

STUDY OF SOCIAL NETWORKING SITES AND THEIR INFLUENCE ON ACADEMIC ACHIEVEMENT OF SECONDARY SCHOOL STUDENTS

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ABSTRACT

Social Networking Sites (SNS) as the name itself suggests, is a basic platform for connecting people with different cultures, societies and different types of people living all over the world. Social networking sites leave positive as well as negative impact on secondary school students and influence their academic achievement as well. The present study was conducted to study of Social Networking Sites and their influence in academic achievement of secondary school students. For this study, questionnaire and convenient sampling was used for collection of data by internet. A self-made questionnaire was developed and administered to 50 secondary school pupils in the Hoshiarpur district. Percentages and Bar graph were used for data analysis. The study also revealed that positive and negative relationship between Social Networking Sites (SNS) and Academic achievement of secondary school students. On the first hand, students gained more knowledge and information regarding study through internet or social media. But on the other hand, social networking sites negative impact on their student's academic performance, because students used these sites for their entertainment and has raised the level of anxiety, stress and depression.

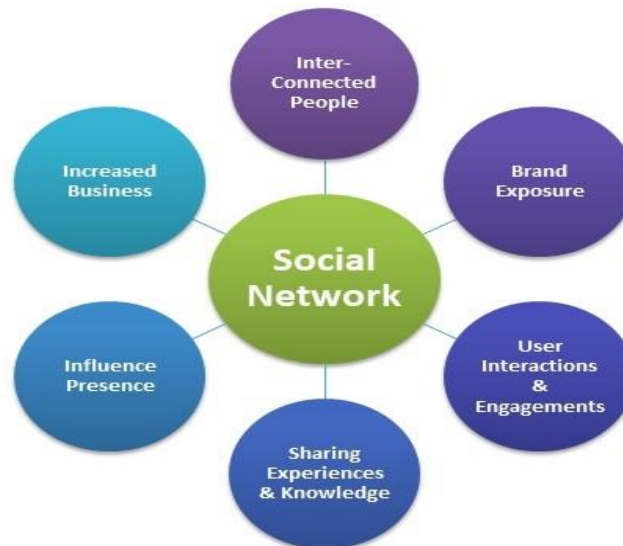
Keywords: *Social Networking Sites, Academic Achievement, Secondary School Students.*

Introduction

All living creatures communicate in some form or another since it is important for their survival. Humans communicate more because they have the ability to think and articulate their minds. When we look at the evolution of humans, we can see that social bonding and the ability to operate as a team through communication had a significant role in moulding them. (Leary, 2001). The discovery of printing paved the path for the distribution of knowledge and information, which was a key revolution in the process of communication. With the invention of printing, it became simple to convey information to other geographical places. Since the beginning of time, communication and technological advancement have always gone hand in hand, and the rise of mobile and internet services has elevated communication to extraordinary heights. (Harankhedkar, 2011). A social networking sites provides the online portal to its users to generate a public profile and communicate with other users at the same place. Social networking sites on the internet like **WhatsApp, Facebook, YouTube, Instagram, Hike, Twitter, Skype, LinkedIn etc.** are very popular.

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(Image collected from Social Networking Website)

Social networking sites provide numerous benefits, including: making learning more interesting and understandable, sharing information in seconds and saving time, assisting students in completing assignments by allowing them to refer to data from e-books, articles, presentations, and so on, acquiring current information and knowledge, creating a virtual platform to meet with subject experts via emailing, video conferencing, video and photo sharing on YouTube, and Facial Recognition. Social networking sites had a greater influence on the academic achievement of students. Academic performance is a part of the broader term educational growth. It speaks to the accomplishments a student made over the course of the academic year in their numerous academic areas. (Asthana, 2007). Social networking sites are now being investigated by numerous social science researchers and an increasing number of academic commenters are becoming more and more interested in studying Facebook, Twitter, and other social networking services, because of their impact on academic performance. The students of the modern generation are not only well versed in the usage of social networking but are also succumbing to the peer pressure of becoming members of these sites. (Asha, Shashikala & Nandini, 2017). Students spend most of their time playing games, chatting, and video conferencing with their friends and the result is that they decrease their progress in their examinations. With the use of these SNS, students give less priority to hobbies, studies, leisure activities, and exercise and ignore the advice of their parents, family members, and friends.

