



A STUDY ON IMPACT OF USING SOCIAL MEDIA NETWORKS ON COLLEGE STUDENTS WITH SPECIAL REFERENCE TO THOOTHUKUDI

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ABSTRACT

Social media is impacting students positively and negatively. Positive practices of social media increase student's social intelligence and understanding of human behaviors. Negative practices of social media make them materialistic, angry and addicted to too many bad things. But it's not the problem, created by social networking websites, but problems arise when we use it without analyzing what we are doing and what will be its impact on us, our family, society, and country. That's why social media not only a great tool for personal development but it is also a tool for personal and social destruction. So, it's really important to educate students about the best practices of social media in the college so that they can get the benefits of communication applications and technologies for their career and personal development. The primary data have been collected through a well-designed, pre tested interview schedule constructed for the purpose of the study. The secondary data have been collected from various books, journals, magazines, related research report and web sites. The interview schedule has been designed keeping in view the objectives of the study. Sampling design the researcher has used convenient sampling technique. In the study area in sample of 120 customers. The following statistical tools have been used for analyzing the collected data, like that Tables, Diagrams, Percentage, Ranking techniques, and weighted average method. Finally the researcher provides suitable suggestions for using social media networking on college students.

INTRODUCTION

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On a personal level, social media useful to communicate with friends and family, learn new things, develop your interests, and be entertained. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

STATEMENT OF PROBLEM

The rapid advancement of media technology had a great impact on the way people communication on a daily basis. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years social media among the students has become more popular. It is a way to make connection not only on campus but with friends outside of college. Social networking is a way that helps people feels they belong to a community. Due to the increased popularly of it, economists and professors are questioning whether grades of students will not be affected by how much time is spent on these sites. **Jacobsen and Forste** believe that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely. Many parents and guardians are worried that students are spending too much time on face book and other social media sites and of the media sites, many students continue to utilize these on a daily basis. This research is being conducted to ascertain the impact of student's use of social media site on their academic work.

OBJECTIVES

The following are the main objectives of the study

- To assess the positive effects of social media on the student's academic performances.
- To assess the negative effects of social media on the student's academic performances.
- To study the various media available in our society.
- To find out which students using media usage
- To offer suitable suggestions and conclusion.

SCOPE OF THE STUDY

This study can be a good academic source for researchers, especially in Thoothukudi, where there is more probably no such literature. This research will be as a trusted academic source and pave the way for scholars, lecturers and students to know the effects of social media, and the effects on the undergraduate's academic performances. It will raise the awareness of the people about either positive and negative impacts of social media on the academic performance of students in Thoothukudi society. It will also encourage students to use media beneficially as effective communication tools as well as educational media to improve their knowledge and skills.

METHODOLOGY OF THE STUDY

To achieve the above given objectives of the study, the following methodology have been used.

COLLECTION OF DATA

- ❖ Primary data
- ❖ Secondary data

❖ Primary data

The primary data have been collected through a well designed, pre tested interview schedule constructed for the purpose of the study. The interview schedule has been designed keeping in view the objectives of the study.

❖ Secondary data

The secondary data needed for the study have been collected from various books, journals, magazines, related research reports and websites.

SAMPLING DESIGN

The researcher has used convenient sampling technique in the study area by gathering samples from 120 students.

LIMITATIONS OF THE STUDY

The following are the limitations as evidenced from the study.

- The results of the current study are limited to the students of Thoothukudi District who are studying in the college students

- The study covers Face book, Twitter, Whats app, you tube and Instagram by social media.
- It is just limited to find the positive and negative impact of social media on the college academic performance.

ANALYSIS AND INTERPRETATION OF DATA

Table 1 Gender wise classification

S. No	Gender	No. of Respondents	Percentage
1.	Male	68	56.67
2.	Female	52	43.33
Total		120	100.00

Source: Primary Data

The above Table 1 reveals that 68 respondents out of 120 respondents are male (56.67%) and 52 respondents (43.33%) are female.

It indicates that most of the respondents 56.67% who use social media are male.

Table 2 Educational Qualifications

S. No	Educational Qualification	No. of Respondents	Percentage
1.	Graduate student	83	69.17
2.	Post Graduate student	32	26.67
3	Research scholar	05	4.16
Total		120	100.00

Source: Primary Data

The table 2 reveals that out of 120 respondents, 69.17 per cent of the respondents are Graduate student, 26.67 per cent of the respondents are Post Graduate student and the remaining 4.16 per cent of the respondents are research scholars.

It is clear that majority of the respondents 69.17% are under graduates.

Table 3 Type of mobile phone using by the students

S. No	Type of Mobile Phone	No. of Respondents	Percentage
1.	Button type mode	5	4.17
2.	Android phone	64	53.33
3.	Tablet	11	9.17
4.	I pad	18	15.00
5.	Personal computer	22	18.33
Total		120	100.00

Source: Primary Data

The above table 3 clearly shows that about 53.33% of the respondent use Android phone, 18.33% of the respondent use Personal computer, 15.00% of the respondent use I pad, 9.17% of the respondent use Tablet, and the 4.17% of the respondents use Button type mode.

