Impact of Social Networking on Students

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Abstract: *In today's world technology has experienced a tremendous growth and has increased the access towards the internet due to which the social networking sites have got a high significance in the lives of the youth. Social media among the students is becoming a highly usable and acceptable tool in order to make their communication more effective and powerful and social media has also bridged the gap that existed earlier between the students.It gives the same platform for the students all over the world to communicate and to learn. It is the teenager group who has analysed the usage of social networking site more appropriately. As we know that Social networking is becoming an integral part of our lives, among the various age groups it is the student category that found using the social networking sites.The purpose of this research is to study the impact of social networking websites on the academic performance of the students. This study tries to explore the influence of social media use on the academic performance of the students. The use of the social networking sites may have positive as well negative impact on the students. Social media has the potentials of influencing decision-making in a very short time regardless of the distance.The paper is based on the descriptive analysis and the data collected was from the secondary sources. The study constitutes the description of the social networking sites, pros and cons of the social networking sites on the students and the impact the social networking sites have on the academic performance of the students.*
Keywords: *Academics ,Communication, Internet ,Social media, Students.*

I. INTRODUCTION

In the 21st century we have noticed that there is a lot of advancement in the communication due to the access of the social media. However, social networking exist so as to provide communication among people regardless of the distance, it makes it easier for people to share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations. These systems are referred to as social, simply because they allow communication with buddies and co - workers effectively. It also strengthens the ties between people of those systems. The favourite in the realm of internet sites are Facebook, Twitter and few others. They are playing a large and influential role in decision-making globally.

1.1 Description of the social media sites
1.1.1 Facebook
[2]Facebook has topped all the social media applications with over 955 million and more users. It is the fastest way of connecting people across various countries. The various things that are included in facebook are notes, chats, messaging, gifts, video calls, following, privacy, etc. It is through facebook that people find their long lost fiends, post various advertisements, post various videos etc. Businessman creates their own page. We get valuable information. We can fight for the social cause with the support of our friends, links on facebook.

1.1.2 Twitter
[2]Facebook is followed by twitter with over 500 million and more users. It is also described as the "SMS of internet" The services of twitter also handle more than 1.6 billion search queries per day and it is one of the ten most-visited websites.

1.1.3 Google +
[3]Google+ is a social networking site that is owned and operated by the Google company. It has over 300 million users and has got a tremendous growth over the past few years. It is a social media through which the users can form circles share useful information amongst themselves, make out locations and form communities. It also includes an application hangout where people can do video chatting with their friends.

1.1.4 Linkedin

[2]Linkedin has over 255 million and above users. It is a business oriented social networking site which is mainly used by professionals. It is a site where the users can share with their friends and other people who are following them the various employment sites and they can like and congratulate the people who have got the employment. Many employers also list the jobs to their candidates over this site. We can look for the opportunities. Employers post for the different vacancies in their organisation.

1.1.5 Pinterest

[2]Pinterest is a free website that requires registration to use. Users can upload, save, sort, and manage images—known as pins—and other media content. Users can browse the content of others on the main page. Users can then save individual pins to one of their own boards using the "Pin It" button, with Pinboards which are typically organized by a central topic or theme. Users can personalize their experience with Pinterest by pinning items. Pinterest has also got more than 250 million users.

[2]Communication has been a necessity for every person during their lifetime. With the development of the technology, media has undertaken a responsibility to carry out this necessity. It has been noticed that the maximum usage of the social media networking is done by the age group of 14 – 22. Through the study it has been noticed that most of the success of the students of this age group is due to the usage of the social networking sites. There have been various opinions which recognized some major advantages of social media which is used in higher education. These include, enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities. The social networking activities have the possibility of enhancing interaction between students and also used to improve their participation in class and is a great advantage for introvert students. Students can function in online group learning, with less or no anxiety of needing to raise questions before peers at school.

[1]Apart from these there are some sites which enable the students to send electronic mails, do online shopping. There are various shopping sites which provide a wide range of products and give the teenagers variety of choices. These sites enable the students to save their time from going out every day for shopping rather they can concentrate on their education.

[2]There are some factors that influence the performance of the students and the social networking sites have had a great impact on these factors. Here are some of the factors –

- Communication
- Coordination
- Socialization
- Collaboration
- Entertainment

1.2.1 Communication

There are various social networking sites that facilitate communication among the students. It also provides an advantage for those students who are introverts and cannot ask questions in the class. Mostly the communication between the students takes place due to the facilities provided by the facebook application which helps the students to find people they are looking for and easily communicate with them through the way of the facebook messenger and they can share their views and pictures regarding their work.