Review of Literature

A review of related literature given by the researcher on Study of Social Networking Sites on academic achievements and their influence on students are classified in the following researches;

First, the study looked at the impact of social networking sites on students' academic achievement. Many respondents said that utilising social networking sites was a waste of time and would have an impact on their academic achievement. This study found that students' academic performance suffers when they spend too much time on Facebook. Many respondents use social networking sites and even they have a large friend list. The majority of respondents use social networking sites for searching for educational content. (MadhuSudhan, 2012). The other study discovered intriguing results from recent studies on the use of social networking sites on academic performance. The findings found that academic performance on social networking sites did not differ significantly between users and non-users. There was also no substantial difference in academic achievement between extroverted and introverted students. (Kalra & Manini, 2013). The other study undertaken found the impact of social networking sites, particularly Facebook, on high school students' scholastic achievement. The researcher also emphasized that Facebook can be a great tool for the following tasks, which adds to achieving better performance: Socialization, communication, coordination, collaboration, and entertainment. Conversely, usage of Facebook was labeled to have ill effects like addiction, time wastage, information surplus, and separation from real society. (Al-tarawneh, 2014). Another study found that social

networking sites have an effect on student academic achievement. According to the data, pupils' academic performance suffers when they spend too much time on social networking sites. On the other hand, proper use of social networking sites demonstrates that students monitor the time they have spent on social networking sites and ensure that it does not impact their academic performance. (Prasad, 2015). Another study looked at the impact of social networking sites on students' academic achievement belonging to Loyola University in Chennai City. The study discovered that, aside from college time, students' academic performance has been greatly impacted by their frequent usage of social networking sites. According to the study's findings, students' connection with social networking sites has become inseparable, resulting in a desire to misuse them, which contributes to low academic accomplishment. According to the study, students who have internet access on their mobile phones should spend less time chatting with their peers on social networking sites and more time concentrating on homework and taking notes in order to improve their academic performance. (Kaviarasu, 2019). Then, another study undertaken found that "impact of social media on academic performance and interpersonal relation". This study concluded that students benefit from social networking and are conscious of its positive as well as a negative influence on interpersonal relations. (Sandeep, 2019). Then the other study found the "Effect of SNS on adjustment study habits and Academic Performance of senior secondary students." The study revealed that SNS have both positive & negative impacts on academic performance of students. Because students mostly spend time on SNS and create distraction on their studies. But it helps to learn new skills in technology and provides new ways to learn many things in effective manner. (Deepti & Mishra, 2020). Then another study "A study on Academic Achievement and mental health of Students addicted to Social Networking Sites." This study finds out the results that now Students are busy on Social Networking Sites late at night. As a result, people are experiencing insomnia, which is detrimental to their physical and mental health. We can share the information within seconds through Social Networking Sites (SNS). It is useful for a student to share assignments. It helps a lot for education where students can refer to data from e-books, articles, presentations, etc. So, SNS have both positive and Negative impacts on mental health and academic achievement of Students. (Sushma & Singh, 2021). Then, another study evaluated "The Effect of Student Engagement in Social Media on Secondary School Students' Academic Achievement." This study revealed the results that through SNS students can communicate with each other and share their feelings, emotions and study related material with each other in an effective way. But its bad impact on students' academic achievement. Because students spend most of the time on the SNS's and they can distract from their studies and fails to achieve their goals regarding academic achievement. (Ajita & Deshmukh, 2022).

From the point of view of all studies, it has been found that most studies emphasize the positive and negative both are impacts of social networking sites on academic achievement. On the positive way, some researchers said that it helps in education, technology, and it's related other aspects. Students make work independent and found the sources of education in an innovative way. But other researchers said that it has a negative impact on the academic achievement of students. Students are busy on Social Networking Sites late at night, which is harmful to their physical and mental health. So, we can say that social networking sites had positive and negative impacts on students' academic achievement.

Statement of the Problem

Study of social networking sites and their influence on academic achievement of secondary school students.

Delimitations

- The study was limited to only Two Secondary Schools in the Hoshiarpur district.
- The study was limited to the students of the 9th class only.

Research Questions

- How many Social Networking Accounts does an Individual have?
- What is the Impact of Social Networking Sites on Boys' and Girls' Academic Performance?
- For what purpose do students use Social Networking Sites?
- Do Social Networking Sites Influence the Academic Performance of Students?
- How much of an impact factor of these Social Networking Sites have on Academic Performance?
- What are suggestions to mitigate the effects of Social Networking Sites (SNS)?

Objectives of the Study

- To identify how many Social Networking accounts are used by individuals.
- To understand the impact of Social Networking Sites on the Academic Performance of Boys and Girls.
- To find out the purpose of Social Networking Sites usage and its relationship with students' Academic performance.
- To find out the influence of Social Networking Sites on the Academic Performance of Students.
- To analyze the Impact Factor of these Social Networking Sites on Academic Performance.
- To offer suggestions to mitigate the effects of Social Networking Sites.

Tools and Techniques

Self-Constructed Tool

A questionnaire was created for the purpose of this study in order to find answers to research questions. The researcher created the questionnaire after examining the research questions, objectives, and literature review.

Study Design

The study falls under the Descriptive Research design.

Sampling and Data Collection Technique

Simple Random Sampling was used to select the respondents. This sampling frame had an equal chance of being selected and responses filled by those people who were readily and willingly accepting to fill it. The sample size consists of 50 school students of secondary schools of Hoshiarpur District. Data were collected by questionnaire over the internet.

Statistical Techniques

Percentages and Bar graphs were used by the investigator for data analysis.

Data Analysis

Q1. Do you use Social Networking Sites?

