

EFFECTS OF SOCIAL MEDIA APPLICATIONS ON ACADEMIC PERFORMANCE OF THE STUDENTS OF COMMERCE FACULTY: WITH SPECIAL REFERENCE TO BEED DISTRICT, MAHARASHTRA

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ABSTRACT

*Social Media are growing speedily among the youth generation of the world. College students are mostly found while using Social Media. This might affect students personal and academic live. Thus, present study is an attempt to find out **Effects of Media Applications on Academic Performance of the students of Commerce Faculty** in Beed District of Maharashtra State. the relevant data for the study has collected through Survey method. 1000 students were selected as sample from the study universe. Sample selection was made by using Random sampling technique. Subsequently, Statistical Technique was applied for the data analysis. It was concluded that, in despite of social views concerning to the misapply of Social Media among students in the society, most of the college students were engrossed and interested into use Social Media positively for their academic purpose. This shows that, the Social Media impacting the academic performance of the college students. The Social Media has its own unique features to improve the academic performance of the college students. However, results of ANOVA test showed that there are significant differences between academic achievement and impact of social media among Students. Teachers, Educators and students may use Social Media as teaching and learning tool to ease and improve learning process.*

Keywords: *Social Media, Academic Performance, Media Applications, ANOVA, Teaching and Learning.*

Introduction

Social media networking is the most commonly used method for communication. In every walk of the life, it is being used by individuals. Social media was widely accepted by public in the Indian society. There are various online networking platforms which includes Facebook, twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, snapchat, vine, Tumblr, etc. The Social Media networking is the quickest developing method of association to spread valuable data quickly has made it the more useful for communication. numerous businesses got changed by using the Social Media, however the most important impact of Social Media is it's use in the classroom while teaching and this changed the overall education system. In the recent years, the use of digital technological innovations in teaching and learning process has attracted much interest among teachers and student. It is a common expectation of Parents and teachers to investigate options to ensure the learning environment is modern, relevant and capable of producing effective learning with attributes aligned with the work environment and their career

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expectations respectively for their wards and students. Students studying a college campus life are carrying highly sophisticated computing devices in their pockets. Frequently, these students have used these devices for a various purpose, which are not only related to learning but also highlighting a crucial disconnect exists. Institutes of Commerce education are concerned that both their staff and students are digitally literate, in the manner of learning, delivery or method of instruction. Social media networking usage in education refers to online space that is used by students to connect, share, communicate, establish or maintain connection with others for academic and educational purposes. Social media networking as a communication medium is growing quickly, mostly in the prosperous development of applications for mobile devices like android and apple applications.

Social Media in Teaching and Learning of Commerce education

Social media is internet based and computer-oriented tools that allow student to create, share and exchange the information, ideas, pictures, videos for virtual communities and learners. The issue of using the social media in the classroom has been a controversial topic in recent years. Many parents and educators have been fearful of the repercussions of using the social media in the classroom. Social media is increasing rapidly throughout the Indian society. More adults and teenagers are using social media sites like Facebook, MySpace, Skype, WhatsApp and Twitter to make interaction with their friends, family, and others. Social networking sites are also providing community sharing content and collaborating to build content, and allow knowledge workers to build the range and scope of their professional relationships. Social media networking allows access to commerce student to obtain various information from a social networking sites pertaining to past information and recent trends in stock markets, banking, economy and markets, etc. Students from commerce discipline also have the opportunity to connect with national level teacher beyond their traditional circle of teachers. Example: SWAYAM is a social networking platform for students which make available nationwide expert's teaching. Social networking helps student's and teacher's learning community that goes beyond the institutional walls. Example, Facebook website of a teacher disclosed large amounts of information, anticipated higher levels of affective learning, indicating positive attitudes toward the learning process. Social networking sites may give helpful information to students as well educators and help them to deal with certain situations to obtained better result.

Students from commerce discipline may also feel more comfortable while approaching with teachers and interact casually or friendly with them on social media applications like Facebook, WhatsApp, Google meet, etc. It enables student's encouragement. Social media networking is sharing and generating knowledge. It plays an important role in the field of graduation level education and student's life. It provides easier and convenient access to the information. Teachers and students can easily connect to each other and can make use of these social media platforms for the working of their education like ZOOM Meeting, Google meeting, Facebook live, etc. Commerce teachers can expand their Social Media usage to host live class, offer off-hours support for students, or even host student debates. Social media helps Teachers and students to be connected to each other at off campus.

