

Impact of Social Networking Media and Websites on Education

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ABSTRACT

*In today's digital era, social media or **networking** websites become a part of life because of their own various features. Any person can create profile, share multimedia information and comment on others information. The social networking media and websites like Facebook, YouTube, SlideShare, WhatsApp, Myspace and Twitter can be used for effective teaching and learning in classrooms. The study shows that these social networking websites are useful for education but these websites can divert students from their studies also. A small survey of graduate students in K.B.H. Law College, Malegaon, is carried out to observe the impact of social networking media and websites on students. This article presents the analysis of data collected and presented in graphical forms. The data collected from students to observe the positive and negative impact of social networking sites on education and some examples are also discussed in this article.*

Keywords: Edmodo, Education, e-learning, Face-book, Slideshare, Social media, Social networking websites, Tweeter

INTRODUCTION

The number of Internet users has increased tenfold from 1999 to 2015. It reached to more than 3 billion in 2015. In a 12-month study conducted by Internet & Mobile Association of India (2014) and Indian Market Research Bureau (IMRB), they find that Internet usage in India has gone up by 32% from October 2014 to October 2015. Academic institutions cannot afford to ignore this growing trend of Internet usage in India also. A mobile phone is no longer just a telephonic device but a handheld teaching and learning as well as information retrieval tool for teachers and students.

Truso Michael *et al.* (2009) comment that Internet is very big evolution of technology but when we talk about the social networks it is extremely dangerous for youth and become enormously common and widespread in past few years. Many

researchers concluded different perceptions that educators and parents in the United States face difficult dilemma concerning students and social media. Many intellectuals suggest that students learn in new ways using social media and hence educators should embrace these new platforms for education.

Social networking media and websites is a platform to build social relations among people who share interests, activities, backgrounds or real-life connections. Social network sites are web-based services that permit persons to form a public profile, to create a list of users with whom to share connections and views. The most of the social network services plays role of medium of interaction on Internet. While their key technological features are fairly consistent, the cultures that emerge around social networking sites are varied. Social network sites put together

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new information and communication tools such as mobile connectivity, multimedia sharing and blogging. These sites allow users to share ideas, pictures, posts, activities, events and interests with people in their network.

NEED OF STUDY

As social media are very popular among students, so majority of them spend more time on social networking sites. This phenomena lead to observe the impact of social media on students and their study. Various researches revealed that social networking sites have both positive as well as negative impact on education. Some of the study explored that, most of students use social networking sites and media just to communicate with their friends. This is study helps us to identify how social networking sites and media are useful to students in their study.

REVIEW OF LITERATURE

Soumi and Arnab (2015) conducted a study to observe the impact of social networking media and websites. The study reveals that Facebook is the most popular social networking sites among the students. It was also found that they are aware about the misuse of these social media still they gather here to communicate with friends. The study also lightens the fact that social networking sites are actually affecting their communication skills.

Tariq *et al.* (2012) presented a paper on impact of social networks on education and students. He described how social networking websites are aural and dangerous for youth and teenage students. The study reveals that the impact of social websites can be good on students. It is ruining the future and carrier of students. The social networking websites like LinkedIn, Facebook and Twitter are continuously disturbing students from their studies also. The main focus of student should be education but unfortunately today's students are wasting time on such sites. Social networks are only an electronic connection

between users but unfortunately it has become a habit for students, teenagers and even adults.

With the changing pattern of information seeking behaviour of researcher scholars, Academic Social Networking Sites (ASNSs) provides new ways to work together, communicate and collect knowledge. ASNSs bring researchers and research at one place. They believe that flexibility in exchange of ideas and open discussions lead to free flow of information. Asmi and Madhusudhan (2015) highlighted that insight of few ASNSs and what they offer to students and research scholars. ASNS helps students in research and learning, finding useful topics, collection of resources, joint and peer-to-peer learning.

Sunitha and Shankar (2010) argued that social networking websites divert students from their studies, but these websites can be useful for education based on certain pedagogical principles and proper supervision by the teachers also. The research concludes that social networking websites have both positive with negative impact on the education also, depending on one's interest to use it in a positive manner for his or her education and *vice versa*.

OBJECTIVES OF STUDY

- To find out positive and negative impact of social networking sites on students' life and their study in semi-urban area like Malegaon.
- Find out usefulness of social networking sites and media to students as per their views.
- To find most accessible social networking sites and time span of accessing them by students.
- Analyse views from students on social networking sites and media.

METHODOLOGY

The study is conducted through descriptive survey method of research which is suitable for this study. The study is carried out on sample of 50 graduate students of L.L.B. course from K.B.H.

Law College, Malegaon, which includes male and female respondents. The samples are randomly selected from first, second and third year L.L.B. students. Kumbhar (2014) recommended that questionnaire can be used as data collection tool to collect primary data for survey research, which is followed in this study.

