

The Usage of Social Media Network: A Cross Sectional Study Towards Whatsapp And Facebook Among College Students In Palakkad District Of Kerala

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Abstract: Today, social media is a term that everyone knows. Even the most remote areas of the world have at least heard of Facebook and Whatsapp are probably using them on a regular basis. Social media, in its present form, has been around a relatively short term and even though you probably can't imagine living without it now. Social networks are the integral part of the student's social life. The present teaching methodology which includes the social media to enhance the students career and their personal development.

Keywords: Facebook, Social media, usage of internet, whatsapp.

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I. INTRODUCTION

Social media are computer – mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and network. The variety and evolving stand-alone and built-in social media services introduces a challenge of definition. The idea that social media are defined by their ability to bring people together has been seen as too broad a definition, as this would suggest that the telegraph and telephone were also social media – not the technologies scholars are intending to describe. The major unique four principles of current social media services are as follows:

- Social media are Web 2.0 Internet-based applications,
- User-Generated Content (UGC) is the lifeblood of the social media organism,
- Users create services and profiles for the sites that are designed and maintained by social media organization,
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, micro blogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. The Social Network Revolution has led to the rise of the networking sites. Research shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. This increase is because of the smart phones that are now in the daily lives of most humans.

Social Media Today

One of the things that started happening right in this time period is that social media not only became widely used, it also became widespread in business. Social media today consists of thousands of social media platforms, all serving the same – but slightly different purpose. Of course, some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person.

The Future of Social Media

Although it is impossible to know what the future of social media holds, it is clear that it will continue. Humans are social animals and the more ability to communicate with each other on the level that each person likes best, the more prevalent social media will become. With new and exciting technologies just around the corner, social media will be interesting to see in the coming decades.

Creativity enhancement by social media

Social media appeals across generation because so many different types of social media sites allow users to generate their own content, commonly referred to as user-generated content (UGC). Social media also allows community members to share their experience in many different ways. The idea that social media is only for the younger generation just coming out of high school or college is incorrect.

Problem Statement

There have been a lot of debates on various platforms and media as to the impact that social media has on society and specifically, its effect on education. Some of these studies found a drop in students' grades and academic performance, and lack of time for studies as consequences of social media network participation (Banquil et al, 2009; Kirschner and Karpinski, 2010; Ndaku, 2013). On the other hand, Pasek et al. (2006) "stated that a site-specific culture can both positively and negatively affect the building of social capital and found that Facebook usage is not positively associated with lower grades of students and rather Facebook users scored higher grades". Kolek and Saunders (2008), did not find any correlation between GPAs of student users and social network participation such as Facebook. Rather social network sites (SNS) promote interactions among students and teachers (Ahmed & Qazi, 2011). Preliminary investigation and interviews with some teachers and students revealed a number of challenges in relation to student's participation on social media networks. These included a high addiction rate among students which affects their time of study, the wrong usage of social media discourse as well as distracting students from their regular academic studies between government and private college students. As stated by Ndaku (2013), students spend a lot of time on social networking sites than in their academic activities and this affects their academic performance. Hence I have selected a research on "The Usage of Social Media Network: A Cross Sectional study towards *Whatsapp* and *Facebook* among College Students in Palakkad district of Kerala".

Objectives of the Study

The study sought to address the following specific objectives:

1. To identify social network sites and their usage among students
2. To find out the difference between government college students and private college student networked and participated on Social Media
3. To identify the amount of time invested by students on social media networks and the working pattern during the college hours.
4. To make appropriate recommendations based on the findings of the study

Study Area

The study covered two Government colleges and two private colleges. The first two government colleges are The Government Victoria College Palakkad and Government College Chittur. The two private colleges are named as V V College of Science and Tech. Palakkad and Yuvakshetra Institute of Mgmt. Studies Palakkad.

Research methodology

The study used the cross-sectional survey method to find out how social network participation creates the academic performance of students in government and private colleges. A survey design provides a quantitative description of some fraction of the population that is sampled through the data collection process. The study also employed the questionnaire as the data collection instrument for the study.

Four colleges were selected for the study. These are Government Victoria College Palakkad, Government College Chittur, V V College of Science and Technology, Palakkad and Yuvakshetra Institute of Management Studies, Palakkad. Also, these colleges are mixed colleges with both day and boarding facilities. These will provide a level ground for comparison in terms of how males and females participate on social networks and how it impacts their academic performance. Among the four colleges, the V V College of Science and Technology and Yuvakshetra Institute of Management Studies will also provide the study with more understanding of the subject as they both admit students who are all average students admitted under the self financing stream.

