

The Impact of Social Networking Sites on the Social life of Students -A Case Study of Swami Raman and Teerth Marathwada University, Nanded (Maharashtra)India

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Abstract: The Social networking sites have occupied pivotal role in social life of students. It is seen that the most of the students browse various social networking sites regularly. The daily time spent by post graduate students on social networking site ranges from 2 hours to 8 hours. These sites are facebook, whatsapp, twitter, google duo, jio chat and so on. The present research is carried out in order to know the influence of social networking sites on the social lives of students in Swami Ramanand Teerth Marathwada University, Nanded. The day to day activities of students are changed due to the impact of social networking sites. The respondents studied for the present study are .The social status, standard of living, attitude, personality, learning style etc are transformed due to the use of social networking sites. At the end of the research paper, the findings, conclusions and suggestions are stated about the impact of social networking sites on social life of students.

(Keywords: Social Networking sites, Social life, Internet Users etc)

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I. Introduction

Internet is a very important element of life which cannot be ignored. Internet is used for educational purpose by a large community but unfortunately we have a large community including majority of youth and teenagers who use Internet for only social networking sites. The purpose of this research study is to explore the effect of social networking websites on students. A research questionnaire was designed to determine the factors of social networking websites that have effect on students in SRTMUN campus. It is web based facility which allows individuals to build a profile identity and generate subjective associations and connections among themselves and communicate them at a central location. The Internet is no doubt evolution of technology but specifically social networks are extremely unsafe for teenagers, social networks become hugely common and well-known in past few years.

Social Networking Sites

Today, there are hundreds of social networking sites operating. Some of them are popular in certain countries while others have global reach. Some of these sites are targeted at very specific interest groups while others are general in nature. One of the best examples of a popular social networks sites are such as Face book, Twitter, Friendster, MySpace, Blogger and many more. a social network that promotes independent music and the socialite scene across the globe, actually ranked higher than Google in terms of page viewed.

My Space claims that it has over 100 million music play lists with over 5.5 billion song listened, 7 billion photos and at least 600 world famous celebrities blogging.Friendster.com was launched in the year 2002. People using this site tend to focus on sending messages, invites, and blogging to stay in touch. The current most popular social networking site in the world is FACEBOOK. Face book has grown into more than 300 million active users with an average of 50% of them logging on to Face book every day. Facebook.com is similar to Friendster and started with an emphasis on the college community. From that, it just grew and grew in popularity and reach. Today, the number of adults on Face book dwarfs that of college students and it has become the defect social network for the English speaking world .At least 8 billion minutes is spent on Face book each day. One of the reasons Face book is so addictive is because it is a convenient way to track the status of friends. But even before the explosion of Face book and its likes, there were weblogs, or blogs for short; making them the first real social networks.

The latest social networking phenomenon is TWITTER, which is best described as a micro-blogging tool. Twitter (www.twitter.com) allows user to send or “tweet” about their latest updates within 160 characters. Twitter is now accessible via a number of third party application and mobile sites making it very popular among users. While Face book may be the fastest growing social network in the world, there is another social network that rivals it.

II. Review of Literature

This section consists of important review of studies related to the social networking. Social Networking is emerging new area and trends in the contemporary societies. However, there are many scholars and academicians are working on the same issues with different perspectives, methods and approaches. However, this paper would focus on some of them in briefly.

According to Kuppuswamy and Shankar (2010) *social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting*. On the basis of the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student. Whereas on the other hand, the students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics. The extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation. This shows that social networks are beneficial for the students as it contributes in their learning experiences as well as in their academic life.

According to Cain (2008) *social network websites provide ease of connecting people to one another; free of cost and after connecting one can post news, informative material and other things including videos and pictures etc*. This free of cost factor fascinate students for communication and data sharing. Although social network websites can be practiced for good determinations but it is usually used for Involvement of digital snapshots and information, exposing securities, and conducting online conversations because many other communities inside social networking websites motivate user for this kind of inappropriate actions. Previous studies have found that more than 90% of college students use social networks. In the same way Ellison, that the students use social networks sites approximately 30 minutes throughout the day as a part of their daily routine life. This statement shows the importance of social networking websites in students' life. Through a survey that students strongly recommend social networking websites to stay in touch with friends to keep informed and aware. This research is conducted to explore the effect of social networking websites and its impact on academic life and learning experiences of students.

