



Digital Education: Effect of Social Network Usage on Academic Performance

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ABSTRACT

Online social network spots use has been surfaced as a most important tool for communication and exchange of information each over the world. More lately the Wats app, Twitter, Face book, Instagram apps have provoked a revolution and uncorked a new dimension in the field of communication and technology; this ongoing digital revolution has touched and turned nearly every sphere of life of its druggies whether its physical, social, emotional, moral or ethical. This exploration work epitomized the large body of substantiation examining whether use of social network spots influence on academic performance among adolescents. A descriptive check exploration design was employed and persons were classified as high social network spots users, average social network spots users and low social network spots users according to the scores attained on social network spots operation scale. The data was attained from 60 participants and the position of academic performance, as told by the social network spots use is anatomized. An Average result indicated that high social network stoner, average social network spots users and low social network users' groups are significantly differed in the position academic performance among adolescents. Average analyses indicated that low social network spots users' group has attained lesser mean chance on academic performance compared to average social network spots users' group and high social network spots user group.

It is also found that SNS users showed high preference for online and indoor games, Average SNS users showed high preference for Indoor and outdoor games and Low SNS users showed high preference outdoor games. Implications of the study were discussed in light of creating awareness about the use of social network sites among adolescents in India.

Keywords: Online Social networking sites, Academic success, Creative abilities and preference of play activities.

INTRODUCTION

Social Network spots (SNSs) use similar as face book, twitters are ingrained into diurnal lives of people. Especially adolescents spend important time on social network spots and this would come their part of their diurnal life. It's important to understand the nature of social network spots use among adolescents and its influence on academic performance among adolescents.

Boyd & Ellison (2007) over the past decade social network sites (SNSs) have increased substantially in popularity and become part of societies social practices. SNSs are various web-based platforms that allow people to e.g. interact, play games, converse through instant messaging, and share interests. According to Boyd and Ellison (2007) there are three factors required to meet the definition of a SNS; (1) a constructed online profile, (2) a list of the users friends and followers who are interacted with, and (3) a link to each friends, follower or contacts profile. These profiles allow individuals to create new social relationships that would otherwise not be made and maintain existing relationships.

Social Network Site among Adolescents

From last many decades the world has witnessed technological changes which have brought immense changes in our mortal life. One among similar technological change is the emergence of social network spots, which have reduced the communication hedge by easing the druggies to connect with the druggies worldwide and can communicate incontinently whenever demanded with the help of these spots. Social networking spots are a transnational development which has attracted nearly everyone with its trendy installations handed to the druggies and has spread to every corner of the world.

Online use of social network sites is considered to be potentially addictive. The appeal nature of social network sites on internet is the root cause of concern for which young people remain online most of their times and the resultant of the same is developing addictive behaviour. Young in psychological perspective explained the criteria's of Facebook addiction disorder which can be otherwise called as Social network site addiction disorder, the criteria includes ignorance of personal life, preoccupied mentally all the time with SNSs, escapism from daily routines, mood modifying experiences, tolerating and masking the addictive behaviour are seen among those who use SNS Excessively.

REVIEW OF LITERATURE

- Alahmar (2016) study aimed at studying the impact of social media on impact time of the academic performance of the medical students of Iraq. To achieve the same 57 medical students were administered with online questionnaire which aimed to assess type of social media used, frequency of use and time spent by participants per hour on social media sites. The findings indicated that the frequency of use was correlated with their academic performance. The average time spent on social media was 5.07 ± 2.93 hours a day and further it was observed by the researcher that nearly 42% of the students using social media sites reported using social media sites had positive effects on their academic performance.
- Mingle & Adams (2015) study aimed at analysing the impact of social media participation and academic performance among high schools students, the paper analysed the way in which students used SNSs and the time invested on social media sites and its effects were analysed on their grammar, spelling and academic performance in the context of social learning and gratification theories. The study incorporated survey and interview technique. The findings indicated that majority of the students used facebook and whatsapp for the purpose of chatting with their friends, and these students had poor grammar and spellings, further it was also reported that due to the use of SNS these students submitted their assignments very late, had less study time and maintained poor

academic records. Through this review it is clear that use of social network sites had a serious impact on students scholastic achievements.

