

## **A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON STUDENTS' ACADEMIC PERFORMANCE WITH SPECIAL REFERENCE TO FACEBOOK**

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### **Abstract**

The use of social Networking sites, such as Twitter, Facebook, Likendin, Orkut etc are growing day by day in India. Facebook is one of the popular social networking sites among young adults and college students. Further, very few researches have focused on influence of Facebook on students' Academic performance in India. Through this research, we have tried to throw a light on the relationship between use of Facebook, a popular online social Networking site students' academic performance. The study will be undertaken to know the frequency of usage of face book. Also, the study will try to find out the relation between time spent for use of facebook and time for study. The study will focus to know the most preferred social networking site among students and also to know the impact by the ownership of Smart phones and use of Facebook. For this research, descriptive research design will be used. The sample size will be 500 Students of Shimoga District. Structure questionnaire developed to measure impact of Facebook on college students' academic performance with respect to Shimoga District.

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## 1. Introduction

Socializing via the Internet has become an increasingly important part of young adult life. Relative to the general population, adolescents and young adults are the heaviest Internet users. Social Networking Sites are the latest communication tool for interaction with people in their networks. Social Networking Sites can be defined as an online platform which builds and reflects the networking among people and builds relationship among them. People share their interests, activities each other through such sites.

The most famous social networking sites in India are Facebook, LinkedIn, Ibibio, Twitter. One such website is Facebook, whose founder was Mark Zuckerberg along with his roommates and fellow students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The website was launched in February and privately owned by Facebook Inc. It was ranked as the most used social networking service world wide by a January 2009 compete.com study.

Facebook also consists of individual profile, his/her social links, list of personal interests, contact information, personal information, photos and various other things. Through such sites, users can communicate and share with friends' various activities and also join groups of their interests, like pages, advertise product/service. It also offers privacy settings wherein an individual can see only the specific parts of profile. Users can also control the information viewed by others through their privacy settings. Such websites generate huge revenue by advertising and posting banner ads.

Asia stands at second position among the facebook users in the world having 183.9 millions of users having 4.7% penetration level. Facebook is very popular social networking site among the college students. Several researches have examined the effect of social media on the academic performance of the students. Through this research, we have focused on one of the social networking site i.e facebook and tried to find out the influence of facebook on academic performance of the students.

## 2. Literature Review

Nicola Cavalli Et al. (2009)<sup>1</sup>, in their research paper entitled "*Facebook influence on university students' media habits: qualitative results from a field research*" and they found that nearly

half of them were unfamiliar with Facebook site and contrary during 2009 all of the respondents were aware and about 59% of them use it regularly.

Kirschner and Karpinski (2010)<sup>2</sup>, study entitled *“Effects of Facebook on academic performance”* and depicted that Facebook is negatively related to academic performance but has increased the multitasking ability of the student community.

Junco,S et al. (2011)<sup>3</sup>, conducted a study entitled *“Usage of SNS”* and found-out that respondents who are having smart phones are the most frequent users of social networking sites and have easy access to these sites, more over it showed that junior and senior student are more interesting to use twitter, LinkedIn and read blogs. twitter and LinkedIn having more rating by older students to communicate and shared information and material with their friends and the younger are frequent user of Facebook for their different activities while usage of such media have no negative effect on students’ grades.

Kabre and Brown (2011)<sup>4</sup>, their study entitled *“Influence of Facebook on academic performance and quality of life of college students”* by using Structure Equation Model have revealed that Number of hours spent per week on Facebook do not significantly correlate with academic performance. However, the same research found significant correlation with smoking behavior and self-efficacy as indicators of academic performance.

Adam Mahamat Helou and Nor Za irah Ab. Rahim (2012)<sup>5</sup>, their research paper entitled *“The influence of social networking sites on students' academic performance in Malaysia”* and they tried to study the students' perceptions on the use of social networking sites and its influence on their academic performance.They found most of the respondents do feel that the SNSs have more positive impact on their academic performance due to its use 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.