As Kuppuswamy and Shankar (2010) explained that the social networks grabs the total attention and concentration of the students and diverts it towards non educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs. Students and teenagers mostly use social networks for time killing and sake of enjoyment but it has been analysed that internet use for education purpose and any appropriate task including online tutorials, online lectures and education material downloading is very good but use of internet for only social network is very useless perhaps dangerous. Some of the appropriate and un-negligible statements that fascinated us to conduct this research are stated below. Tinto (1997) argued that extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation. This shows that social networks are beneficial for the students as it contributes in their learning experiences as well as in their academic life. Trusov, Bucklin, and Pauwels (2009) noted that the Internet is no doubt evolution of technology but specifically social networks are extremely unsafe for teenagers, social networks become hugely common and well known in past few years. In the same way Ellison, Steinfield and Lampe (2007) stated that the students use social networking websites approximately 30 minutes throughout the day as a part of their daily routine life. This statement shows the importance of social networking websites in students' life. Lenhart and Madden (2007) revealed through a survey that students strongly recommend social networking websites to stay in touch with friends to keep informed and aware. Despite of these studies, there are many other studies are carried out in this area, however, this study is tried to focus on the some of them. These studies identified some emerging issues and challenges in the use and practices of social networking sites in the different sections. However, this study is centred on the use and practices of students in the university campus.

Research Design

This paper is designed by following and focusing on the major objectives of this study. This research explains and detail presents the impact of using social networking websites on student academic life and learning experience. Literature analysed that the social networking websites are not designed for negative impact but we have noticed in our daily life that students become addicted to social networking websites. This part of research contribution is analysed the reality and gap between the positive and negative impact and aspects of social networks on education. The Framework of this study is Descriptive as well as Analytical Research. The gathered data of the present study is analyzed and described in the views of main objectives of the study. The questionnaire was prepared for gathering data from the students of the campus. After that a carefully analysis carried out of the collected facts and results.

Data Collection

In this study, both primary and secondary sources of data were used. The primary data for this research study was collected through a questionnaire; the data of questionnaire was collected from 50 respondents in

which served as the primary source of data for the analysis of this research and that lead this research study to the exploration of the impact of social networking websites on students in SRTMUN campus. This questionnaire consists of the issues of students' behaviour, attitudes, practices and social action.

At the same time literature review of this research study, helped to identify the major issues and themes in the same area of research and work that supported in the present study to incorporate analysis and interpretations. As the same, Sources of secondary data also is gathered from published research articles and Internet as supportive information to develop argument and debates in the concerned areas.

Data Analysis and Interpretation

The analytical scheme of data analysis is developed based on the objectives of the study which were centred to understand the impacts of social networks on the day to day activities of the students. This study is operationalized in the periphery of the SRTM University Campus. The preceding discussion would be focused on the interest, attitudes, feelings and opinions of the campus students in details. This University Campus has been providing internet facilities onwards 2005 and in addition, wi.fi facilities from 2012. As result of these, students became so active and mobile in this field.

Use of Internet

It has seen and observed in the campus that the students are engaged with the networking sites. Use of Internet has become very essential in the higher level education. SRTM University campus has programmes in Masters, M.Phil and Ph.D in various branches of knowledge such as science, arts, humanities and technologies and medicines etc. Each and every branch of the students is engaged with the searching of the Internet. However, the following table reflects upon the opinions of the students about the use of Internet in day to day activities.

Table No.1

Sr.No.	Option	No. of respondents	% of respondents
1	Yes	50	100
2	No	0	0

From the above table it is observed that, out of 100%, 100% respondents are using internet facilities. The above table shows that almost all campus students are using Internets. It is found out that almost all students are taking interest in the use of internet sites. However, students are taking much and more interest in the use of such facilities. Thus, and further, there is need to identify the purpose and goals of the same.

Use of Social Networking Site

Instead of Internet and computers, students are also using social networking sites at large amounts nowadays. The following gathered information shows that almost all campus students are using social network sites in their day to day lives.