The total sample size for the study was 526. Out of the total sample, 307 were considered from two Government colleges and 219 samples were considered from two private colleges. In relation to the colleges, Government Victoria College Palakkad had a sample size of 77 Males and 85 female student respondents. Followed by Government College Chittur had a sample size of 64 Males and 81 female students respectively. The V V College of Science and Technology had a sample size of 52 Males and 59 female student respondents. Finally the Yuvakshetra Institute of Management Studies had a sample size of 51 males and 57 female students considered for the study..

The stratified sampling method was adopted for the study. The stratified sampling approach is a sampling type under the probability sampling method where the population is divided into strata. The stratified sampling method is used to divide the population into non-overlapping sub-groups called strata (Tagoe, 2009).

The Statistical Package for Social Sciences (SPSS) was used to analyze the data collected. The descriptive analysis tools in the SPSS were employed to develop tables and frequencies which was constructively analyzed. The researcher adopted Kendall’s coefficient of concordance and Chi Square analysis as analytical tools for the study. Data collected from the interview was also analyzed and organized under the objectives of the study. These were merged with related responses from the questionnaire during the analysis.

Hypothesis of the study:

- H₀₁ There is no significance between the rankings of various social media platforms among the total respondents
- H₀₂ There is no significance relationship between the college students and the rate of Whatsapp usage among the total respondents
- H₀₃ There is no significance relationship between the college students and the rate of Facebook usage among the total respondents.
- H₀₄ There is no significance relationship between the college students and their number of friends through online.
- H₀₅ There is no significance relationship between the college students and they have spent number of hours per day on social media networks.

Data Analysis and Presentation of Findings

Table 1: Gender of Respondents

Name of colleges	Gender of respondents	
	Male	Female
Government Victoria College Palakkad	77 (31.6%)	85 (30.1%)
Government College Chittur	64 (26.2%)	81 (28.7%)
V V College of Science and Technology	52 (21.3%)	59 (20.9%)
Yuvakshetra Institute of Management Studies	51 (20.9%)	57 (20.2%)
Total	244 (100%)	282 (100%)

From Table 1 above, majority of respondents (282) were females out of which 85 (30.1%) were from Government Victoria College Palakkad, 81 (28.7%) from Government College Chittur, 59 (20.9%) from V V College of Science and Technology and 57 (20.2%) from Yuvakshetra Institute of Management Studies. However, 244 were male respondents and these included 77 (31.6%) from Government Victoria College Palakkad, 64 (26.2%) from Government College Chittur, 52 (21.3%) from V V College of Science and Technology and 51 (20.9%) from Yuvakshetra Institute of Management Studies. Thus, the female respondents formed the majority of respondents in all the colleges.

Preferred Social Network Sites

All respondents (100%) indicated that they participate on social networks in one way or the other. Respondents were therefore asked to rank the social media networks in the order of usage and importance to them. The results is presented in Table 2 below

Table 2: Ranking of social media usage among four college students in Palakkad district

Social Media Networks	Mean Rank	Rank
Whatsapp	1.40	1
Facebook	1.96	2
Twitter	3.21	3
YouTube	4.11	4
Google+	4.96	5
Instagram	5.74	6
Snapchat	6.99	7

From Table 2, Whatsapp had the highest ranking with a mean rank of 1.40, followed by Facebook, with mean rank of 1.96. Twitter was ranked 3rd with a mean rank of 3.21 and the least ranked was Myspace with

mean rank of 7.62. It can be inferred from the data in Table 2 that the social network sites with the highest number of usage were Whatsapp and Facebook.

Table 3: Test statistics of Kendall’s coefficient of concordance

Number of observation	526
Kendall's W	0.848
Chi-Square	3122.232
Degrees of freedom	7
Asymptotic Significance	0.000

In relation to the above, the test statistics shown in Table 3 reveals that the Kendall’s coefficient of concordance is 0.848. This suggests that there was 85% agreement in the rankings of the usage of social media networks.

H₀₁ There is no significance between the ranking of various social media platforms among the total respondents.

The asymptotic significance value of 0.00 indicates that the level of agreement between the rankings of the various social media platforms by the respondents is valid at 99% level of accuracy. Hence the null hypothesis “There is no significance between the ranking of various social media platforms among the total respondents’ is rejected.