Data Analysis and Interpretation

There are 50 questionnaires which were distributed among students. Out of which 40 were received and six questionnaires are rejected due to incomplete data. The data collected from questionnaires are analysed, interpreted and presented on the basis of objectives of the study. The result revealed from study is presented in the form of tables, charts and graphs in this research paper.

Gender-wise response by students

As shown in Figure 1, majority of male students (67.64%) have responded to the questionnaire for this study while only (32.25%) female students have responded for the same.

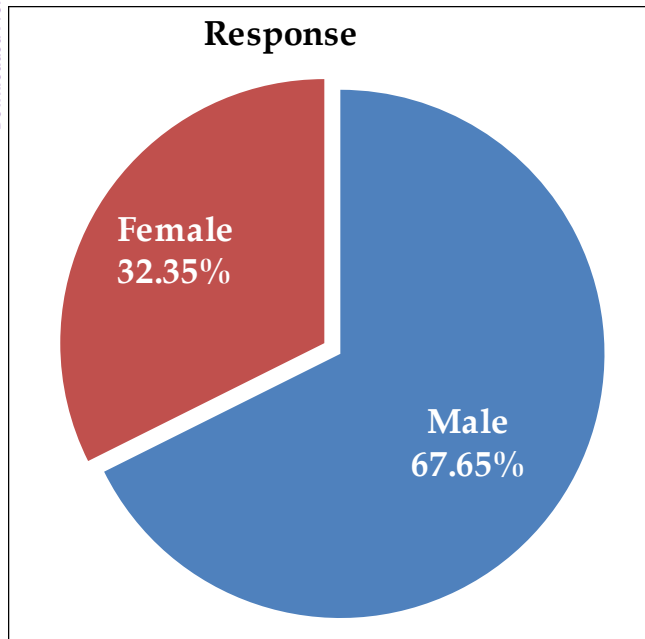


Figure 1: Gender-Wise Response by Students Source of information : myself

Students using social networking media

Figure 2 shows that among all the social networking media, WhatsApp is using by (85.30%) students which is followed by Facebook by (55.88%) students and Twitter by (2.00%) students. None of the students are using MySpace a social networking site.

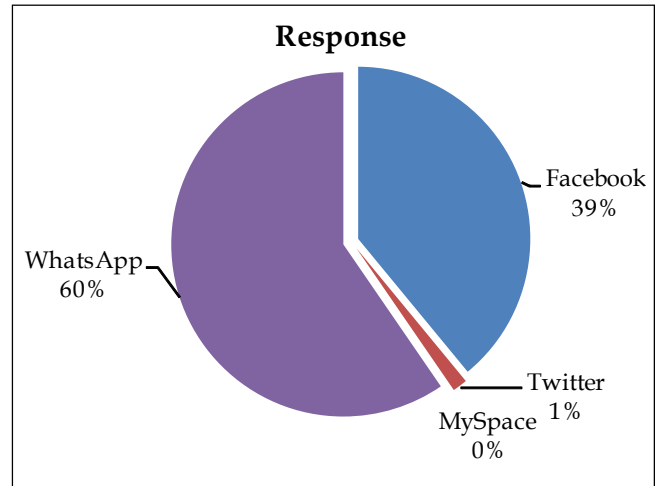


Figure 2: Students Using Social Networking Media

Purpose of using social networking media

There are 44.11% students uses social networking media for communicating with their friends, uploading photos and videos, whereas 41.17% students uses social networking media for discussing the study material. It means majority of students uses social networking media for all the purposes.

Frequency of use of social networking media

The Table 1 shows that half of the total students are daily uses the social networking media, which

Table 1: Frequency of Using Social Networking Media Source of information : myself

Purpose of use	Frequency of use (%)
Dail	50.00
2-3 days in a week	23.52
Weekly	8.82
Occasionally	14.70

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is followed by 2–3 days in a week by 23.52% students and occasionally by 14.70% students. Very few students (8.82%) use the social networking media and websites weekly.

Time of surfing on social networking media

Most of the students (32.35%) surfs social networking media and websites more conveniently at night. While the student (26.47%) access the social networking media and websites in the evening and at any time of the day. Only 11.76% students use the same in office hours.

Time spending on social networking media

The more than half of law students (58.82%) spend less than 1 h on social networking media or websites which is followed by 29.41% of students between 1 and 3 h for the same purpose. There are very few students (5.88%) who spend more than 3 h for surfing the social networking media and websites.