Robert E. (2012)<sup>6</sup>, a study of *"Lessons from Facebook: The Effect of Social Network Sites on College Students' Social Capital"* examined that there exists moderate relation between intensity of facebook usage and life satisfaction, social trust, civic participation and political engagement of students.

Shambare, R et al (2012)<sup>7</sup>, their research study titled *"Social networking habits among students"* and found that such Medias most commonly used by Younger's and Facebook is most widely using by a large number of communities and have multiple effects on student's life. The high speed and quickly approach to internet and the development of smart phone technology are most important drivers behind the adoption and connectivity with social networking websites and conclude that SNS enhance their knowledge level.

Aryn Karpinski and Adam Duberstein (2013)<sup>8</sup>, in the paper titled **"The relationship between facebook usage and academic performance" - A study** found that facebook usage was associated with lower GPAs, and less time studying. Those who use facebook tended to have lower GPAs than those who did not, and it appears from the slew of articles written about it, that within the group that used facebook that more usage was associated with lower GPAs and less time studying.

Charles Steinfield et al (2013)<sup>9</sup>, studied on the topic entitled *"The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites"* and examined the relationship between use of Facebook, a popular online social network site, and the formation and maintenance of social capital. The study suggested a strong association between use of Facebook and the three types of social capital, with the strongest relationship being to bridging social capital.

Sebastian Valenzuela (2013)<sup>10</sup>, research paper entitled *"Lessons from Facebook: The Effect of Social Network Sites on College Students' Social Capital"* examines if Facebook is one of the most popular social network sites among young adults in the U.S.A

Hence, many other researchers have done the study on many other issues related the Social Networking Sites and Facebook, but there is no evidence that any of the earlier researchers have done the study on the topic, objectives and scope of the present topic entitled: *A Study on Impact of Social Networking Sites on Students' Academic Performance with special reference to Facebook.*

### **3. Objectives**

The major objective of the study is to assess the impact of Social Networking Sites on Students' academic performance with special reference to Facebook and also to study the association between the use of Facebook and academic performance.

### **4.0 Research Methodology**

A descriptive research has been used in the study and respondents are from students of Shimoga District. Non-probability sampling technique is used. The structured questionnaire was administered to 500 respondents. Before finalizing questionnaire opinion of expert panel was taken and it was followed by pilot survey of 50 students. Data and information gathered through questionnaire were analyzed using SPSS Software. Various statistical tests like chi -square and fisher exact test were performed to study Impact of Facebook on students' academic performance.

### **5.0 Hypothesis**

H1: There is significant association in academic performance among facebook users with different frequency

H2: There is significant association for ownership of Smart Phone and use of facebook.

### **6.0 Analysis and Interpretation**

The analysis of the data collected through survey has been analysed and interpreted with the help of SPSS and statistics. Those data are tabulated and analyzed in the following tables and paragraphs.

**Table No.1: Most preferred Social Networking Sites**

Preferred SNS	Users	%	Non-users	%	Total
Facebook	400	75.0	100	25.0	500
Instagram	62	12.4	438	87.6	500
Linkedin	07	1.4	493	98.6	500
Others	21	4.2	479	95.8	500

Source: Survey Data

From the Table No.1, it is very clear that the number of respondents who prefer to use the different types of Social Networking Sites. About 75.0% respondents prefer facebook, 12.4% prefer Instagram and only 1.4% prefer LinkedIn. Hence, majority of the respondents use Facebook to have a Social Networking.