Rate of Whatsapp Usage by the Respondents

This section analyzed responses with a cross tabulation between colleges and rate of Whatsapp usage. Among the total (526), a majority 503 respondents who indicated that they used Whatsapp social network.

Table 4: Rate of Whatsapp Usage by the Respondents

Name of college	Usage of Whatsapp				total
	Not applicable	Not often	Often	Very often	
Govt. Victoria College Palakkad	9(56.3%)	23(44.2%)	18 (23.4%)	95 (26.5%)	145 (28.8%)
Government College Chittur	4 (25.0%)	17(32.7%)	9(11.7%)	109(30.44%)	139(27.6%)
V V College of Science & Tech.	1(6.3%)	10(19.2%)	31(40.3%)	69(19.3%)	111(22.1%)
Yuvakshetra Institute of Management Studies	2(12.5%)	2(3.8%)	19(24.7%)	85(23.7%)	108(21.5%)
Total	16 (100%)	52 (100%)	77 (100%)	358 (100%)	503 (100%)

Source: Primary data $\chi^2 = 42.700a$ $df = 9$ $p\text{-value} = 0.00$

From Table 4, out of the total responses of 503, majority 358 (71.2%) stated that they used Whatsapp very often and these included 95 (26.5%) from Government Victoria College Palakkad, 109 (30.44%) from Government College Chittur, 69 (19.3%) from V V College of Science and Technology and 85 (23.7%) from Yuvakshetra Institute of Management Studies. Furthermore, 77 (15.3%) respondents made up of 18 (23.4%) from Government Victoria College Palakkad, 9(11.7%) from Government College Chittur, 69 (19.3%) from V V College of Science and Technology and 85 (23.7%) from Yuvakshetra Institute of Management Studies indicated that they often used Whatsapp. In addition, 52 (10.3%) which included 23 (44.2%) from Government Victoria College Palakkad, 17 (32.7%) from Government College Chittur, 10 (19.2%) from V V College of Science and Technology and 2 (3.8%) from Yuvakshetra Institute of Management Studies did not used Whatsapp often. Lastly, 16 (3.2%) indicated they did not used Whatsapp during the period of the study.

H₀₂ There is no significant relationship between the college students and the rate of whatsapp usage among the respondents.

The level of significance was 0.00 ($p < 0.01$) which indicated a significant relationship between college and the rate of Whatsapp usage by the students. Thus, a high proportion of respondents used Whatsapp regularly although respondents in the private colleges used it more than their counterparts in the government college students. Hence the null hypothesis H₀₂, “There is no significant relationship between the college students and the rate of whatsapp usage among the respondents” is rejected.

Rate of Facebook Usage by the Respondents

This section analyzed responses with a cross tabulation between college and rate of Facebook usage. These also included a total 515 respondents who also indicated that they used Facebook social network.

Table 5: Rate of Facebook Usage by the Respondents

Name of college	Usage of Facebook				Total
	Not applicable	Not often	Often	Very often	
Govt. Victoria College Palakkad	4 (28%)	38 (53.5%)	40 (37.7%)	67 (20.7%)	149 (28.9%)
Government College Chittur	4 (28%)	24 (33.8%)	14 (13.2%)	101(31.2%)	143 (27.7%)
V V College of Science & Tech.	4 (28%)	7 (10.0%)	34 (32.1%)	68 (21.0%)	113 (22%)
Yuvakshetra Institute of Management Studies	2 (16%)	2 (2.8%)	18 (17.0%)	88 (27.2%)	110 (21.35%)
Total	14 (100%)	71 (100%)	106 (100%)	324 (100%)	515 (100%)

Source: Primary data $\chi^2 = 63.52a$ df= 9 p-value = 0.00

From table 5, Out of the total responses of 515, majority of respondents 324 (62.9%) stated that they used Facebook very often and these included 67 (20.7%) from Government Victoria College Palakkad, 101 (31.2%) from Government College Chittur, 68 (21.0%) from V V College of Science and Technology and 88 (27.2%) from Yuvakshetra Institute of Management Studies. Also, 106 (20.6%) respondents made up of 40 (37.7%) from Government Victoria College Palakkad, 14 (13.2%) from Government College Chittur, 34 (32.1%) from V V College of Science and Technology and 18 (17.0%) from Yuvakshetra Institute of Management Studies. Moreover, 71 (13.5%) which included 38 (53.5%) from Government Victoria College Palakkad, 24 (33.8%) from Government College Chittur, 7 (10.0%) from V V College of Science and Technology and 2 (2.8%) from Yuvakshetra Institute of Management Studies did not used Facebook often. Finally, 14 (2.7%) did not find it applicable as they were not using it at the time of the study.