Users and Non-Users of Social Networking Sites	No. of Respondents	%
Yes	41	82
No	9	18
Total	50	100

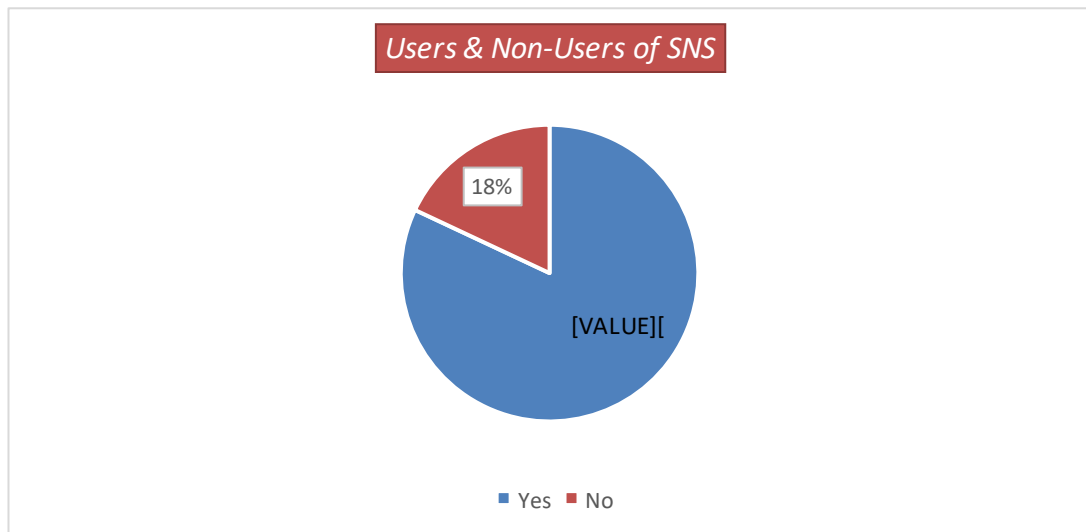


Figure 1: Shows the Users & Non-Users of SNS

When the respondents were inquired that do they use Social Networking Sites, the maximum number of respondents answered yes (82%) and only 18% of students do not use Social Networking Sites. So, most students use Social Networking Sites in an effective way.

Q2. Which Social Networking Sites do you use the most?

Name of the Social Networking Sites	No. of Respondents	%
Facebook	4	8
WhatsApp	30	60
YouTube	10	20
Instagram	6	12
Total	50	100

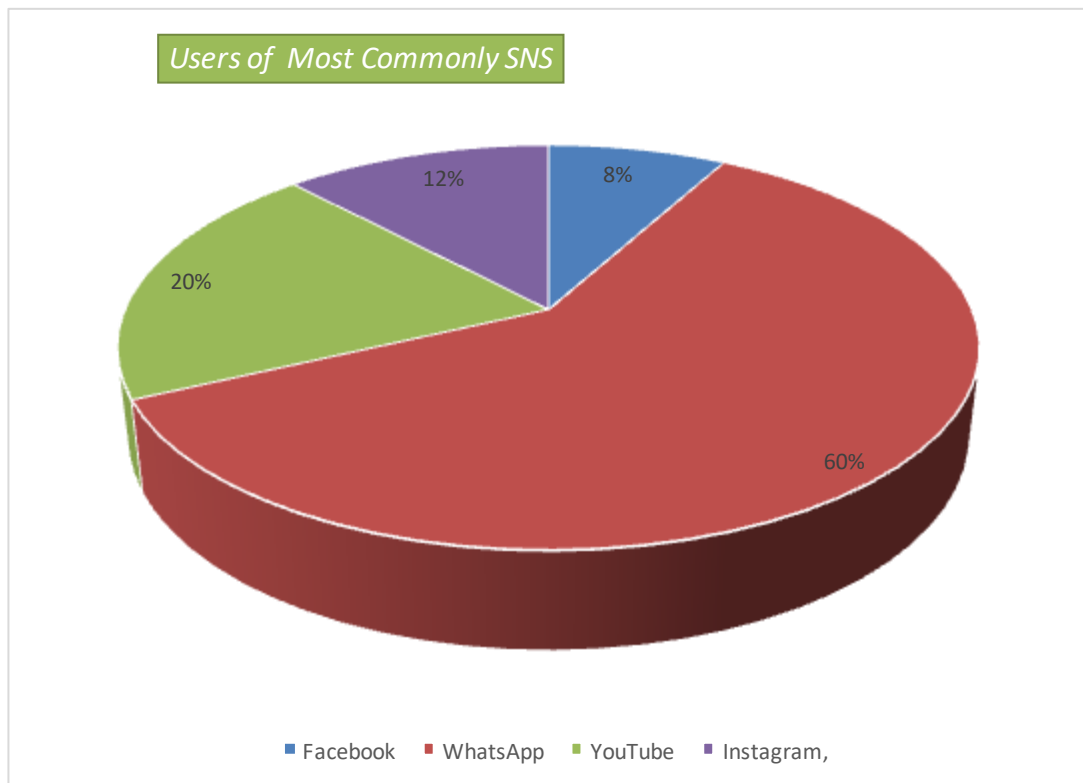


Figure 2: Shows the Users of most commonly Social Networking Site

WhatsApp was the most commonly used Social Networking site. And the second one is YouTube; 20% of students use it. Also, 12% of students used Instagram, and 8% of students used Facebook. So, it may be said that WhatsApp was the most commonly used site for the purpose of communication, entertainment, and education

Q3. How many Social Platforms are you on?