**Table No.2: Time spent on Facebook**

Time spent on Facebook		Less than 1 hours	1 to 2 hours	2 to 3 hours	3 to 4 hours	4 to 5 hours	More than 5 hours	Total
Male	Count	124	51	11	8	4	6	204
	% within Gender	60.8%	25.0%	5.4%	3.9%	2.0%	2.9%	100.0%
Female	Count	216	56	7	9	0	8	296
	% within Gender	73.0%	18.9%	2.4%	3.0%	0.0%	2.7%	100.0%
Total	Count	340	107	18	17	4	14	500
	% within Gender	68.0%	21.4%	3.6%	3.4%	0.8%	2.8%	100.0%

Source: Survey Data

It is evident from the above Table No.2 that total time spent by students on facebook as it is the leading Social Networking Site. It can be concluded that about 68% spend less than a hour a day, and about 21% spend less than 2 hours but very few spend more than two hours a day. Hence, it can be concluded that majority of the respondents spend less than an hour with the Facebook.

**Table No.3: Purpose of using Facebook**

Reasons	Always	%	Sometime	%	Never	%	Total
Find friends	91	18.2	330	66.0	79	15.8	500

Chatting with friends	119	23.8	341	68.2	40	8.0	500
Share your pics	66	13.2	203	44.6	231	46.2	500
Pass time	73	14.6	306	61.2	121	24.2	500
Share your opinions	76	15.2	268	53.6	156	31.2	500
To know your friend's date of birth	180	36.0	280	56.0	40	8.0	500
Search jobs	211	42.2	216	43.2	73	14.6	500
Entertainment	183	36.6	270	54.0	47	9.4	500
Academic purpose	196	39.2	258	51.6	46	9.2	500
Collect news	249	49.8	224	44.8	227	5.4	500
To share information	198	39.6	261	52.2	41	8.2	500

Source: Survey Data

It can be brief-out the above Table No.3 that 66% sometime use Facebook to find friends, 68.2% of the respondents sometime used facebook for Chatting with friends, 49% always use it to collect news. 51.6% respondents sometime used facebook for Academic purpose, 66.0% respondents sometime, 18.2% respondent Always used facebook for Find friends and other purpose used facebook for academic discussion minimum of students preferred Facebook. Hence, it can be concluded that majority of the respondents use Facebook sometime for various purposes.

**Table No.4: Gadgets to use Facebook**

Gadget for use Facebook			Smart Phone		Total
			Users	Non-users	
Gender	Male	Count	198	6	204
		% within Gender	97.1%	2.9%	100.0%
	Female	Count	280	16	296
		% within Gender	94.6%	5.4%	100.0%
Total	Count	478	22	500	
	% within Gender	95.6%	4.4%	100.0%	

Source: Survey Data

It can be analyzed from the Table No.4 that about 96% of the respondents use Facebook through Smart Phone, and only about 4% respondents use through other devices like desk-top, laptop, palmtop etc.

## 7. Summary of Findings

The summary of major findings of the study is as under:

- Majority of the respondents are females.
- Majority of the respondents use Facebook less than hour a day.
- Majority of the respondents prefer Facebook and it is the most preferred Social Networking Sites.
- Majority of the respondents use Facebook on daily basis for various purposes like finding friends, news collection, chatting, Academic purpose etc.
- Very less number of respondents use of Facebook for academic purpose comparatively other factors.
- Majority of the respondents' use of Smart phones for checking Facebook.

## 8. Conclusion

Social networks are one of the most used communication methods of today's world. Their use in different fields has been examined in several research studies. This study aims to examine the effects of social media on student's behaviors which will mainly focus on Facebook. Whether there is a positive relationship between confidences, social media participation and social media related behaviors will also be assessed with regard to using Facebook. In order to collect the primary data, a general scanning model was used to observe attitudes of degree students. The participants chosen were 500 students from Shimoga district. The study also indicates that students were aware of protecting their social identity as their Facebook shares are not public. Furthermore, they respect privacy as they do not use their friend's Facebook account. Beside the benefits of Facebook use, negative impacts of its use have also been identified, including: impaired academic performance, health problems, personal relationship problems and social dysfunction. For example, a number of studies have reported the ways in which Facebook usage impairs students' lives.



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