

A Study on Effects of Social Networking Sites as an Educational Tool on College Students

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Abstract: Social media offers ample of opportunities for learning and interactivity for college students. If we spend a moment to think about it, it's very difficult to see how students benefit from using social media. As younger generations use such technology in the classroom, they remake the educational landscape. College Students are experiencing the world through more than just books and assignments; they are learning and adapting to the world using a relatively new form of communication. The purpose of this study was to examine use of social media among college students and how it affects as an educational tool for them. In this study, students completed a questionnaire which assessed uses of social networking sites for their studies. Results indicated that all of the sampled college students were using at least one form of social networking website for their studies. Findings suggested that there are benefits & consequences of social networking sites as an educational tool on college students.

Keywords: social networking sites, College students, Educational tool, Benefits & consequences

1. Introduction

According to Vangie Beal, a social networking site is used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chatrooms and other social spaces online. Social networking sites offer plenty of opportunities for learning and interactivity for students. Today it is very difficult to see how students benefit from using social media. Now days younger generations use such technology in the classroom, they remake the educational landscape. Earlier Students are experiencing the world through more than just books and assignments; but nowadays college students they are learning the concepts and adapting to the world using a relatively new form of communication. It has been said in old times that everything on this planet has both bright and dark sides, benefits and consequences. It's an advisable thing that everyone must practice careful usage of social networking sites. Having an ample knowledge in the benefits and consequences effects of social networking sites will guard anyone falling into the danger zone. Both sides revealed. 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. A social networking site is a very important element of life which cannot be ignored. These sites used for educational purpose by a large community .Social Media is the current big buzzword in the world. 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. 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. Nowadays Face book, Twitter and others became favourite in the social networking sites. These websites are easy to communicat directly with other people socially and in media. Social networking sites stands as an educational aide as student can easily access information for their school projects, research and homework. They can also share and express their thoughts and ideas as a form of exercise to the freedom of speech, thus creating a positive outlook to the student's personal character. the negative effect of social networking sites on students like Reduced learning and research capabilities, Multitasking, Reduction in real human contact, reduces command over language use age and creative writing skills, Time wastage, Loss of motivation in students, Effect on health , Low grades etc.

2. Literature Review

As analysed by Abir & Ali (2014) there is a frequent use of social networking by college students and number of hours are spent on such sites to collect different information. The main aim of this study was to investigate the impact of social networking on college students. Further it was found that college students are facing problems in trusting, filtering and selecting the different information The study also says that social networks affect college students in both positive and negative ways. As studied by Stanciu et.al. (2012) the main aim of this study was to find out the impact of social networks on educational process in Romanian Higher Education. For the purpose of this study data was collected from students and academics of Bucharest Academy of Economic Studies and found that social networking sites are very popular among students and a valuable tool for educator. The study has found that Facebook is the most popular social networking site among young generation. As studied by Radhika & Sara (2013) India is the third largest country using internet in the world. The study has found that many students rely on the accessibility of information on social media though there is loss of privacy and safety. The main objective of the study was to find out how networking

websites affect students academic performance and the education system. For this study 100 students were surveyed and found that male students mostly use social networking websites for knowledge. Further it was found that students who score 60-80% marks are mostly using social networking websites for entertainment. The study has concluded that students should use the social networking websites with much care and caution.

As examined by Megan et.al. (2013) how use of social media among students affects communication with others and self concept. For this study 96 undergraduate students assessed their personal use of social media, communication skills with friends and family and its effects on self concept. The study has concluded that websites like Facebook and Twitter have created new ways of communication with friends and family and also influence individual's self concept.

As studied by Adulahi et.al.(2014), the negative effects of social network sites such as Facebook among university students of Malaysia. Social networking sites are an electronic connection between users but today unfortunately it has become an addiction for students. For this study 152 university students were surveyed to find out frequency of use of Facebook and its impact on time spent in preparing for class and overall performance of students. The paper has also examined the relationship between social network sites and health threat and security issues.

The study has concluded that today social networking sites are running the future and career of students but students should understand its impact on academic performance, health and how their privacy suffers.

In another study by Al-Mukhaini et.al. (2014) on adoption of social networking in education revealed that the use of social networks is important in both private and academic life. The main of the study was to explore the need to change the traditional style of teaching and learning and to discover the motives of Oman students for the use of social networks. The study has surveyed Omani students of different universities, colleges and other higher education institutions to find out the impact of social networking tools and what effects it has on the traditional style of learning and teaching. The study has covered some positive and negative impacts of using social networks as a way of learning.

Ozan Örmeci Makaleleri (2013) emphasized on how the social networking sites can be used as a platform for educational learning for Girne American University, North Cyprus#student. This study also found that students are efficient enough for their studies despite spending time on the use of Social networking sites; they do not face any difficulty in meeting their studies requirements.