It is found that most of the respondents 53.33% are use the Android phone.

Table 4 Preferences of social media networking by the students

S. No	Social media Network	No. of Respondents	Percentage
1.	Face book	27	22.50
2.	Twitter	11	9.17
3.	What's app	37	30.83
4.	You tube	17	14.17
5.	Instagram	9	07.50
6.	All the above	19	15.83
Total		120	100.00

Source: Primary Data

Table 4 indicates that out of 120 respondents, 30.83 per cent of the respondents prefer Whats app as social media, 22.50 per cent of the respondents are prefer the Face book as social media, 15.83 per cent of the respondents all the above social media, 14.17 per cent of the respondents prefer You tube, 9.17 per cent of the respondents prefer Twitter social media and remaining 7.50 per cent of the respondents prefer the Instagram.

It is found that majority of the respondents 30.83% highly prefer Whats App.

Figure: 1 Preferences of Social media networking by the students

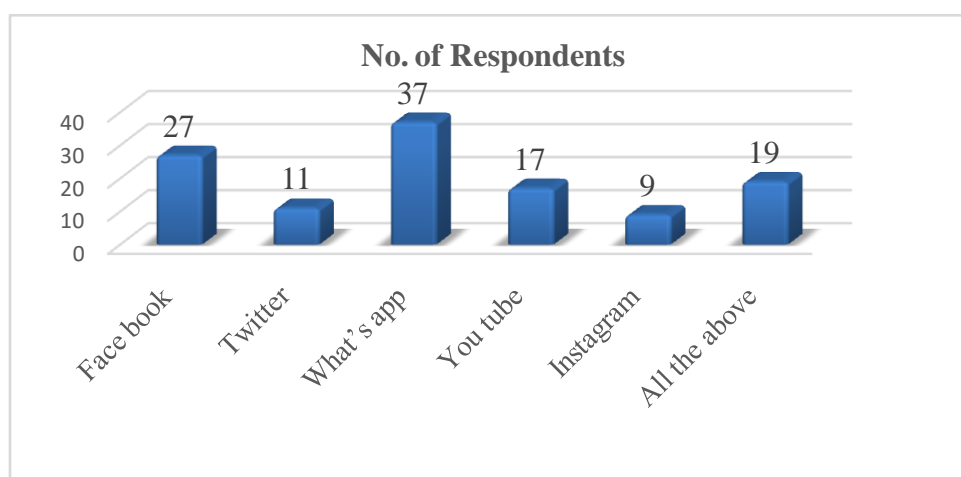


Table 5 Spending time for using social networking sites of the students

S. No	Using time duration	No. of Respondents	Percentage
1.	Less than 1 hour	39	32.50
2.	1 - 3 hours	29	24.17
3.	3 – 6 hours	28	23.33
4.	Above 6 hours	24	20.00
Total		120	100.00

Source: Primary Data

Among 120 respondent, 39 respondent (32.50%) spend time on social networking sites Less than 1 hour, 29 respondent (24.17%) are spend time on social networking sites 1 – 3 hours, 28 respondent (23.33%) are spend time on social networking sites 3 – 6 hour and 24 respondent (20.00%) are spend time on social networking sites above 6 hour per day.

It is found that most of respondents 32.50% have used social media less than1 hour in every day.

Table 6 Factors influencing affect of social life

S. No	Particular	No. of Respondents	Percentage
1.	Does not have on affect face to face communication	36	30.00
2.	Some what has an affect on face to face communication	54	45.00
3.	Replaces most face to face communication	30	25.00
Total		120	100.00

Source: Primary Data

The table to exhibit that among 120 respondents, 30.00% of respondents are say does not have on affect on face to face communication, 45.00% of respondents are say some what has an face to face communication, 25.00% of respondents are say replaces most face to face communication.

It is found that the majority of the respondents are 45.00% somewhat has an affect on face to face communication.

Table 7 Opinion about the Important of Social Networks

S. No	Important of Social Networks	No. of Respondents	Percentage
1.	Strongly Agree	31	28.33
2.	Agree	58	48.33
3.	Disagree	18	15.00
4.	Strongly Disagree	10	8.34
Total		120	100.00

Source: Primary Data

The above table 7 clearly shows that about 48.33% of respondents are Agree the social network are important, 28.33% of respondents are Strongly Agree the social network are important, 15.00% of respondents are Disagree social network are important, 8.34% of respondents are Strongly disagree social network are important.

It is found that majority of the respondents 48.33% are Agree social network are important.