H₀₃ There is no significance relationship between the college students and the rate of Facebook usage among the total respondents.

The level of significance was 0.00 (p<0.01) which indicated a significant relationship between college and of Facebook usage by the college students. Thus, a high proportion of respondents from the private colleges used Facebook more often as compared to the government college students. Hence the null hypothesis H₀₃, “There is no significance relationship between the college students and the rate of Facebook usage among the total respondents” is rejected.

Reasons for Usage of Social Network Sites

This section also sought to find out the reasons why respondents used the social networks very often. Respondents were allowed to choose multiple responses for reasons for using social media platforms. From Table 6 below, 348 (45.7%) and 364 (45.3%) respondents indicated that they used Facebook and WhatsApp respectively because most of their friends also used them. Also, 354 (46.6%) respondents indicated that they found Facebook to be cheap and 354 (44.1%) respondents also found Whatsapp to be cheaper. Other reasons also include, easy interaction Facebook – 16 (2.1%), WhatsApp – 23 (2.9%), ability to chat with multiple friends at the same time Facebook – 42 (5.5%), and WhatsApp – 64 (8.0%).

Table 6: Reasons for Frequent Use of Social Media Networks

Reasons for usage	Facebook	Whatsapp	Twitter	Instagram	YouTube
Most of my friends use it	348 (45.7%)	364 (45.3%)	1 (7.7%)	2 (25.0%)	12 (54.5%)
Cheaper	354 (46.6%)	354 (44.1%)	1 (7.7%)	2 (25.0%)	4 (18.2%)
Easy interaction	16 (2.1%)	23 (2.9%)	7 (53.8%)	3 (37.5%)	3 (13.6%)
Chat with multiple friends at a time	42 (5.5%)	64 (8.0%)	4 (30.8%)	1 (12.5%)	3 (13.6%)

Friends Online

This section was devoted to the number of friends respondents had on social media networks. A further cross tabulation analysis was done to differentiate between schools and number of friends they had. These included a total of 526 valid responses from respondents.

Table 7: Social Media Network Friends of Respondents

Name of college	Number of Friends on Social Networks					
	1-200	201-400	401-600	601-800	801 & above	Total
Government Victoria College Palakkad	13 (38.2%)	30(39.0%)	8 (44.4%)	77 (26.2%)	34 (33.0%)	162 (30.8%)
Government College Chittur	5 (14.7%)	22 (28.6%)	-	87 (29.6%)	31 (30.1%)	145 (27.6%)
V V College of Science & Tech.	8 (23.5%)	15 (19.5%)	6 (33.3%)	66 (22.4%)	16 (15.5%)	111 (21.1%)
Yuvakshetra Institute of Mgmt. Studies	8 (23.5%)	10 (13.0%)	4 (22.2%)	64 (21.8%)	22 (21.4%)	108 (20.5%)
Total	34 (100%)	77 (100%)	18 (100%)	294 (100%)	103 (100%)	526 (100%)

Source: Primary data $\chi^2 = 25.5922^a$ df= 12 p-value = 0.012

From Table 7 above, majority of the respondents 294 (55.9%) had between 601 - 800 friends online. These included 77 (26.2%) from Government Victoria College Palakkad, 87 (29.6%) from Government College Chittur, 66 (22.4%) from V V College of Science and Technology and 64 (21.8%) from Yuvakshetra Institute of Management Studies. Furthermore, 103 (19.6%) had 801 and above friends online. These also included, 34 (33.0%) from Government Victoria College Palakkad, 31 (30.1%) from Government College Chittur, 22 (21.4%) from Yuvakshetra Institute of Management Studies and 16 (15.5%) from V V College of Science and Technology. In addition, 77 (14.6%) respondents had a friendship network of 201 to 400. These also included 30 (39.0%) from Government Victoria College Palakkad, 22 (28.6%) from Government College Chittur, 15 (19.5%) from V V College of Science and Technology and 10 (13.0%) from Yuvakshetra Institute of Management Studies.

H₀₄ There is no significance relationship between the college students and their number of friends through online.

