

"A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE ACADEMIC PERFORMANCE OF THE STUDENTS IN RAJKOT CITY"

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Abstract: *Social networking sites such as Twitter, Instagram, and Facebook have become a raging craze for everyone nowadays. The negative effects of these social networking sites overweigh the positive ones. The researcher has set some objectives like to analysis the most social networking sites is preferable by the students, to identify how much time spend by students too using social media, to study electronic devices are uses for access social networking sites, to know about the reasons for using social networking sites and to examine the impact of social media on the performance of students. The researcher has used some statistical tools for analyzing and proving these objectives based on SPSS software. The researcher collected data through the structure questionnaire based on convenient sampling method and tools are percentage analysis, weighted average and chi-square test. The researcher has found from based on this study most social networking sites is preferred by the students. Maximum students are using WhatsApp. The researchers has also find out of 100% students, majority 46% students are spend less time on social media. From the above research there is no significant relationship between gender of respondents and hours spend on social media like WhatsaApp, twitter, Facebook, Instagram etc. The researcher has concluded that no any kind of relationship between gender and hours spend on social media.*

KEYWORDS: *Social Networking Sites, Twitter, Instagram, and Facebook, SPSS and chi-square test*

1. INTRODUCTION:

Social media could also be a term that has been common for quite a while. The Oxford dictionary characterizes the term as "sites and applications that empower clients to form and offer content or to wish an interest in social organization administration". Social media is an attentive piece of the new age peoples/society and its impacts on education. The only because of defining social media is getting to be to separate it from newspapers and thus the audio-visual medium of television or radio. It is a gaggle of online communication channels dedicated to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social organization administration, social bookmarking, social 'curtain' and wikis are among the distinctive social media. Social media has been advancing rapidly, offering new and significant approaches to individuals around the global level and effect on the educational performance of the new age. Presently, social media is developing into a crucial neighbourhood of our daily lives. The social organization administration is presently a true worldwide sensation. A variety of the foremost popular social media sites include Facebook, Twitter, Instagram, Reddit, Tinder, YouTube, Snapchat, the list goes on! The variability of platforms allows for an honest

range of uses and attracts users in a kind of way. In second part, The Indian education system has many levels but mostly effect of social media on higher education and department of school education literacy and the Indian government has also highly subsidized the education system, although there is an initiative to make the higher education partially self-financing.

2. REVIEW OF LITERATURE:

Abelardo Pardo (2013) believes that technology offers a platform for innovation, and allows its users to precise their opinions about how they feel towards the knowledge being published. He adds that social media is additionally a platform that permits students to interact with each other, with their teachers and communities that share their same education. The researcher has also stated that these sorts of interactions are “an essential area of how humans learn.”

June Ahn (2011) Analyse in her research or discusses in her research a theory called ‘Signalling Theory’, this theory refers to how individuals on social network sites present themselves, and develops their identities, and build trust with others. She also adds that having many friends on the numerous platforms, causes the individual to lose the trust of their friends because they begin adding people they're doing not know, to means others how popular they're.

Kirschner and Karpinski,(2010) discuss Wim Veen’s new term, “Homo Sapiens”, which refers to the learners of the new generation, and thus the new way they use to hunt out. This new way is understood as “meta-cognitive skills,” meaning they learn on their own without the necessity for instructions, it's also called “discover-based learning.” researcher has also added that the younger generation peoples share an unclear bond with technology since their birth, leading them to multi-task. They note that 46% of the younger generation who access the web use it to assist them with their school assignments.

Victoria Rideout (2012) states that, among the younger generation, the time they spend on social media, what she calls ‘entertainment media’ is “more than twice the quality amount of a while spent in class annually.” She also adds that an American child spends the standard seven and a half hours a day just having fun on the media, not only that but they multi-task, between all the numerous media they use. as an example, they go to be listening to music, sending a tweet and also posting on Facebook. Rideout says, that since social media is seven days hebdomadally, unlike school or having a full-time job, over the years the amount of a while one could spend over the web “has exploded”

3. NEED /IMPORTANCE OF THE STUDY

- This research helps to know the performance of the Indian education system and time spending by the young generation behind social media.
- This study also helps to parents of stud ends who give mobile to his/her children’s.

4. PROBLEM OF THE STUDY

- Main problem of this study is identify after revving some above literature review most of young generation spent his or time behind social media.

5. OBJECTIVES OF THE STUDY

- To analysis the most social networking sites is preferable by the students.
- To identify how much time spend by students too using social media.
- To study electronic devices are uses for access social networking sites.
- To know about the reasons for using social networking sites.
- To examine the impact of social media on the performance of students.

6. HYPOTHESIS OF THE STUDY:

Null Hypothesis (H_0)

- H_0 = There is no significant relationship between gender and hours spend on social media.
- H_0 = There is no significant relationship between type of college and book purchase online.

