

A STUDY ON EFFECT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE AND PERSONALITY OF STUDENTS OF ST. ALOYSIUS COLLEGE

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Abstract- The emerging research literature suggests that social networking sites are getting ubiquitous aspects of today's youth. The study used the causal comparative research design for 300 students of the St. Aloysius college for undergraduate and postgraduate students. Young people are among the most number of users of social networking sites. Data was collected from the respondents through a structured questionnaire which was responded to on a scale of "Yes", "No" and categorical. Emerging studies shows that youth spend a lot of their time using social media. Subsequently, questions and controversies emerge about the effects SNS have been growing. They generally use SNS for information and academic purposes, than for socialization and entertainment; majority of students spend not less than 6 hours on SNSs daily surfing the websites and interacting with other users for academic and non-academic purposes. This review outlines the theoretical frameworks researchers have used to understand adolescents and SNS. It brings together work from disparate fields that examine the relationship between SNS and social capital, privacy, youth safety, psychological well-being, and educational achievement.
Keywords – Social networking, Mobile uses, Communication, St. Aloysius College

1. INTRODUCTION

A social networking service is an online service/platform, which people use to build social networks or social relations with other people who share similar interests, activities, or real-life connections. The purpose of this research was to determine whether the social networking sites affect the academic performance and personality of the student of St. Aloysius College, Mangalore. Social networking sites play an important role in people's lives because they provide a platform for people to communicate with friends and share information among them; Social networking is also a great way to meet entirely new people.

Today there are many online social networking sites where individuals volunteer information about themselves and their social networks. Social networking sites allow interacting with known people and unknown. People making friends through the social networking. With the dawn of Internet and the cell phone, a lot of social interaction is captured through email and instant messaging.

Social networking sites also have problematic sides. One has to be careful about revealing personal information and sharing photographs with strangers. These can lead to dangerous situations. The students are just addicted to mobile phones. They can be seen playing games, chatting, and talking to their friends on their mobile phones most of the times. This is the reason why they do not get time for studies. In fact, students are more interested in wasting their time on mobile phones, rather than spending it on studying.

The objective of this study is to find the variables that have an impact on the academic performance and personality of the students. The research hypotheses is,

H1: There is significant difference between the variable under consideration, which will be tested at 5% level of significance.

2. LITERATURE REVIEW

According to Junco et al (2010), social media are a collection of internet websites, service and practices that support teamwork, community building, participation and sharing. The increased use of social networking websites has become an international phenomenon in the past years. What started out as a hobby for some computer literate people has become a social norm and the way of life for people from all over the world (Boyd 2007). [2].

According to (International Journal of Arts and Commerce Nizwa College of Applied Sciences, Ministry of Higher Education, Sultanate of Oman January 2013) the large section of students capitalize on the importance of human classroom face-to-face instruction, the social network used for educational/tutoring should be able to apply this principles in a virtual class rooms. Technical factors like low speeds, poor network connectivity may delay this process on a social networking site and may cause gaps in communication [1].

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Majority of respondents had mobile with internet faculty and had knowledge of existence of social media sites as a result ,the visit their social media sites and spent between 30 min and 3 hrs a day).The observation drawn from empirical data shows that student have started using social network for academic purposes while some student perceived SNS as a distraction and were hesitant to share their feeling ,high percentage of respondent Found in venue to search for an information ,join educational networks. And look for career opportunities(international journal of arts and commerce Nizwa college of applied sciences ,ministry of higher education ,sultanate of Oman Jan 2013)[3].

According to Lehart et al(2010) , about 57% of social network users are 18-29 years old and have a personal profile on multiple social media websites.

According to the responses it can be concluded that social network if design and tailored to a specific educational needs of each student, related to major in communication SNS can be useful instrument in improving academic performance.

The study further reveled that most respondents use social media sites to chat than for academic purpose.

American Educational Research Association conducted a research and it was declared on its annual conference in San Diego, California (2009) that SNSs users study less and generated lower grades eventually (21stcenturyscholar.org). Similarly, 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. Students, using internet frequently, scored higher on reading skills test and had higher grades as well (Linda et al., 2006).

3. RESEARCH METHODOLOGY

The data is collected using questionnaire method. The questionnaire consists of 22 questions. To prepare the questionnaire we took some common activities examples, which a student performs in his/her day today life, which includes the use of social networking sites. The questionnaire consists of Categorical data hence we have used the formula of finite population categorical data to determine the sample size and the sample size is found to be 340. The population under consideration is the under graduate and Post Graduate students of St. Aloysius College. The total population strength is 5800 students of which 4194 are undergraduates and 1606 are postgraduates. The samples were collected using simple random technique. The data were analyzed using the statistical package SPSS, version 21.To find the interrelationship between the variables Chi square test is used at 5% level of significance.

4. FINDINGS

S.NO	Variables considered for interrelationship	P value
1	Gender and number of social sites used	0.047 P<0.05 S
2	How do you define your nature and Do you have more friends on social networking sites as compared to real life	0.000 P<0.05 S
3	How do you define your nature * Do you prefer to express your ideas and feelings on social networking sites	0.000 P<0.05 S
4	How do you define your nature * What kind of communities do you subscribe to on social networking sites	0.000 P<0.05 S
5	How do you define your nature * Do you get affected when your friends comment about your post in social networking sites	0.000 P<0.05 S
6	How do you rate your academic performance * Do you think social networking sites can be an effective tool for E learning	0.000 P<0.05 S
7	How do you rate your academic performance * Do you think social networking sites help you with your home work	0.000 P<0.05 S
8	How do you rate your academic performance * Do you think social networking sites are effect your study time	0.000 P<0.05 S
9	How do you rate your academic performance * Do you use mobile phone during lectures	0.000 P<0.05 S
10	How much time do you spend on social media sites * Age group	.029 P<0.05 S

11	How much time do you spend on social media sites * What do you study	.004 P<0.05 S
12	How much time do you spend on social media sites * How many social networking sites do you use	.000 P<0.05 S
13	How much time do you spend on social media sites * Do you think social media sites are changing your habits anyway	.002 P<0.05 S
14	How much time do you spend on social media sites * Do you think social networking sites are effect your study time	.006 P<0.05 S
15	Age group * How many social networking sites do you use	.021 P<0.05 S
16	How many social networking sites do you use * Do you think social networking sites can be an effective tool for ELearning	.003 P<0.05 S
17	On daily basis, how long do you spend using mobile * Do you spend more time with family or mobile	.000 P<0.05 S

5. CONCLUSION

The above table shows that there is significant difference between the variables under consideration ($P < 0.05$). There was no significant difference in the other variables considered in the study. We intend study further the impact of the variable on the academic performance and personality of the students based on gender.

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