Review of Related Literature

Nielsen Media Research study (June 2010) examined that, nearly 25% of students spent time on the web using on social networking sites. Mr. Rahul Jain (ASMA: Adoption of social media in Academia, Feb 2019) stated that, as social media networks advance in education systems, many helpful and beneficial tools will emerge that can make students learning more effective.

Significance of Study

New the technological innovations in the world have made the internet as an innovative way for individuals and Students to communicate through Social Networks. Social media have created a phenomenon on the internet that has received popularity over the recent days, especially among students pursuing degree in the college. The issue of adopting the social media as a tool of teaching and learning in the classroom has been a controversial topic in recent years. Social media can help Teachers to get connected with their students off campus as well as with their ex-students. Teachers can share their ideas with students on Social Media Apps. This study is being conducted to find out the impact of social media on students' academic work. Social Media are becoming more popular among college students and are a new way of spending free time and serve as a separate channel for finding the needful educational and entertaining information. Therefore, it is relevant to examine the effect of social media on student's academic performance, in particular, how the use of social media applications in the academic purpose.

Objectives of the Study

The objectives of the present study are to determine following in order to help to derive outcome of the research problem.

- To find out the Use of Social Media and its Academic Impact on the Students.
- To examine the difference between Time Spent and changes in Academic Performance of the Students after using Social Media
- To evaluate most used Social Media Platform with Academic Performance of Students.

Hypotheses of the Study

- There is no impact between Social Media and Academic Performance of the Students.
- There is no difference between Time Spent on Social Media and changes in Academic Performance of the Students.

Methodology in Brief

The goal of this study is to learn about the social media's impact on commerce discipline students' academic performance. The investigator adopted the "Survey" as method of data collection for the present study. The Questionnaire was developed and allotted to the Students to collect responds. Annual Marks of FY B. Com., SY B. Com., and TY B. Com. have been taken to analyse the Academic Performance of the Students. The collected data have put into to SPSS get analysis of the study.

Sample for the Study

Random sampling technique was adopted to select the sample for the present study. The collected data from Students, comes under the jurisdiction of Beed District. 1000 Students were selected as the sample for this study.

Hypotheses Testing

The hypotheses formulated for the present study were tested by applying statistical techniques. Descriptive and Differential analyses were used.

Hypothesis - 1

- To find out the Use of Social Media and its Academic Impact on the Students.

Table 1: Use of Social Media and its Academic Impact on the Students

Variable	N	Mean of Academic Performance	S.D.	T' Value
Before starting use of SM	1000	233.6	35.6	24.6
After starting use of SM	1000	297.2	73.5	

The above Table 1 reveals that there is a positive impact between the Academic Performance Before Starting use of Social Media and Academic Performance After Starting use of Social Media at a significant of 0.01 level. The study reveals that the social media impacts the academic performance of the students. Therefore, the social media contributes to in the progress of the academic performance of the students.

Hypothesis - 2

There is no difference between Time Spent on Social Media and changes in Academic Performance of the Students.

Time Spent	N	Percentage	Mean of academic performance	S.D.	F. Value
Less than 1 hour	123	12.3%	197.19	4.4	2080.3
More than 1- Less than 2 hours	265	26.5%	233.27	18.5	
More than 2- Less than 3 hours	498	49.8%	326.14	35.6	
More than 3 hours	114	11.4%	427.26	12.4	
Total	1000	100%	297.2	73.5	

When respondents were asked about the time they spent on their social media applications, 123 (12.3%) of the respondents indicated that they spent less than 1Hour. 114 respondents representing 11.4% said they spent More than 3 hours a day on the social media sites. The above Table2 reveals that the students who have spent More than 3 hours a day on the social media sites have more academic performance than the counterpart.

Conclusion

The study was conducted to examine the impact of social media on students' academic performance. The study observed that most of the students had cell phones with internet facility and had knowledge of the existence and use of social media applications. As a result, the Students who have spent More than 3 hours a day on the social media sites have more academic performance than the counterpart. The study further revealed that most students are using the social media applications for educational purpose and it helped to improve their academic performance.

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