Table No.2

Sr.No.	Option	No. of respondents	% of respondents
1	Yes	50	100
2	No	0	0

From the above table it is observed that, out of 100%, 100% respondents are using the all types of social networks. It is also observed that most of the students are using social network sites for the exchange of ideas, views and information. However, there are some students used these sites for the entertainment and amusements purposes. It seems that student are very active and mobile in the handing all these types of sites on the networking in their day to day lives. However, the purpose and goals of their use behaviour practices are needed to be explored.

Forms of Sites

It has been identified the following major forms of social networking sites which are being used by the campus students. But, it is also verified and found the differences and variations in the use of sites. All the campus students are not found of to be used the same site. There is difference among them.

Table No.3

Sr. No.	Option	No. of Respondents	% of Respondents
A	Facebook	38	76%
B	Google +	7	14%
C	Twitter	5	10%
	Total	50	100%

From the above table it is observed that out of 100% respondents, 76% of respondents are using face book, 14% respondents are using Google + and remaining 10% respondents are using the twitter. It shows clearly that most of the students are taking interest in the use of face book site rather than the others. Very few students took interest to use twitter. However, it is seen among the students that Google is very popular for searching literatures and research findings related to the new issues and areas. However, despite this site, students are taking interest to use other sites also.

Purpose of Using Social Networking Site

The gathered information in the following table reflects upon the purpose of using social network sites of the students. Social network sites are growing very rapidly in the Universities. Students are also taking much more interest in the same. It seems that it is become very necessary and meaningful in the higher education practices.

Table No.4

Sr. No.	Option	No. of respondents	% of respondents
1	Only chat	5	10%
2	To connect people	31	62%
3	Entertainment	9	18
4	Any other	5	10
	Total	50	100%

From the above table, it is observed that, out of 100%, 10% of respondent's show their purpose of using social network is only chat, other 62% of respondents used networking sites and their purpose is to connect people, 18% of respondents their purpose is entertainment, remaining 10% respondents' purpose is other. However, it is observed that the purpose and interests of users are varied. It is found out that student are using sites for the different purposes.

Effect of Social Networking Site

It has been pointed out that each and every aspects of the technology has its own effects and impacts on the day to day lives of the people. Comparatively, younger generations took much more interest in the use of same rather than the old generations.

Table No.5

Sr.No.	Option	No. of respondents	% of respondents
1	Yes	43	86
2	No	7	14
	Total	50	100

From the above table, it is observed that, out of 100%, 86% of respondent say that the using social network is effective in his life and remaining 14% respondent are said there is no effect. It is found out that the old generations is not familiar with the use of such sites, however, on the contrary, the young generations is very actively involved in such activities.

Positive effect or Negative Effect

The social networking has both positive as well as negative effects on the students. The effects of positive and negatives are depended upon the use practices of the students. How students are using these sites and for what purposes that decided the negative as well as positive effects of the same.

Table No.6

Sr.No.	Option	No. of respondents	% of respondents
1	Yes	38	76
2	No	12	24
	Total	50	100

From the above table it is observed that, out of 100%, 76% of respondents are saying the effect is positive and remaining 24% said the effect is negative. It has been identified both types of effects of the use of the same.

Nature of Positive Effects

The following option indicated the positive effects of the use of social networking sites. If these sites are used for positive purpose, it has lot importance in the social lives of the people. But if these sites are used for vain, they had also negative effects. This study highlighted the some following positive effects of these sites.

Table No.7

Sr. No.	Option	No. of respondents	% of Respondents
A	Connect with people	1	2%
B	Entertainment	4	8%
C	To obtain knowledge	2	4%
D	All above	43	86%
	Total	50	100%

From the above table, it is observed that, out of 100%, 2% care connect with people, 8% says to obtain knowledge,4% says its entertainment,86%says all the above. This study indicated that almost more than 86% student are using these sites for the positively, such as connect with the people, for entertainment and to obtain knowledge.

Nature of Negative Effects

It has been also pointed out the negative effects of the use of social networking sites. However, technology is invented for the facilitation of the process for speed and development of the work. If it has not been used for the good purpose and way, then it lost the time, money and energy. The following table reflects upon the negative aspects of the same.