Alternative Hypothesis (H_1)

- H_1 = There is significant relationship between type of college and book purchase online.
- H_1 = There is significant relationship between gender and hours spend on social media.

7. METHODOLOGY FOR THE DATA ANALYSIS AND INTERPRETATION

- The study is based on the convenience sampling method or non probability sampling method for the students are user's of social media was considered the respondents of only Rajkot city. The research is based on primary data collection though the structural questionnaire so researcher done the tabulation, analyzing the data with help of the SPSS. SPSS means Statistical Tools and Techniques. With help of this SPSS research did the chi-square test for acceptance or rejection of hypothesis. Researcher has also used the weighted average and percentage analysis.

8. DATA ANALYSIS AND INTERPRETATION AND MAJOR FINDINGS

- In the Rajkot city out of 112 students 66 male and 46 female are using social media.
- As from the research found that all social media users are above 18 years.
- From the above research found that majority 50% student's are from rural area and minority 19% students are from semi urban.
- It can be evaluated from the above analysis that overwhelming majority of 51% students are post graduate and 3% students are SSC.
- In Rajkot city most of students are studying in Government College.
- As from research found that 45% respondents are language known Gujarati and English and 9% respondent's language known Hindi.
- From the above analysis researcher found that 43% of the respondent's family monthly income is above Rs. 30,000 and minority 12% respondents family monthly income is less than 10,000.
- From the above analysis the most social networking sites are preferred by the students. Majority 70% students are using whatsapp, followed by 16% students are using instagram, followed by 10% students are using facebook and 4% students are using twitter.
- It can be evaluated from the above analysis that overwhelming 84% respondents are using social networking sites through smart phone and 1% respondents are using social networking sites through I pad.

- As from the research found that majority 46% students are spend less time on social media and 16% students are spend more time on social media.
- Majority 69% students are using social media during free time and minority 6% students are using social media whilst at work.
- All students are using social media for various purposes. Majority 44% respondents are using social media for contact and connect with friends and 10% respondents are using social media for sharing and linking posts.
- There are various benefits of using social networking sites like help with study, learn new skill, entertainment, contact and connect with friends etc. In this research found that 30% students are using social networking sites for study and 18% respondents are using social networking sites for staying connect with people.
- Mostly 56% students are say that social networking sites are time consuming and minority 8% students are say that social networking sites are negative feelings and emotions.
- From the above analysis mostly 60% students are using social networking sites for online book purchasing and 40% students are less using social networking sites for online book purchasing.

Findings Based On Objectives

- From the above analysis the most social networking sites is preferred by the students. Majority 70% students are using whatsapp, followed by 16% students are using instagram, followed by 10% students are using facebook and 4% students are using twitter.
- As from the research found that out of 100% students, majority 46% students are spend less time on social media and 16% students are spend more time on social media.
- From the above analysis researcher found that Majority 84% respondents are using social networking site through smart phone, followed by 8% respondents are using social networking sites through laptop, followed by 7% respondents are using social networking sites through computer and 1% respondents are using social networking sites through I pad.
- Students are using social networking sites for various purpose like majority 44% respondents are using social media for contact and connect with friends, followed by 36% respondents are using social media for raise awareness, followed by 10% respondents are using social media for interact with new people and 10% respondents are using social media for sharing and linking posts.

Finding Based On Chi – Square Test

- There is no significant relationship between gender of respondents and hours spend on social media like whatsapp, twitter, facebook, instagram etc. From this researcher find that no any kind of relationship between gender and hours spend on social media.
- There is no significant relationship between type of college and book purchase online means book purchase online is not based on various types of college like government, self finance and grant in aid.

9. Conclusion

- Social networking sites such as Twitter, Instagram, and Facebook have become a raging craze for everyone nowadays. The negative effects of these social networking sites outweigh the positive ones. From the above analysis the most social networking sites is preferred by the students. Maximum students are using whatsapp. As from the research found that out of 100% students, majority 46% students are spend less time on social media. From the above research there is no significant relationship between gender of respondents and hours spend on social media like whatsapp, twitter, facebook, instagram etc. The researcher has also found that no any kind of relationship between gender and hours spend on social media.

10. LIMITATIONS OF THE STUDY

- The research work covers Rajkot city only.
- The time constraint has been a major limitation of the study.
- Some respondents may not have responded honestly to some questions.
- Some respondents may not have able to express their views accurately to the close ended questions.

11. FUTURE SCOPE OF THE STUDY

- From the above study, researcher can increase the geographic place for generalization, time for the study, respondent and Some respondents may not have able to express their views accurately to the close ended questions so researcher can ask more open ended questions also.

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