1.2.2 Coordination

There are various social networking sites that facilitate coordination with the people we work and makes it easier for the student – teacher coordination. There are various sites make the scheduling of the tasks easier. Some of the social networking sites provide tools (calendaring) makes it easier to coordinate tasks. Students find help to do their assignments is easily.

1.2.3 Socialisation

Social networking sites make it easier to do the social activities as its name "social networking ".It is easy to make friends and keep in touch with old friends on Facebook .the social networking sites also help in tracking the activities of the other people and also help us get more acquainted with them.

1.2.4 Collaboration

[3]Facebook facilitates in the group work collaboration. Linkedin helps in the collaboration between the students and teachers, employers and employees regarding the employments and vacancies in various companies. There are various sites that enable the students to form large size groups which make it easier to collaborate. It is easier way to finish the tasks which are to be done in teams through these sites.

1.2.5 Entertainment

Social networking sites are such an entertainment for the students as they enable them to play games with their friends who stay far away from them. The activities of the other friends are an entertaining tool for all the students. Video chatting and skyping is a better way of interacting with each other and it enables the students to learn faster and in better manner.

II. SCOPE OF THE STUDY

- To understand how the social networking sites have been helpful and convenient for discussions and communication.
- To see how the social networking sites are beneficial for students working memory and learning skills.
- To understand how the social media tools are influencing students achievements and performance in an educational context.
- How Facebook is used as a tool for making education more efficient and effective.

III. OBJECTIVES OF THE STUDY

- Impact of the social networking sites on the academic performance of the students.
- Impact of the social media tools in influencing working memory and learning skills.

IV. RESEARCH METHODOLOGY

The paper is based on the descriptive and conceptual analysis and the data collected was from the secondary sources. The sources of the secondary data included the various sites that provide information regarding the social networking sites.

V. OBSERVATION

- The students use social networking as an informal tool which is helpful and makes it convenient for the students to communicate and have discussions among themselves.
- Most of the students are using videos, creating blogs, chatting and communicating with friends which enables the social networking sites to become beneficial and improves their memory as it contains a pictorial view of what they learn in their books and thus improves their learning skills.
- Here are some of the tools that enable a better performance and achievement of the students in a educational context such as Tweets improve English language education, Blogs improve student performance, Using Wikis for content collaboration
- It was noticed that Students reported that Facebook is better for navigation and search. Students learn more using facebook as it makes learning more effective for them.
- Students can benefit from chatting with other students, teachers and external sources to acquire knowledge and it is of a big advantage to the students who are introverts.
- Every coin has two sides the positive and the negative. The social networking websites like facebook, twitter and orkut are continuously distracting students from their studies. The main focus of student should be education but unfortunately today's student are emphasizing on such sites which can be sheer wastage of time.
- The social network addict becomes a useless node for parents, friends and other associated people. They cannot succeed because they have no sense of upcoming future and competitions in their careers.
- Social networking sites may also cause health problems to the students due to the excessive usage of the smart phones, laptop and computer.

VI. SUGGESTION

- We have noticed that the learning skills of the students have improved due to the various social networking sites so the colleges should implement a way through which the students can access these social networking sites only for their study purpose.
- The various institutions should implement a way by which the students have an pictorial image of what they have actually been taught by the way of books.
- The social networking sites such as linkedin enable the employer to get in touch with the employees and hence it is suggested that the colleges should grant access to these sites for the students.
- The parents should restrict the students who are addicted to these social networking sites from visiting these sites on a day to day basis and should instead use these sites only for an educational context.
- The students should not be allowed to misuse these social networking sites like make false profiles etc on facebook, orkutetc
- The students should make groups among themselves and have discussions and video chatting through these networking sites for the purpose of learning.

VII. CONCLUSION

The social networking websites has become essential need today, the students should be encouraged to use these social networking sites only to a particular extent until which their learning process can be improved but too much of the social networking sites may also ruin the educational performance of the youth or children as they may get too much addicted towards it and waste their time and not concentrate on their studies. It was also noticed that facebook was an effective tool that created an effective learning among the students and enables them to perform the team work more effectively and efficiently.

REFRENCES

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