Table No. 8

Sr. No.	Option	No. of Respondents	% of Respondents
1	It is loss of time	37	74%
2	It is loss of money	6	12%
3	Mentally disturb	3	6%
4	All above	4	8%
	Total	50	100%

From the above table, it is observed that, out of 100%,74% says that its loss of time, 12% says its loss of money,6% says its mentally disturb,8says all the above. This information is reflected upon the opinion of the students and user of the different sites and their results of the same.

Impact of Social Networking Sites on Social life of Students

Each and every network has its impacts on the lives of the students. It has been pointed out that both, Internet, Computer and Communication technology have both good and bad impacts on the lives of the students.

Table No.9

Sr.No.	Option	No. of respondents	% of respondents
1	Yes	42	84
2	No	8	16
	Total	50	100

Thus, the above table indicates that almost 84% respondents said yes and the rest 16% said no. However, the preceding discussion would depend upon the testing.

Testing of Hypothesis

Null Hypothesis: There is no impact of social networking sites on social life of students in SRTM University campus.

Alternative Hypothesis: There is an impact of social networking sites on social life of students in SRTM University campus.

This can be tested with the help of Pearson Chi square test as follows

Table No.10

Sr.No.	Option	Observed No. of respondents	(Expected) Assumed No. of respondents
1	Yes	42	25
2	No	8	25
	Total	50	50

Calculations for Chi square test **Table No.11**

Sr. No.	O	E	O-E	(O-E) ²	(O-E) ² /N
1	42	25	17	289	11.56
2	8	25	-17	289	11.56
Total	50	50			23.12

The calculated value of chi square test at 5% level of significance and at 1 degree of freedom is 23.12 and table value of chi square test at 5% level of significance and at 1 degree of freedom is 3.8. The calculated value of chi square test is greater than the table value of chi square test; hence the null hypothesis is rejected, accepting the alternative hypothesis.

Hence there is an impact of social networking sites on social life of students in SRTM University campus.

Findings, Conclusions and Suggestions:

III: Findings

A total of 50 respondents were surveyed for the study, whose Age ranges between 20-25 mostly use social networking website for

1. Connecting with people. Study found out that most of the students are using these sites for the connecting with the people. Human being are social animal, they have habit to live in the group. They are always in connecting with the network with the other human being. Thus, these social networking sites are playing very crucial roles in the connectivity. These sites are not taking interest to connect the people within the nation but within the world as well.
2. Entertainment: Study also found out that most of the students are using these sites for the entertainment. The young generation is required entertainment to reduce the mental and physical trace of the study and work. Thus, these sites are playing very vital roles in the same.
3. To obtain knowledge: Study also finds that not only these sites are helping in the connectivity and entertainment, but also they are helping in the gaining and obtaining knowledge. This global era is called the era of knowledge, and in which these sites are playing very important roles in the same.

And majority of student says there are no negative effects on their daily life, Also researcher found some good and bad points of social networking sites.

IV: Conclusion

On the basis of these major findings of this study, it is concluded that the younger generations seems to be more interested in the social networking as compared to the old generations. A total of 50 respondents were surveyed for the study, whose Age ranges between, 20-25 mostly use social networking website whose total average is 88% of total population. An individual, whose age is between, 20-25 generally uses social networking websites for connect with people. It is concluded that SRTM University campus students used facebook largely as a social networking site. The social networking sites have both positive and negative effect on students' life. At the end, it is concluded that there is an impact of social networking sites on social life of students in SRTM University campus. It has been also identified that student are using sites for the different purposes. It is not thing that students are using sites only for chatting, but also they using for the searching literatures and studies relevant to their studies and research. To use of networking has become very essential in the higher education also. But, the use practices and behaviour actions are controlled by ethics and code of conducts.

Suggestions:

On the basis of major findings and analysis and interpretation of the facts and findings of this study, study made attempt to suggest such as:

1. Student should not allow opening fake accounts on social sites, if the students commits mistake, there should be punishment.
2. The authorizes have developed mechanisms and watch dogs to control over the use and handing practices of the Students that should use social sites only for learning purpose.
3. There should be rules and regulations about the time of use such sites, however, Students should not use social networking sites more than 1 hour in a day.
4. There should be strictly warning and suggestion for not uploading photos on social sites. Especially female student.
5. Universities and higher learning institutions have notification for how to use and handle such sites. University should organized training programmers, workshops and seminars on the same and made students literate about the same.

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