Device/gadget used for surfing social networking media

The Figure 3 reveals that mobile phone is the mostly used device for surfing social networking media and websites by students (88.23%), whereas computer and laptops are also use by 32.35% of students for the same purpose. However, near about 3% of students are using

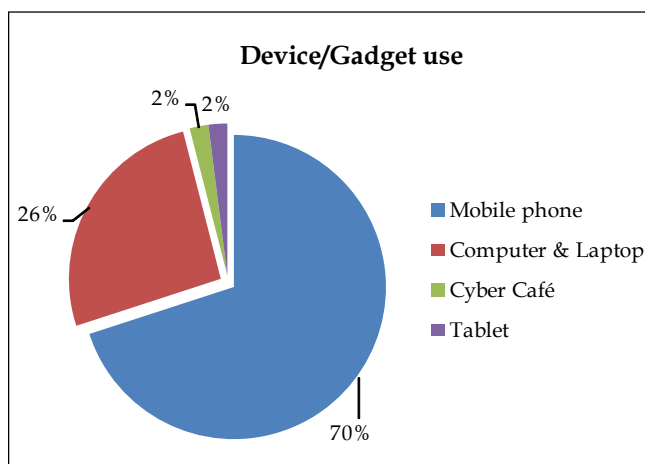


Figure 3: Device/Gadget Used for Surfing

cyber café and tablets for surfing on social networking media and websites.

Maintaining privacy while uploading photos and videos

The study reveals that majority of students (67.64%) maintain privacy while uploading photos and videos on social networking media and websites while only 29.41% of students does not maintain any privacy for the same purpose on social networking media and websites.

Use of complete text and proper grammatical method for writing text or messages

More than half of the students (55.88%) writes complete text and uses proper grammatical method for writing messages on social networking media and websites. There are 41.17% of students who do not follow such things while forwarding or writing messages on social networking media and websites.

Hampering of social networking media and websites on social relation

There are 70.58% of students agreed that social networking media and websites are hampering on social relations whereas 26.47% of students does not agree with the hampering of social networking media and websites.

Use of social networking media and websites for study

Figure 4 expresses that most of the students (85.29%) use the social networking media and websites for clarifying their quires related to their study with their friends and teachers, while only 11.76% students use these media rather than the same purpose.

In an open ended question students have freely expressed their views and representative opinions are summarised below.

- Social networking media and websites are useful to discuss the queries and topics of study.

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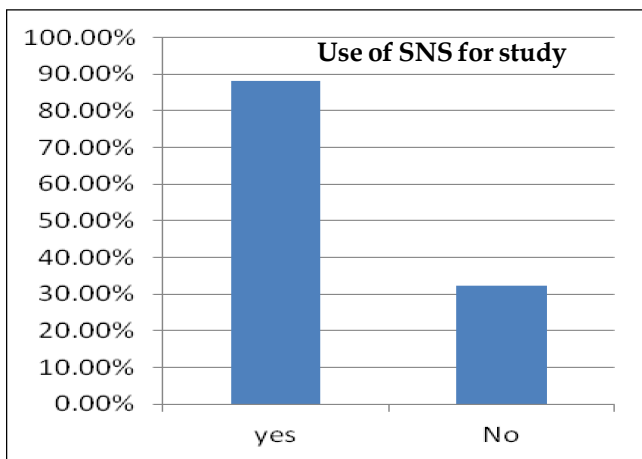


Figure 4: Use of Social Networking Media and Websites for Study

- Social networking media and websites have no bad impact on education.
- Social networking media and websites are wastage of time and money which can be utilised for study.
- It is not useful for study due to its authenticity.
- Its impact depends upon how we use it and for what purpose we use it.

Impact of Social Networking Media and Websites

The positive as well as negative impacts of social networking media and websites on students and their studies are mentioned below.

Positive Impact

- Students can communicate with their friends, which are not able to meet personally.
- Students can share information on social networking media and websites like WhatsApp and Facebook individually or through groups.
- Social networking media and websites helps students to discuss information or queries related to their study with their friends and teachers.

- It helps to get new ideas and explores their creativity in educational life.
- To get up-to-date knowledge and current information social networking media and websites can helps a lot.

Negative Impact

- Most of the students daily use the social networking media and websites and surfing till late nights, which can affect to their health.
- Students prefer to communicate with friends on social networking media and websites rather than face-to-face communication.
- The study shows that active engagement of students on social networking media and websites leads to spend more time on sharing photos and videos rather than study.
- The attention on study, attention on text and proper grammatical methods are neglected by students while sharing or forwarding messages or information.

CONCLUSION

The study revealed that WhatsApp and Facebook are most popular social networking media and websites among the students. It helps them to create, share and use the information related their studies in the form of text, photos, videos and links. Majority of students spending time on surfing these websites and media for their study but it raises the question of authenticity of information available on these media. The social networking media and websites are easy to communicate with friends and others but it negatively effect on social relations also.

Students can be aware about various announcements of events organised in colleges, schemes for students, information of seminars and conferences and uploading photos of events in colleges. There is need to inform them about various websites like SlideShare, English

Companion, Edmodo, Google Groups and Sportsvite, which are more useful than Facebook and WhatsApp for studies. It is recommended to parents and teachers to observe the student activities on social networking media and websites and aware them about healthy use of information communication technologies as well as its use on social networking media and websites. The study also suggests that parents should also spend some time on social networking media and websites in leisure to maintain friendly relations with their children and to fulfil their queries in time.

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