Objective 1

To identify how many Social Networking accounts are used by individual.

No. of Actively Used Sites	No. of Respondents	%
1	10	20
2	15	30
3	9	18
4 & above	16	32
Total	50	100

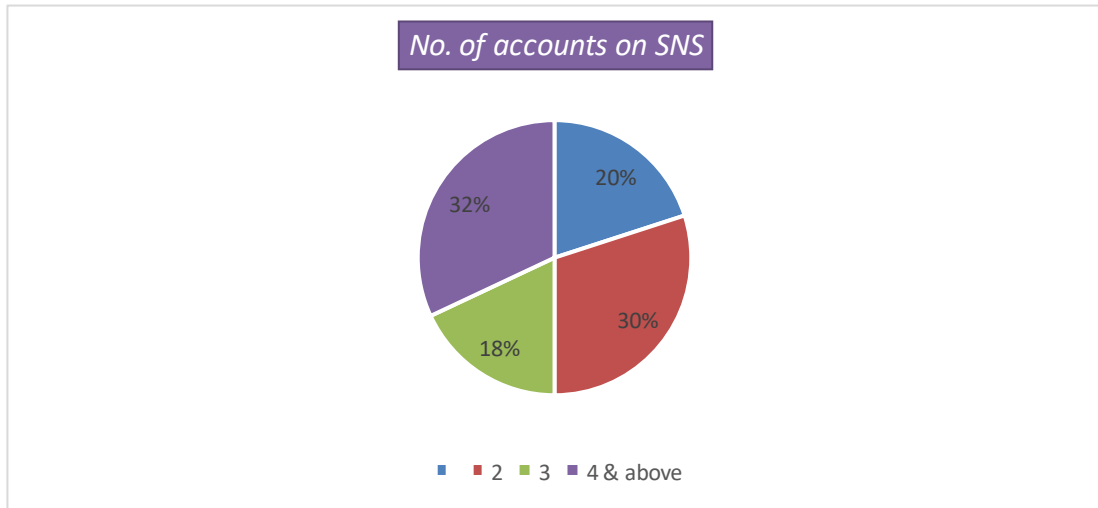


Figure 3: Shows the Actively used Social Platforms by the Users

Result of Objective 1

Table 3 describes that the majority of the respondents had more than 4 & above social networking accounts. After that, many had 2 accounts like 30% of students had two accounts and the least number of respondents had 3 actively used social networking site accounts.

Q4. What do you use social media for?

Objective 3

To find out the purpose of Social Networking Sites usage and its relationship with students' Academic performance.

Purpose of Social Media	No. of Respondents	%
Learning	13	26
Networking	18	36
Entertainment	9	18
Others	10	20
Total	50	100

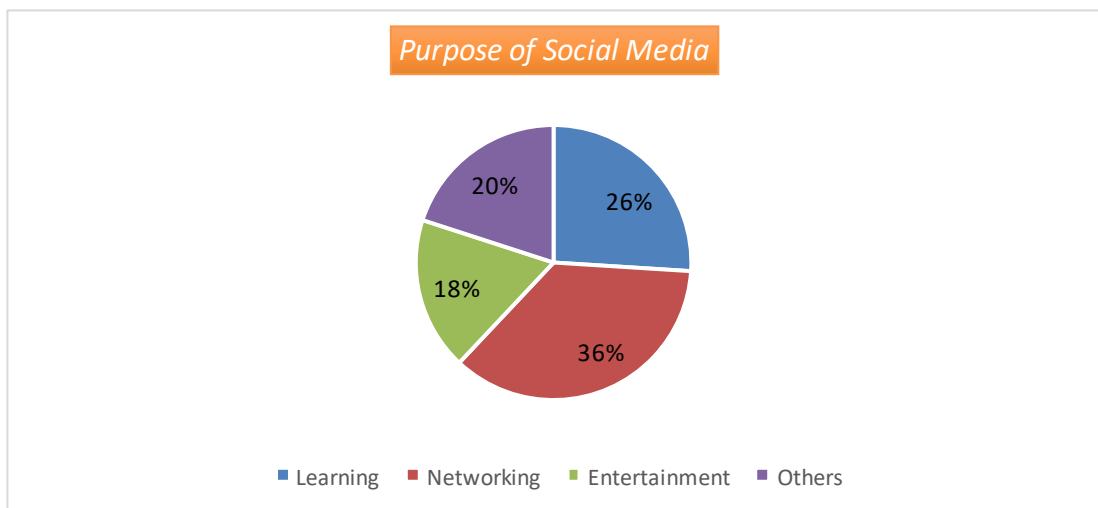


Figure 4: Shows the Purpose of Social Networking Sites

Result of Objective 3

Table 4 describes that 36% of students use SNS for entertainment purposes whereas 26% of students used it only for learning, 20% of students used it for other works, and 18% of students used it for entertainment. Most of the students used Social Networking Sites for networking purposes.