The level of significance was 0.01 ($p \leq 0.01$) and indicated a significant relationship between college of respondents and number of friends online. Nevertheless, the high number of friends online indicates how immensely involved the students are on social networks and the amount of time invested. Hence the null hypothesis H₀₄ “There is no significance relationship between the college students and their number of friends through online” is rejected.

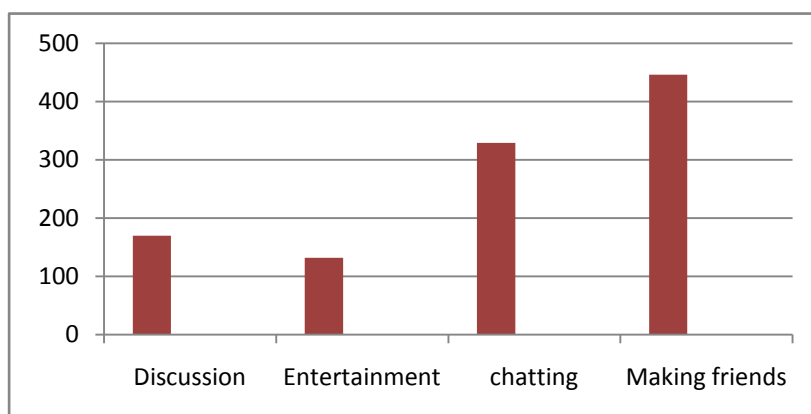
Purpose for Using Social Networks

This section dealt with the purpose for which respondents used social media networks. The researcher allowed multiple responses to the question because respondents could find themselves in one or two of the situations. Out of the total valid responses, 132 (12.3%) respondents indicated that they used social networks for entertainment while 170 (15.8%) respondents indicated that they used social media networks for discussions with friends on college matters. In addition, 329 (30.5%) respondents claimed that they used social media networks for chatting while 446 (41.4%) indicated that they used social media networks for making friends. Friendship making was therefore identified as the main purpose for which students used social media networks.

Table 8: Purpose for using social networks

Purpose	No. of Respondents	percentage
Discussion	170	15.8%
Entertainment	132	12.3%
Chatting	329	30.5%
Making friends	446	41.4%

Figure 1: Purpose for using social networks



College and Number of Hours Spent Online Daily

This section also sought to find out from the analysis the number of hours respondents spent online as well as the correlation between college attended and number of hours spent online daily.

Table 9: Number of Hours Spent Online Daily

Name of college	Hours Spent Daily Online				
	1-2 hours	3-5 hours	6-7 hours	8-12 hours	Always online
Govt. Victoria College Palakkad	78 (57.8%)	24 (21.8%)	8 (10.5%)	16 (19.3%)	34(28.3%)
Government College Chittur	37(27.4%)	26(23.6%)	20(26.3%)	27(32.5%)	35(29.2%)
V V College of Science & Tech.	8(5.9%)	31(28.2%)	27(35.5%)	19(22.9%)	26(21.7%)
Yuvakshetra Institute of Management Studies	12(8.9%)	29(26.4%)	21(27.6%)	21(25.3%)	25(20.8%)
Total	135 (100%)	110(100%)	76(100%)	83(100%)	120(100%)

Source: Primary data

$\chi^2 = 89.988^a$

df= 9

p-value = 0.00

From Table 9 above, a high number of respondents 203 (38.7%) spent over 8 hours on social media networks daily. These included 135 (25.8%) respondents spent 1-2 hours daily on social media networks and they included, 78 (57.8%) from Government Victoria College Palakkad, 37 (27.4%) from Government College Chittur, 8 (5.9%) from V V College of Science and Technology and 12 (8.9%) from Yuvakshetra Institute of Management Studies. Also, 120 (38.7%) respondents who were always online, and included 34 (28.3%) from Government Victoria College Palakkad, 35 (29.2%)from Government College Chittur, 26 (21.7%) from V V College of Science and Technology, and 25 (20.8%) from Yuvakshetra Institute of Management Studies Furthermore, out of the 110 (21.0%) students who spent 3-5 hours daily on social media networks, 24 (21.8%) from Government Victoria College Palakkad, 26 (23.6%) from Government College Chittur, 31 (28.2%) from V V College of Science and Technology and 29 (26.4%) from Yuvakshetra Institute of Management Studies. Finally, 83 (15.8%) and 76 (14.5%) of respondents spent between 8-12 hours and 6-7 hours respectively. Further analysis revealed a significant relationship in the number of hours respondents spent on social media networks the college attended.