Table 8 Opinion about usage of social media in learning

S. No	Particulars	No. of Respondents	Percentage
1.	Very Negative	14	12.00
2.	Negative	14	12.00
3.	Very Positive	32	26.00
4.	Positive	60	50.00
Total		120	100.00

Source: Primary Data

From the above table 8 it clearly shows that about 12.00% of respondents are very negative using social network technologies for learning in college, 12.00% of respondents are negative using social networking technology for learning in college, 26.00% of respondents are very positive using social network technology for learning in college, 50.00% of respondents are positive using networking technology for learning in college.

It is found that the majority of the respondents are 50.00% says using social media for learning is positive.

Table 9 Effect of academic performance wise classification

S. No	Particulars	No. of Respondents	Percentage
1.	Positive	102	85.00
2.	Negative	18	15.00
Total		120	100.00

Source: Primary Data

From the above table 9 it clearly shows that 85.00% of the respondent's positive, 15.00% of the respondents negative.

It is found that the majority of the respondents are 85.00% realize positive effect by using social media.

GARRETT RANKING METHOD

The Garrett ranks are calculated by using appropriate Garrett ranking formula. Then based on the Garrett table value is ascertained.

The percent position percentage is calculated by the following formula;

$$\text{Percent position} = 100(R_{ij} - 0.5) / N_j$$

Where,

R_{ij} = Rank given for the i^{th} item by the j^{th} sample respondents.

N_j = Total rank given by the j^{th} sample respondents.

Table 10 Percentage of Position and Garret Value

S. No.	$100 (P_i - 0.5)N_j$	Calculated value	Garret value
1.	$100(1-0.5)/5$	10	75
2.	$100(2-0.5)/5$	30	60
3.	$100(3-0.5)/5$	50	50
4.	$100(4-0.5)/5$	70	40
5.	$100(5-0.5)/5$	90	25

Table 11 Calculation of Garret Score to Factors

S.No	Factors	Rank					Total
		1	2	3	4	5	
1.	Security	2400	900	1250	720	750	6020
2.	Tariffs	1350	1500	1500	600	800	5750
3.	Fast communication	1875	1800	900	1280	375	6230
4.	Entertainment	1125	1920	1100	1600	275	6020
5.	Wide coverage	2250	1080	1250	600	800	5980

Table 11 shows that the garret scores. Firstly the Garret ranks are calculated by using appropriate Garret ranking formula. Then based on the Garret ranks, the garret table value is ascertained.

Table 12 Purpose of the Networking Services

S. No.	Networking services	Garrett score	Average Value	Rank
1.	Security	6020	50.70	II
2.	Tariffs	5750	48.10	V
3.	Fast communication	6230	52.10	I
4.	Entertainment	6020	50.17	III
5.	Wide coverage	5980	50.33	IV

Source: Computed Data

The above Table 12 shows the Garrett scores and average scores are ranked according to their values. The first rank is given to “Fast communication”, second rank is given to “Security”, third rank is given to “Entertainment”, fourth rank is given to “Wide coverage” and fifth rank is given to “Tariffs”.

FINDINGS OF THE STUDY

- It indicates that most of the respondents 56.67% who use social media are male.
- The majority of the respondents 69.17% are under graduates.
- Most of the respondents 53.33% are use the Android phone.
- The majority of the respondents 30.83% prefer Whats app as social media.
- The most of respondents 32.50% have used social media less than1 hour in every day.
- The majority of the respondents are 45.00% somewhat has an effect on face to face communication.
- The majority of the respondents 48.33% are Agree social network are important.
- The majority of the respondents are 50.00% says using social media for learning is positive.
- The Garrett scores and average scores are ranked according to their values. The first rank is given to “Fast communication”, second rank is given to “Security”, third rank is given to “Entertainment”, fourth rank is given to “Wide coverage” and fifth rank is given to “Tariffs”.

SUGESTIONS

- The students understand the usage of social media and other form of technology at the college campus.
- Educate the students about their privacy, safety and general best practices bout using social media.
- Seminars should be organized in the various college or faculties to enlighten students more about the possible implication of social media usage on their academic performance.
- Students with phones having internet facility should be encouraged to either use it to supplement their research in the library rather than the usual chatting with all the time.
- Students should be advised to limit the time they spent on social media site per day and encourage them to rather substitute those hours to read novels and relevant academic books to improve their knowledge.

CONCLUSION

The social media sites are certainly a part of today's student's lives. One must remember that technology is merely a tool for concepts that have been around for decades of communication and connections. Social media appeared to be a very useful tool for students in their lessons as they use them to improve their learning process and to communicate effectively with each other. In other words, social media seemed to be a modern tool of learning for undergraduates in Thoothukudi District. However, their negative effects seemed to be very poor as compared to their positive effects as they described that too much use of social media as a concern, which wastes their time and money. It suggested that the professors, faculties and other social media users, disseminate issues which help students in terms of enhancing their knowledge and information.

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