Q5. What are the personal benefits of using social networking sites?

Objective 3

To find out the purpose of Social Networking Sites usage and its relationship with students' Academic performance.

Purpose of Using Social Networking Sites	No. of Respondents	%
Helpful in studies	14	28
Learning new skills	18	36
Sharing common interests	13	26
Entertainment	5	10
Total	50	100

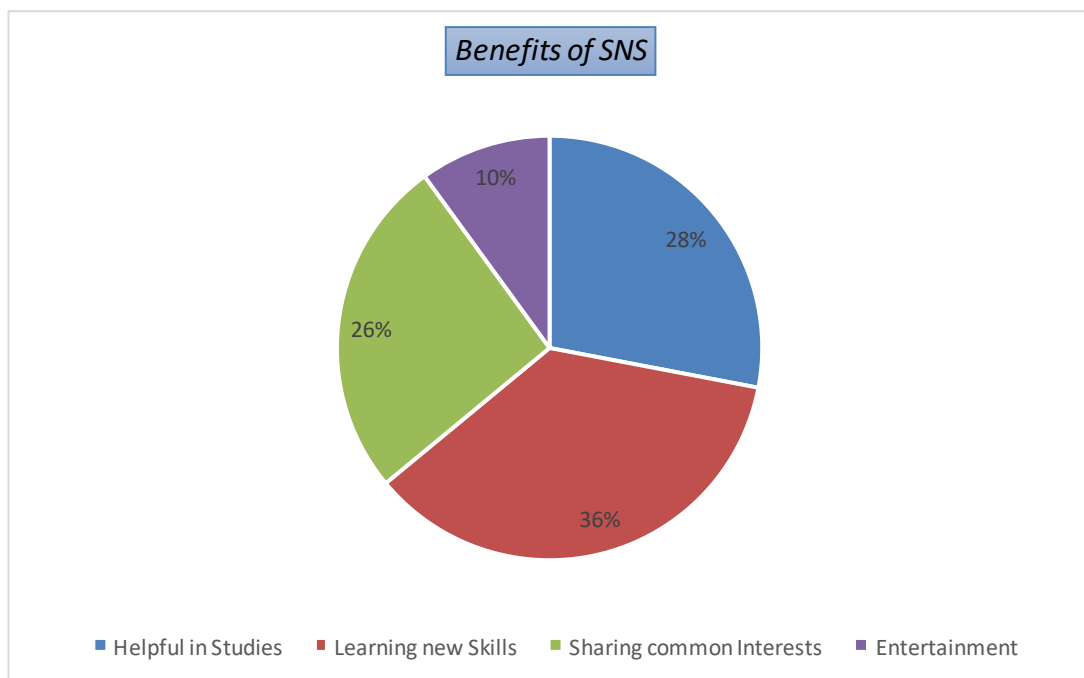


Figure 5: Shows the benefits of Social Networking Sites

Result of Objective 3

Table 5 describes that 36% of students said that social networking sites are helpful in learning new skills. And for 28% of students helpful in studies, for 26% students helpful in sharing common interest, knowledge and other purpose and only for 10% students used for entertainment purpose & some used for learning new skills.

Q6. What emotions do you experience when using social networking sites?

Emotions Experienced	No. of Respondents	%
Inspiration	10	20
Motivation	25	50
Lower Self-Esteem	8	16
Rejection	7	14
Total	50	100