Rana Rashmi & Singh Neetu (2012) studied The Use of Social Networking in Academics: Benefit and Opportunity. This study revealed that Most of the students do feel that the Social networking sites have more positive impact on their academic performance. Social networking sites 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. This study has also concluded that social networking sites services can become research networks as well as learning networks.

3. Research Objectives

- 1) To study the benefits of social networking sites for college students
- 2) To study the consequences of social networking sites as an educational tool on college students

Hypothesis

Based on the above objectives following hypothesis are initiated:

H₀₁: There are no benefits of social networking sites for college students.

H₁₁: There are benefits of social networking sites for college students.

H₀₂: There are no consequences of social networking sites as an educational tool on college students.

H₁₂: There are consequences of social networking sites as an educational tool on college students

4. Research Methodology

The research is based on primary & secondary data. This study used both quantitative & qualitative techniques of data collection. The primary data was collected through quantitative survey through structured interview approach. Random sampling method was adopted to collect data from college students. A structured questionnaire was used as the tool of data collection. The questionnaire was distributed to 50 college students within the age group of 18-25 years to understand their perception of using the social media as an educational tool. The secondary sources of data collection include book, journals, magazines of related topics of research & the related websites. SPSS is used for Data Analysis.

Data Analysis and Interpretation

To test the effect of social networking sites as an educational tool on college students following Hypothesis is designed:

H₀₁: There are no benefits of social networking sites for college students.

H₁₁: There are benefits of social networking sites for college students.

ANOVA is used to test the null hypothesis.

To test above hypothesis A single factor or one-way ANOVA is obtained. Results of test are as follows.

ANOVA

| SUMMARY | | | | |
|--|-------|--------|---------|----------|
| Groups | Count | Sum | Average | Variance |
| Column 1(use of social networking sites for studies) | 50 | 50 | 1 | 0 |
| Column 2(scores of consequences of social networking sites for students) | 50 | 3862.5 | 77.25 | 138.3291 |

| ANOVA | | | | | | |
|---------------------|----------|----|----------|----------|----------|----------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 145351.6 | 1 | 145351.6 | 2101.533 | 5.14E-68 | 3.938111 |
| Within Groups | 6778.125 | 98 | 69.16454 | | | |
| Total | 152129.7 | 99 | | | | |

Conclusion: if $F > F_{crit}$. We reject the null hypothesis. This is the case $2101.53 > 3.94$. Therefore, we reject the null hypothesis & accept the alternative hypothesis.

H₀₂: There are no consequences of social networking sites as an educational tool on college students.

H₁₂: There are consequences of social networking sites as an educational tool on college students.

ANOVA is used to test the null hypothesis.

To test above hypothesis A single factor or one-way ANOVA is obtained. Results of test are as follows.

| SUMMARY | | | | |
|--|-------|------|---------|----------|
| Groups | Count | Sum | Average | Variance |
| Column 1(use of social networking sites for studies) | 50 | 50 | 1 | 0 |
| Column 2(scores of consequences of social networking sites for students) | 50 | 2900 | 58 | 269.3878 |

| ANOVA | | | | | | |
|---------------------|-------|----|----------|----------|----------|----------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 81225 | 1 | 81225 | 603.0341 | 1.16E-43 | 3.938111 |
| Within Groups | 13200 | 98 | 134.6939 | | | |
| Total | 94425 | 99 | | | | |

Conclusion: if $F > F_{crit}$. We reject the null hypothesis. This is the case $603.03 > 3.94$. Therefore, we reject the null hypothesis & accept the alternative hypothesis.

5. Major Findings

From the above analysis, it is found that there are benefits of social networking sites for college students as an educational tool. There is immense need for the education sector to use social networking sites for students to increase their academic performance as well as for their better employment.

Second hypothesis results show that, there are consequences of social networking sites as an educational tool on college students. Excess uses of social networking sites reduced learning and research capabilities of students, one type of distraction, discouraging face to face communication, cyber bullying, lack of concentration on studies, reduced academic performance etc.

6. Conclusion

A large response from the student shows that student are using Social networking sites to do various things such as to increase students engagement, better communication skills, improved interaction between teachers and students, for successful employment. At the same time there are some consequences of social networking sites as an educational tool on college students. Consequences like ite Reduction in real human contact, Multitasking, reduces command over

language use age and creative writing skills, Time wastage, Loss of motivation in students, Effect on health , Low grades etc.

7. Limitations of Research Study

- 1) Scope of the study is limited only to the area of Mumbai and Navi Mumbai.
- 2) Analysis will be given on the basis of information given by respondents.

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