social networking sites during college hour, 61.7% male 80.0% female used for understand lecture 51.7% male 33(55.0%) female used for academic relation make up 80.0% male 68.3% female used for e-learning. Majority of male social sites used during college hour, female used to social sites to understand the lecture.

**Table 1:** Social Networking Sites used by the respondent for type of work.

S. No	Type of work	Male (N=60)				$\chi^2$
		Daily	Usually	occasionally	Never	
1	Assignment work	14(23.3)	30(50.0)	14(23.3)	2(3.3)	28.93
2	Home-work	10(16.7)	21(35.0)	10(16.7)	19(31.7)	3.467
3	Class work	10(16.7)	22(36.7)	17(15.0)	6(10.0)	10.8
4	Project work	-	25(41.7)	35(58.3)	-	19.3

S. No	Type of work	Female (N=60)				$\chi^2$
		Daily	Usually	occasionally	Never	
1	Assignment	9(15.0)	33(55.0)	18(30.0)	6(10.0)	44.1
2.	Home-work	6(10.0)	17(28.3)	9(15.0)	13(21.7)	15.33
3	Class work	9(15.0)	19(31.7)	22(36.7)	13(21.7)	11.6
4.	Project work	-	18(30.0)	38(63.3)	-	11.07

df=2, significant at the level of 0.001% for all value of  $\chi^2$

Note –Social networking sites viz- Facebook, Twitter, Google, Gmail, Skype.com, Naukri.com, Acdemia.edu.com. etc.

Social networking sites used by male for various work such as assignment work, home work, class work, project work. The frequency developed in daily, usually, occasionally never subdivision were found maximum 58.3% project work in category of occasionally and minimum assignment work 3.3% in category never .Around 16.75% similar finding in category daily and occasionally with corresponding value of home work. As the level of significant were calculated by using  $\chi^2$  and every work showed significant in their respective frequency. Social networking sites used by female for various work such as assignment work, home work, class work, project work, the frequency distribution developed in usually, occasionally, and never sub division where found maximum 63.3%nin project work occasionally and minimum 10.0% in category of never in project work, all work are significant in their respective frequency by the use of  $\chi^2$ .

**Table 2:** Frequency distribution of respondent related to benefits of social networking for academic life

S. No	Benefit	Male (N=60)	Female (N=60)	Total (N=120)	$\chi^2$
1.	Gaining knowledge	51(85.0)	49(80.0)	100(83.3)	132.050
2.	Learning with education	42(70.0)	38(63.3)	80(66.6)	116.033
3.	News update	50(83.3)	50(83.3)	100(83.3)	132.050
4.	More exploration	45(75.0)	45(75.0)	90(75)	36.133
5.	Collective thinking	38(63.3)	42(70.0)	80(66.6)	116.033
6.	Increased exposure to varied view	50(83.3)	50(83.3)	100(83.3)	132.050
7.	Command over language	21(35.0)	32(53.3)	53(44.6)	58.880
8.	Multitasking	43(71.7)	45(75.0)	88(73.3)	1.034
df=1 and significant at the level of 0.01% for all value of $\chi^2$					

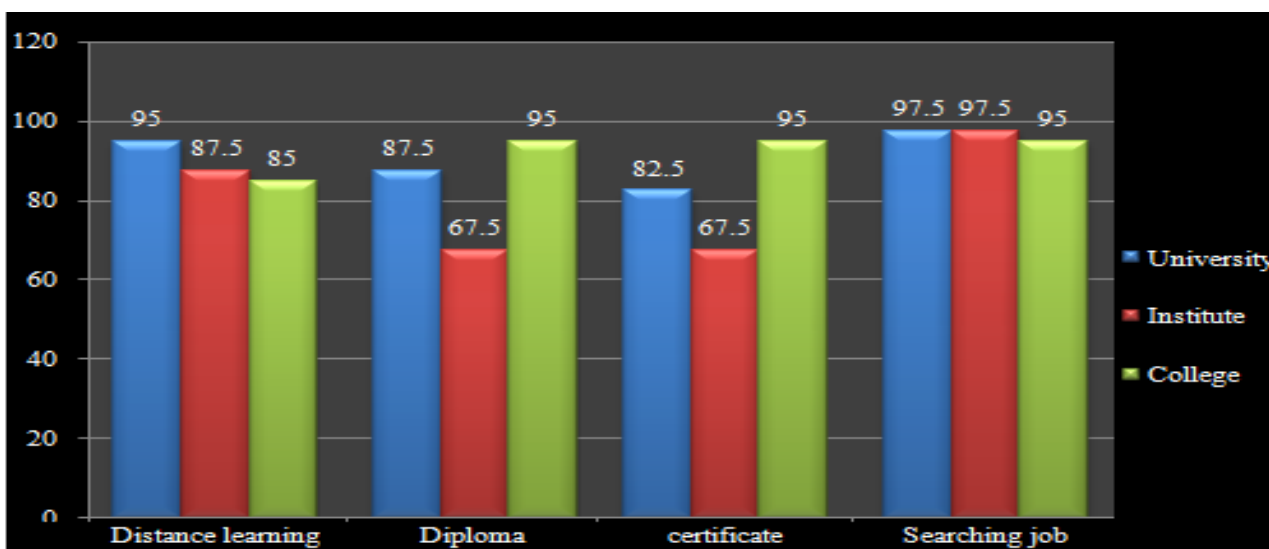
Social networking sites educationally benefitted majority of male agreed that social media sites were used for gaining the knowledge 85.0% and minority of Command over language 35.0%. Increased exposure to varied view and news update 83.3% is similar. Majority of Female agreed social media sites give the benefit news update and also increased the