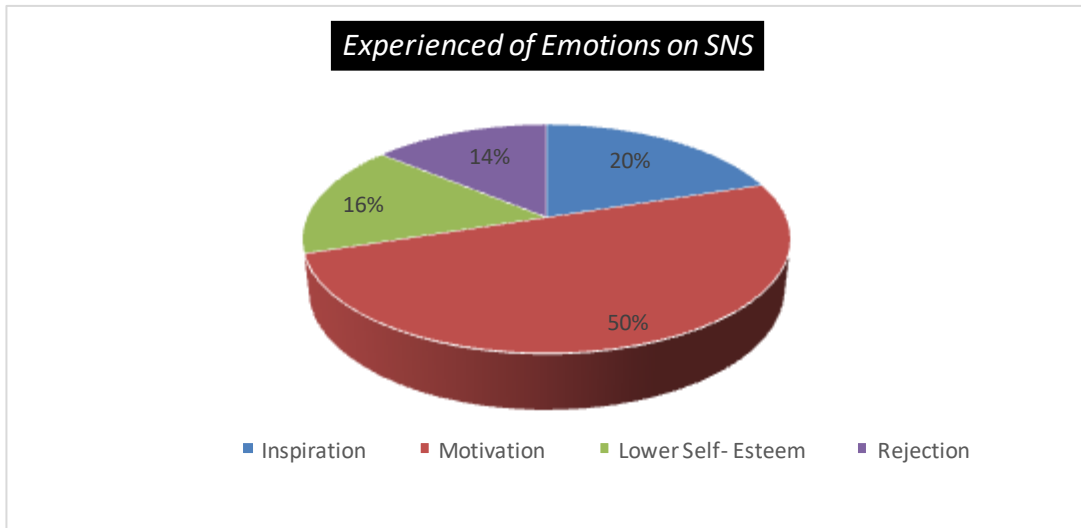


Figure 6: Shows the Experienced of Emotions on SNS

When the respondents inquired, then 50% of students responded that SNS provides motivation, for 20% of students provide inspiration. And 16% of students increase lower self-esteem and 14% of students feel rejected when using these sites.

Q7. Social Networking Sites help you to join educational organizations that allow you to learn new skills?

SNSs help to join educational groups and learn new skills	No. of Respondents	%
Strongly Disagree	8	16
Disagree	10	20
Neutral	11	22
Agree	21	42
Total	50	50

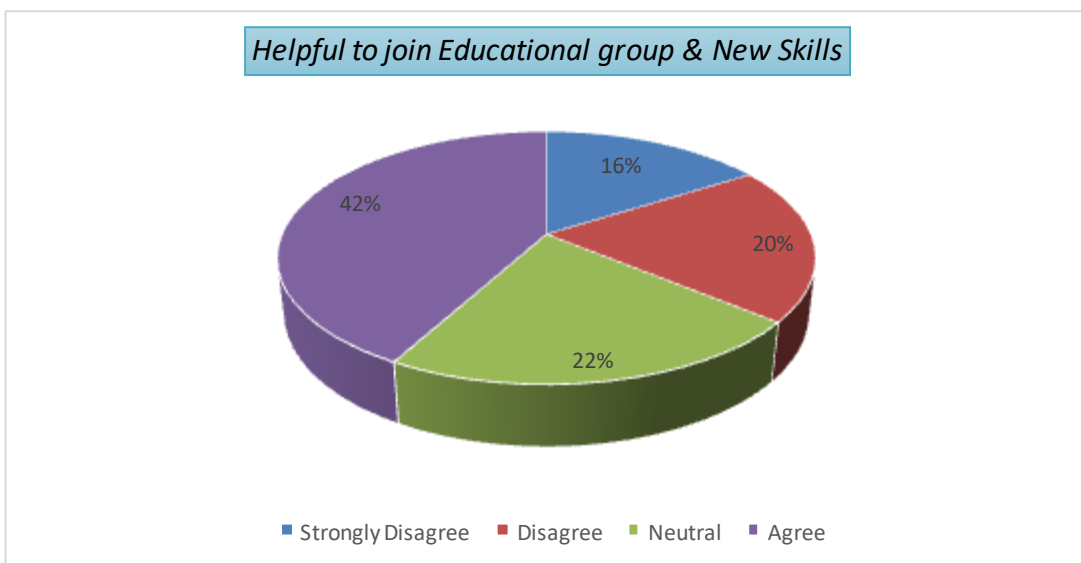


Figure 7: Helpful to join educational groups & learn New Skills

Table 7 describes that 42% of students agreed, that social networking sites help to join educational groups that help in learning new skills. 22% of students were neutral, 20% of students disagreed and 16% of students strongly disagreed.

Q8. What do you believe are the disadvantages of using social networking sites?

Disadvantages of Social Networking Sites	No. of Respondents	%
Headache-Eye Problems	14	28
Time Consuming	14	28
Negative Emotions/Feelings	17	34
Others	5	10
Total	50	100