- Ghulam shabiret,al (2014) study on the impact of social media on the youth, to achieve. To achieve the same a survey was conducted on 300 sample and it was found that youth showed greater interest towards use of social media sites, researcher reported that facebook and Skype was the popular social media sites and remained favourite among the participants. The researcher further stated that the use of social media sites had both advantages as well as disadvantages. To the field of education, for sharing information related links and for communication background social network sites had positive impact, where as for promoting unethical pictures, videos, anti-religious posts social network sites were considered to be bad
- Anjugu Jessica Ndaku (2013) study on the impact of social media on academic performance of the students, examined 400 university students from the University of Abuja and the findings indicated that majority of the students at Abuja University were using social media sites and the result of the same was students setback in their academic performance due to the excess use of social network sites.
- Whitney Sue Thoene (2012) study on the impact of social network sites on college students consumption pattern, intended to analyse the effect of social media, particularly facebook and Twitter and its influence on buying habits of the college students. The results indicated that there was a high positive correlation between consumption pattern and social network usage. Higher the social network usage more likely the consumers to shop at their friends. The researcher further found that there existed a gender difference in social network sites usage in relation to consumption pattern.

STATEMENT OF THE PROBLEM

To study the impact of social network sites usage on academic performance.

OBJECTIVES OF THE STUDY

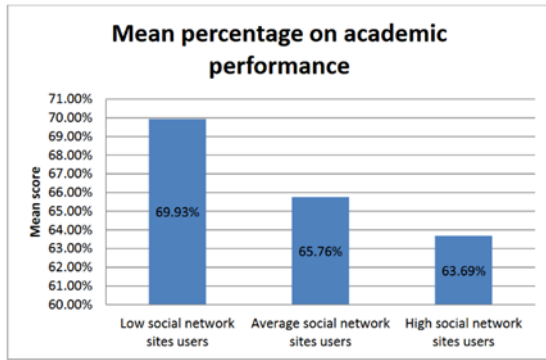
- To evaluate the impact of social networking sites on academic performance among adolescents.
- To analyse the awareness of social networking sites on adolescents.
- To identify the key issues & trends of Social Networking in Education System
- To evaluation the impact of social networking sites on emotional maturity among adolescents.

RESEARCH DESIGN

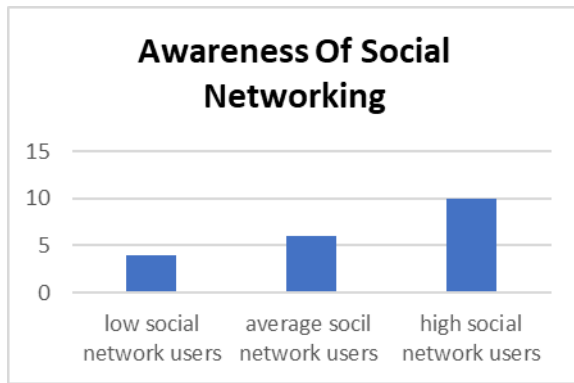
The present study was intended to find out the impact of social network sites onacademic performance ofadolescents. Hence, the descriptive survey research was applied. Descriptive surveyresearch is probably the most frequently used mode of study in the social sciences. Typically, the researcher selects a sample of respondents from a certain populationand administers standardized questionnaires/scales to them.

The cluster random sampling technique was adopted for the study and assignedparticipants in to three groups based on the scores of social network sites scale whichincluded (N=20) High SNSs users Moderate SNSs users and (N=20) and (N=20)Low SNSs users.

