Impact of Social Networking Sites on Academic Performance of Adolescents in Coimbatore city

Dr.M.Kanagarathinam

Head, Department of Business Administration, Nehru Arts and Science College 'Nehru Gardens', Thirumalayampalayam, TamilNadu, India

ABSTRACT Quality education produces productive students who lead to the prosperity of their respective educational institution. They are proved as strong contributors to the national well-being. Since the introduction of social network sites, communicating with friends and family has been easy. Social networking can positively or negatively affect educational performance of students and hence must be managed efficiently. Adolescents consume a lot of time on social networking sites uploading/downloading, getting information concerning their career/academic work, chatting with friends and watching online movies. Students find it difficult to study for one hour without logging in to networking sites. Some students become very smart because of these sites while some become very poor academically. The present study focuses on finding the total number of social networking sites subscribed by the adolescent students, analyses how social networking sites are used as a platform for educational and finds the purpose of students' usage of social networking sites.

Introduction

Sound quality education produces students who lead to the prosperity of their educational institutions and subsequently are proved as strong contributors to the nation's well-being. Since the introduction of Social Networking Sites (SNS) years ago, communicating with friends and family has become easy once you have access to internet. Many people especially student spend a lot of time on these sites creating profile, updating or doing research concerning their career or academic work, while some just use it to chat with friends, post latest pictures of event they have attended. Students' 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.

1.2 Statement of the Problem

Students, especially adolescents consume lot of time on social networking sites uploading or downloading and getting information concerned to their career or academic work. Students are always online every second chatting with friends, watching online movies and doing research. Access to social sites has become a habit for this age group. They find difficult to study for one hour without logging in to networking site. Some students have become very smart because of the information they got from these sites, while some have become very poor academically. The present study focuses on the impact of social networking sites on academic performance of adolescents in Coimbatore city.

1.3 Literature Review

➤ Students, using internet frequently, scored higher on reading skills test and had higher grades as well (Linda et al., 2006).

➤ Young et al., 2009 examined their profiles to determine why and to what extent they are keen on posting their entire identity, sharing pictures and videos and indicating their religious affiliations, marital status, and political orientations on the internet. These users interact with others, exchange information about their interests and raise discussions about new topics, follows news about specific topics on different social networking sites.

➤ The University of New Hampshire agrees and believes that current college students grew up in the technology era and social networking is now just a part of a student's daily routine. Their research showed that 63% of heavy users received high grades, compared to 65% of light users (U of NH, 2009).

➤ American Educational Research Association conducted a research and it was declared on its annual conference in San Diego, California (2009) that social networking sites users study less and generated lower grades eventually (21stcenturyscholar.org).

➤ Banquil et al. (2009) found a continuing drop of grades among student users of social networking sites. However, many researchers also found a positive association between use of internet and SNS and academic performance of the student users.

➤ Oskouei (2010) proposed that internet is advantageous to both students and teachers if used as a tool of knowledge creation and dissemination. The effect of SNS usage will depend on the type of SNS the student is using. If student uses internet for the purpose of leisure activity that interferes with academic, it will affect the student academic performance negatively.

1.4 Objectives of the study

1. To find out total number of social networking sites subscribed by the adolescent students of Coimbatore.

2. To analyze how social networking sites are used as a platform for educational learning for adolescent age group.

3. To find the purpose of student usage of social networking sites.

1.5Research Methods

The research was conducted using questionnaire, which was distributed to about 100 Higher Secondary and Undergraduate students. Out of the 100, 50% of the re-

spondents were male while 50% were female. The respondents were selected by using simple random technique in Coimbatore City.

1.6Findings and Discussion
The findings of the study are discussed below

1. From the sample of 100 students it showed that the entire sample students used more than one of the social networking sites. The results showed students used more of Facebook, Skype, Watsapp and YouTube, Google+ and LinkedIn were the least used among the respondent.

2. About 61% of the respondents used social networking sites for downloading music, posting photos and chatting. While about 39% used for research, submitting of assignment and articles. Most of these students agreed on the fact that these sites helped them academically in getting educational materials for their assignments and projects and Research work. With the help of internet, it was almost possible to get any kind of subject material at their disposal.

TABLE 1
SOCIAL NETWORKING

Sl.No.	Social Networking	Percentage
1.	Used only one of the social network sites	0
2.	Used more than one of the social network sites	100
3.	Used social networking sites for downloading music, posting photos and chatting.	61
4.	Used for research, submitting of assignment and articles.	39
5.	Social networking sites are not a good platform to express their feelings and ideals	48
6.	Social networking site was a good platform to express their ideals or feelings	52
7.	Social networking sites did affect the way they communicated with people both in speaking and in writing.	58
8.	Social networking sites did not affect them in speaking or in writing	42
9.	Social networking sites did not affect study time	51
10.	Social networking sites affected their study time	49
11.	Social networking sites were an effective tool for e-learning	85
12.	Social networking sites was not an effective tool for e-learning	14

3. About 48% of the student stated that social networking sites are not a good platform to express their feelings and ideas. They believed in real life interaction and face to face interaction, where they could see the expression on the face of the person they were talking to, while 52% of the respondents thought otherwise. They stated that a social networking site was a good platform to express their
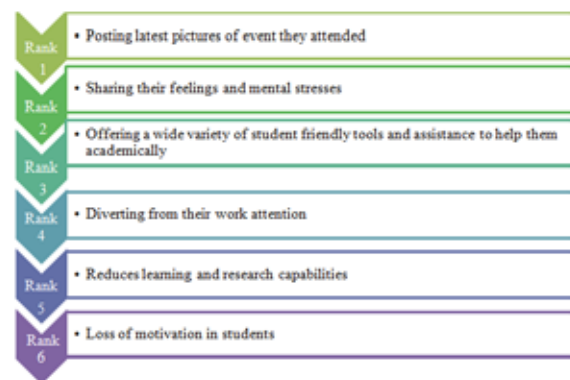
ideals and feelings. Some students were crowd shy or they think that their ideal was not good enough and felt they may be embarrassed by the lecturer or fellow student may laugh at them.

4. About 58% of the respondent said that social networking sites did affect the way they communicated with people both in speaking and in writing, while 42% said social networking sites did not affect them in speaking or in writing.

5. For 51%, social networking sites did not affect their study time, while for the other 49%, the social networking sites affected their study time.

6. 85% of the respondents believed that social networking sites were an effective tool for e-learning. While 14% thought otherwise and 1% did not respond to the question.

FIGURE 1
RANKING - REASONS FOR USING SOCIAL SITES

7. Ranking the reasons for using social networking sites revealed that 'Posting latest pictures of event they attended' got first rank and 'Sharing their feelings and mental stresses' secured second rank. 'Offering a wide variety of student friendly tools and assistance to help them academically' got third rank. 'Diverting from their work attention', 'Reduces learning and research capabilities' and 'Loss of motivation in students' scored least ranks.

1.7 Conclusion
Students used social networking site for various purposes such as writing of class assignments and other related social activities. At first it will be easy to predict that too much use of social networking sites might have adverse impact on academic performance. Students were exposed to internet and they were not shy in using it for research and career activities to upgrade their academic knowledge. Findings suggested that despite spending time on the use of internet or on social networking sites, students were still efficient enough in their studies. They did not face any difficulty in meeting their academic requirements.

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