H₀₅ There is no significance relationship between the college students and they have spent number of hours per day on social media networks.

The level of significance was 0.00 (p<0.01), which indicated a significant relationship between the number of hours spent on social media networks by students and college attended. That is, the proportion of respondents from the private colleges who were always online was higher than their counterparts in the government college. Hence the null hypothesis H₀₅ “There is no significance relationship between the college students and they have spent number of hours per day on social media networks” is rejected.

Social Media usage during the College Hours

The study went further to find out from respondents if they participated on social networks during college hours. From Table 8 below, respondents were asked if they participated on social media networks during college hours. Out of the total of 526, 199 (38%) answered in the affirmative while 277 (53%) answered in the negative. Also, 50 (9%) stated that they participated on social networks ‘sometimes’ during college hours. It can be inferred from the data that the number of students who participated on social media networks during college hours was almost at par with the number of students who did not participate on social media during college hours considering the 9% of respondents who participated ‘sometimes’ during college hours.

Table 10: Social Network Participation during College Hours

Responses	Frequencies	Percentages (%)
Yes	199	38
No	277	53
Sometimes	50	9
Total	526	100

In relation to the above, the following table and related interpretation revealed about the researcher sought to find out from respondents (249) who participated on social media networks during college hours the time they used.

Table 11: Social Network usage during the College Hours

Responses	Frequencies	Percentages (%)
Break time	132	53
During classes	47	19
Free time between classes	70	28
Total	249	100

The above table reveals that, a half Majority of the respondents have been using social networking sites during the college hours in different phenomenon. In response, 132 (53%) respondents indicated that they participated on these networks during break time at college while 47 (19%) respondents stated that they used social media during classes’ hours. Also, 70 (28%) respondents indicated that they participated on social media networks during free times in between classes’ hours. The data shows that majority of the respondents participated on social media networks during break time in college.

II. FINDING

- The study consist of 526 respondents out of that 282 were females and 244 males.
- Out of the total sample 257 were in government colleges and 269 were in private colleges.
- In order of the usage and importance of the various kinds of social networking applications whatsapp and facebook had the highest ranking. Whatsapp obtained with a mean rank of 1.40 followed by facebook with mean rank of 1.96.
- The Kendall’s coefficient of concordance is 0.848. This suggests that there was 85% agreed in the rankings of the usage of social media networks. The asymptotic significance value of 0.00 indicates that the level of agreement between the rankings of the various social media platforms by the respondents is valid at 99% level of accuracy.
- The level of significance was 0.00 ($p < 0.01$) which indicated a significant relationship between two government and two private colleges and their rate of Whatsapp usage. Thus, a high proportion of respondents used Whatsapp regularly although respondents in the private colleges used it more than their counterparts in the government colleges.
- The level of significance was 0.00 ($p < 0.01$) which indicated a significant relationship between two government and two private colleges and their rate of facebook usage. Thus, a high proportion of respondents from the private colleges used facebook more often as compared to the government college student respondents.
- The level of significance was 0.01 ($p \leq 0.01$) and indicated a significant relationship between college of respondents and number of friends online. Nevertheless, the high number of friends online indicates how immensely involved the students are on social networks and the amount of time invested.
- The level of significance was 0.00 ($p < 0.01$), which indicated a significant relationship between the number of hours spent on social media networks by students and college attended. That is, the proportion of respondents from the private colleges who were always online was higher than their counterparts in the government college.

- A Majority of the respondents have been using social networking sites during the college hours in different phenomenon. Out of that, a half majority, 132 (53%) respondents indicated that they participated on these networks during break time at college.

III. CONCLUSION

The study has revealed that despite the benefits that come with the participation of students on social media networks, it could impact negatively on their academic performance if not used properly. A lot of benefits abound in the use of social media networks such as sharing information and ideas, improving reading skills etc. Despite the benefits that comes with the participation of students on social media networks, its misuse could affect the academic life of the student and thereby their performance. As stated by Katz et al. (1974) in their gratification theory, that the media chosen by people would compete with other sources of information. Therefore, social media networks compete with academic work for students' attention. It is therefore the responsibility of the student to make the right decision in relation to the use of social media networks. Also, Bandura's (1997) social learning theory states that as the learning outcomes of students are influenced by the students decision on his choice of situation (social media networks and participation) and peers (friendship networks) they could make the right decision in the usage of these media to bring about the positive outcome (academic performance) that is desired.

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