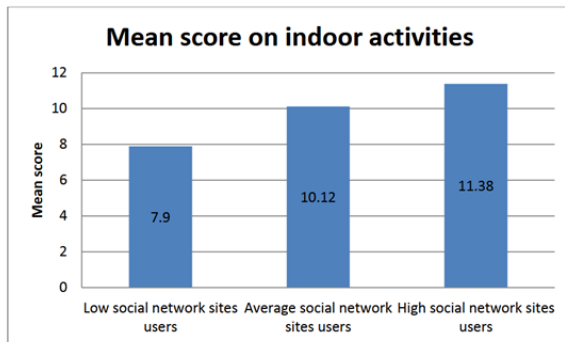
ANALYSIS



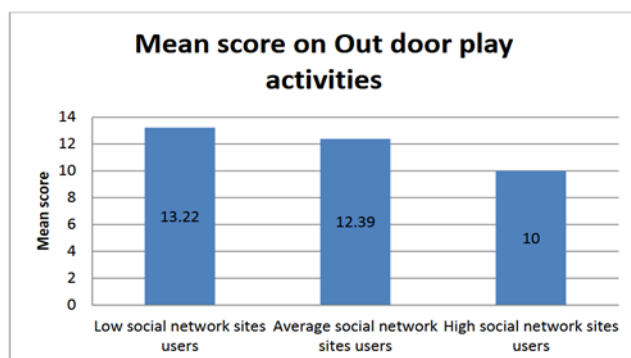
Graph 1: Shows the mean percentage on academic performance among three groups belong to Low social network sites users, Average social network sites users and high social network sites users



Graph 2: Shows the mean scores on awareness of social networking sites on adolescents among three groups belong to Low social network sites users, Average social network sites users and high social network sites users



Graph 3: Shows the mean scores on indoor play activities among three groups belong to Low social network sites users, Average social network sites users and high social network sites user groups.



Graph 4:Shows the mean percentage on outdoor play activities among three groups belong to Low social network sites users, Average social network sites users and high social network sites users.

Interpretations

Use of Social network spots (SNSs) among adolescents is decreasingly drawing the attention of educational and assiduity experimenters intrigue by their affordances and reach. In the pupil community, the online social networks (OSNs) getting a prominent communication tool to communicated with others. therefore, educational institutions and faculties are decreasingly using social networking spots, similar as Facebook, LinkedIn and academia etc, this has led to a rise in questions about the impact of online social network spots on academic performance and the possibility of using it as an effective tutoring and useful tool in education. To learn further about the impact of social network spots on academic performance this study was conducted.

FINDINGS OF THE STUDY

- High use of social network sites negatively interfered with their academic performance among adolescents.
- High social network site users group showed more creative abilities than compared to other groups.
- Low social network site users group showed less creative abilities compared to other groups.
- Use of Social network sites had negative effects on emotional maturity among adolescents.

IMPLICATION OF THE STUDY

- Awareness program must be provided to the young budding adults in terms of productive use of Technology especially social network sites.
- Through present study we can understand the role of teachers and parents in monitoring and guiding the adolescent 's use of Internet and social network site users.
- School and college authorities must take initiative in letting the adolescents know the impact of social network sites usage.

SUMMARY AND CONCLUSIONS

A social network sites are online networking system that provides the users to construct their social networks which connects people worldwide. Using social network, the users can share their profile, interest, activities, photos and other background information. Social network services are web based and users can be able to interact with their friends through internet by instant messages, e-mails, online communication, video, voice chat and file sharing, etc

In Academic performance the results showed that the mean chance among sample groups belongs to low social network spots druggies, average social network spots druggies and high social network spots druggies differed significantly. Low social network spots druggies group has attained lesser mean

chance on academic performance compared to average social network spots druggies group and high social network spots druggies group has attained lower mean chance compared to average social network spots druggies group and Low social network spots stoner group, indicating that High use of social network spots has a serious negative impact on the academic performance among the adolescents.

LIMITATIONS OF THE STUDY

- Since the study is conducted on adolescent sample belonging from urban area, the same cannot be generalized for adult population and rural population.
- The study has limitation as it did not consider the usage pattern of social network sites in terms of number of hours.

RECOMMENDATIONS FOR FURTHER RESEARCH

- Further research should be focused on the other age groups such as young children and adults since they are also more prone to use social network sites.
- The study could be further extended to employee group to know the adverse effect of use of social network sites on their career.

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