exposure to varied view which were similar 83.3% which is calculated by the  $\chi^2$  i.e. significant in their respective frequency.

**Table 3:** Social Networking sites help Professional course for carrier opportunity and academic life.

S. No	Professional course for making carrier				$\chi^2$
		Male (N=60)	Female (N=60)	Total(N=120)	
1.	Distance learning	57(95.0)	55(91.7)	92(76.6)	90.133
2.	Diploma	48(80.0)	53(88.3)	101(84.16)	56.033
3.	Certificate course	52(80.0)	48(80.0)	100(83.3)	136.80
4.	Searching job	58(96.7)	58(96.7)	116(96.6)	113.034
df=1 and significant at the level of 0.01% for all value of $\chi^2$					

Social media sites help professional courses for making carrier and academic life majority of male used social media sites for searching the job 95.0% and majority of female used social media sites by searching the job 95.0% which is similar and i.e. significant in their respective frequency.



**Figure 2:** Social networking sites help Professional course for making carrier at various organization

Majority of respondent in Institute 97.5%, and university 97.5% used for searching the job by the use of SNS but in college 95.0% used SNS for diploma. In university level use of Social networking sites for distance learning 395.0%.diploma 87.5%, certificate course 82.5% .In institute level use of Social networking sites for distance learning 67.5% diploma 67.5% certificate course 97.5%. In college level use of Social networking sites for distance learning 85% diploma 95.0% certificate course 95.5%.

**4. Discussion**

SNS to build a student-lecturer relationship with lecturers and this improve academic performance an average of 37%. Students who obtained quality and good education contribute hugely to building of any country. The important aspect that can impact positively the educational performance is through the use of internet. Internet is advantageous to both students and teachers if used as a tool of knowledge creation and dissemination. In addition, academic performance defined by research refers to the

numerical scores of a student’s knowledge, representing the degree of a student’s adaptation to schoolwork and the educational system. In general, college students are more interested in using advanced technology in every field compare to any other age group. It is also true in the case of medium of communication. In the category of users of SNS the majority are youth [11].

A majority of the students agreed to using the SNSs for their academic assignment [10]. While mostly student used Social networks for entertainment purpose,72% agreed that they use to social network while on working class room assignment .28% do not use any social network for completing assignments .The high score indicates that students find social networks help full in getting guidance and information related to their subject [11].

The similar study were found that student can used the groups to search for job and carrier opportunities related to media 80% were found these networks useful in exploring available job ,internship and training opportunities 20% did not use them for carrier related information [12]. Distance

education courses are often more successful when they develop communities of practice as well as encourage high levels of online social presence among students (SNS, based on their attitudes toward SNSs as productive online tools for teaching and learning. Education-based SNSs, such as Ning in Education can be used most effectively in distance education courses as a technological tool for improved communication and academic benefit among students at the higher education level [6].

Studies reveal that 65 % of the time, the hiring process is the deciding factor in establishing whether the recruiter will get a good performer or not. Social networking is one of the most sought out solution for sourcing and recruiting employees in companies as it offers an exciting means for linking employers and potential employees. Employee recruitment across levels has become more challenging as the market for qualified job applicants is shrinking [13].

Most of the students do feel that the SNSs have more positive impact on their academic performance. This is due to the fact that the SNSs can be used for various academic activities such as communicating with the faculty and university authority, communicating with lecturers and supervisors, making academic discussions with classmates and chatting with friends in respect to topics of educational interest. They do however, agree with the use of social networks as an employment tool, and believe that the source is needed in current society [5].

## 5. Conclusion

Social networking plays a positive role in youth academic life and gives benefits in academic life and opportunities in carrier making. Benefits in terms of job searching however, opportunities in the area of home work, class work, assignment work and project work. Social networking plays a positive role in youth academic life and gives benefits in academic performance, opportunities in carrier making must be managed efficiently. Through social networking sites youth have making academic life by the professional courses had a great carrier opportunity to searching the job .It help in education may help in realizing positive learning outcomes and experiences for students. In short, social networking services can become research networks as well as learning networks.

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