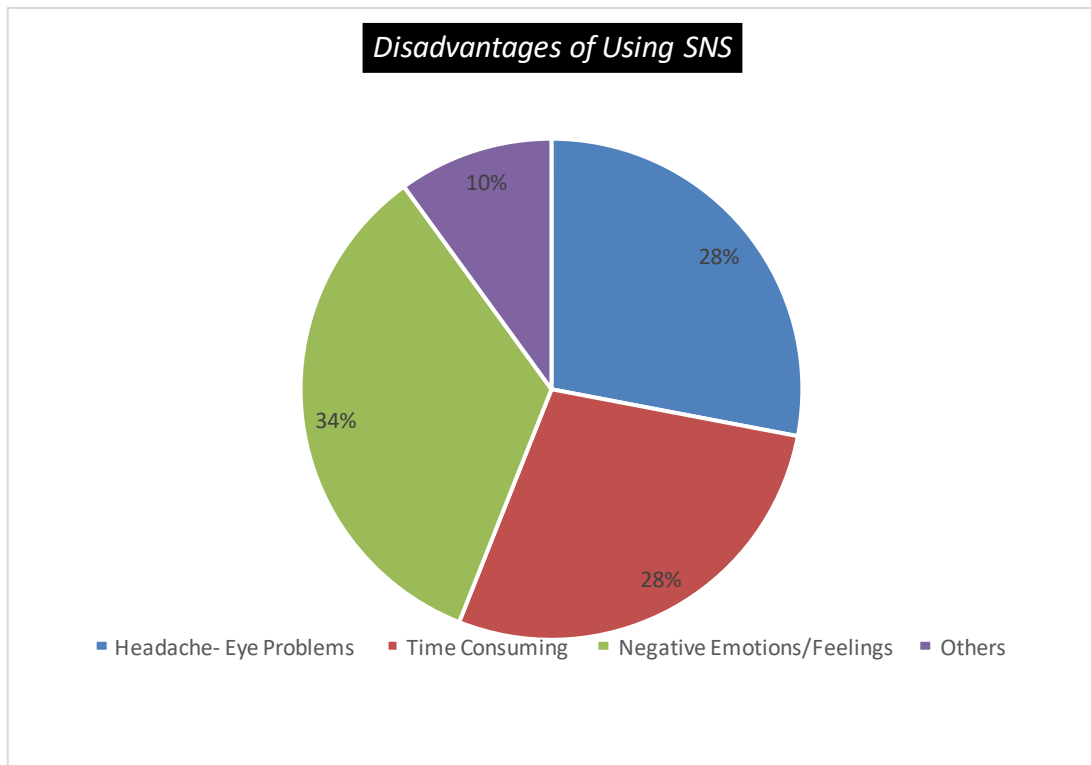


Figure 8: Shows the Disadvantages of Social Networking Sites

It shows that the disadvantages of using social networking sites. So, 28% of students agreed that SNS consumed more time, and 28% of students agreed that it creates health problems like headaches and Eye-problems. 34% of students agreed that it creates negative emotions or feelings, it affects our overall health. 10% of students agreed that it creates other issues.

Q9. To what extent do you think Social Networking Sites are impacting your overall studies?

Objective 5

To analyse the Impact Factor of these Social Networking Sites on Academic Performance.

Impacts on the study of SNSs	No. of Respondents	%
Positive Impact	15	30
Negative Impact	17	34
No Impact	9	18
Both Positive & Negative	18	36
Total	50	100

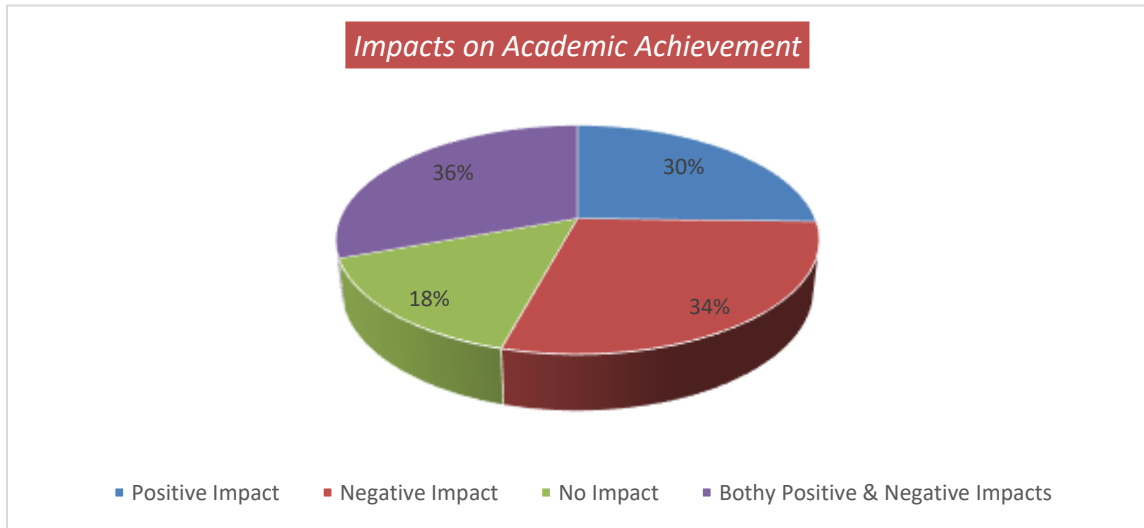


Figure 9: Shows the Impacts on Academic Achievements by SNS

Result of Objective 5

Table 9 Describes the impact of SNS on the Academic Performance. So, 36% of students agreed that it has both positive and negative impacts on our study. 34% of students agreed with a negative impact, 30% of students agreed with a positive impact and 18% agreed that it has no impact on our study. So, the majority of the students agreed that SNS, both has positive and negative impacts on our overall study.

Q10. Is their Academic performance going down by using Social Networking Sites?

Objective 4

To find out the influence of Social Networking Sites on the Academic Performance of Students.

Contribution on Academic Performance by SNS	No. of Respondents	%
Strongly Disagree	7	14
Disagree	10	20
Neutral	17	34
Agree	16	32
Total	50	100

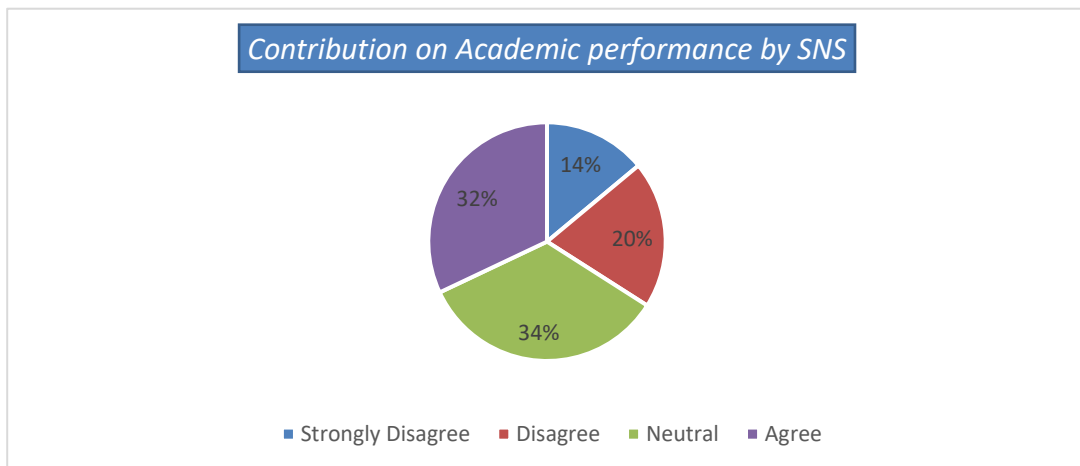


Figure 10: Contribution to Falling down Academic performance by SNS

Result of Objective 4

Table 10 Describes that SNS affects our academic performance. So, 34% of students respond that it has a neutral effect on our academic performance and 32% of students agreed with this, 20% of students disagreed and 14% of students strongly disagreed with this. So, the majority of the students agreed that social networking sites help both increases and decrease the academic performance of students.

Positive Impacts of Social Networking Sites

- We can share the information within seconds through Social Networking Sites (SNS).
- It is useful for a student to share assignments. It helps a lot for education where students can refer to data from e-books, articles, presentations, etc.
- Students can use it to acquire knowledge about current affairs. Keep in track with the latest technology.
- We can send any type of picture, image, pdf file, vital document, link, etc. anywhere in the world in a matter of seconds via SNS.
- Students can easily share their knowledge, experiences, ideas, and opinions with each other in an effective way without any misinterpretation.
- Students can improve their computer abilities by using Social Networking Sites, which will aid them in their future professional employment.

Negative Impacts of Social Networking Sites

- The usage of social networking sites (SNS) widens the communication gap between students and their family members. Face-to-face communication among students is also declining.
- If we use more than the limit then it is a time killer.
- Making an unnecessary relationship with the opposite gender.
- Increasing addiction to Social Networking Sites.
- Students are now spending late nights on social networking sites. As a result, people are experiencing insomnia, which is detrimental to their physical and mental health.
- For teenagers too much addiction to SNS leads to a decrease in the concentration of his/her studies.

Suggestions

Objective 6

To offer suggestions to mitigate the effects of Social Networking Sites.

Suggestions to mitigate the effects of Social Networking Sites are as follows:

- Social Networking Sites should be used to organize training programs for teaching and learning processes. It helps for the all-around development of students in an effective way.
- Develop a protocol for the academic utilization of Social Networking Sites in the teaching-learning process.
- Social Networking Sites can be used for sharing knowledge and conducting classes to acquire effective study habits in the field of Education and at the beginning of university courses.
- It is suggested that one of the potential solutions for reducing the habitual nature of students' use of these Social Networking Sites for social purposes is to develop and implement a social-academic framework with multitasking elements in academic plans for universities.
- Students are suggested to use different Social Networking Sites to learn different concepts and pedagogy for solving problems related to academic life.
- Students should be encouraged to use Social Networking Sites to supplement their academic growth and enhance their knowledge skills rather than chatting with friends and people all the time.

Conclusion

We can conclude that, social networking Sites have both positive & negative impacts on the academic achievement of secondary school students. On the one hand, It is useful for a student to share assignments. It helps a lot for education where students can refer to data from e-books, articles, presentations, etc. Students can use it to acquire knowledge about current affairs. Keep in track with the

latest technology. We can communicate pictures, images, pdf files, crucial documents, links, and so on anywhere in the globe in a matter of seconds using SNS. SNS, on the other hand, widens the communication gap between students and their family members. Face-to-face communication among students is also declining. If we use more than the limit then it is a time killer. Students are busy on Social Networking Sites late at night. As a result, people are experiencing insomnia, which is detrimental to their physical and mental health. As thus, it has both beneficial and bad effects on pupils' academic progress.

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