EFFECT OF USE OF SOCIAL NETWORKING SITES ON THE ACADEMIC ACHIEVEMENTS OF POST-GRADUATE STUDENTS

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ABSTRACT

The aim of the study was to find out the effect of use of social networking sites (SNS) on the academic achievement of post graduate students. The sample was selected randomly from university and college located in different areas of Jammu district. In this study, Quartile Deviation and Pearson Product Moment method were used for correlation. A self prepared scale was used to gather data about social networking sites usage of post graduate students. Descriptive survey method was employed in this investigation. The value of correlation was found out to be low which is not significant, so there is no significant relationship between scores of attitude towards SNS usage and scores of academic performance of low, middle and high achiever post graduate students .

Keywords: Social networking sites, Academic Achievement.

INTRODUCTION:

"Social" as the word sounds is deals with the way will communicate in our society, in which you meet and spend time with other people. Network is the connection of parts together to allow movement or communication with other parts. Social networking is the connection of friends or family together which allow you to communicate easily. With social networking sites you can have a long chain of friends you can chat or share information or ideal with (Egedegbe, 2013)[1]. Since the introduction of social network sites years ago, to communicate with friends and family has been easy once you have access to internet. The internet has given us the ability to connect with people from around the globe with a few clicks of a button. And you can easily end information to a friend or get information. According to Boyd & Ellison (2008), "SNS can be defined as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system".

Gajjala, (2007)[1] states that social networking is an online service, platform or site that focuses on building and reflecting of social networks or social relations among people, who, for example,

share interests and/or activities. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services (Gajjala, 2007)[2]. According to the New Media Consortium (2008), current social networking systems like Facebook and MySpace are attempt to help people define themselves in ways that provide some of that context, but the information available to us about friends of friends is still superficial and is often related more to personal interests than professional work, hence subscribers to social networking websites simply open their web browsers and are able to edit group documents, hold online meetings, swap information and data without even leaving their desks. Most social network services are web-based and provide means for users to interact over the internet, such as e-mail and instant messaging.

Social network sites (SNSs) such as My Space, Facebook, Youtube, Skype etc, have attracted millions of users, many of whom have integrated these sites into their daily practices. People consume a lot of time on this sites uploading or downloading, getting information concerning their career or academic work. People are always online every second, chatting with friends, watching online movies, doing research (Egedegbe, 2013)[2].

The use of SNS is very common today. Facebook alone has over 750 million members, Twitter having over 177 million tweet per day and about 3 billion people view Youtube each passing day. (Chen, & Bryer, 2012). The use of social networking sites has been repeatedly found to be the highest among those between the ages of 18-29 (Rainie, 2011); while the fastest growing segment utilizing SNSs since 2008 has been among those age 35 and older (Hampton, Sessions-Goulet, Rainie & Purcell, 2011, p.8)[1]. Approximately 61% of teens age 12-17 utilize SNSs to send message to their friends on a regular basis (Lenhart, 2009). Overall, it has been found that women use SNS more than men to communicate and exchange information (Hampton, Sesions-Goulet, Rainie, & Purcell, 2011)[2]. The present paper deals with the effect or impact of social network on student's academic achievement.

The review of related literature provides a picture reflecting on the effect of use of social networking sites on the academic achievement of post-graduate students. Still some of the related studies are supported by many researchers (Enriquez, 2010; Lenhart and Madden, 2007; Skog, 2005; Cecoconi, 2007; Danah, Boyd and Nicole, 2006; Hassan, 1998; Onasanya, Ayelaagbe and

Laleya, 2012; Ishfaq and Tehmina, 2011; Pierce and Vaca, 2010; Nalenzula, Park and Kee, 2008; Young, 2006).

Computer affect different aspect of life in one way or the other and functioning as major socializing and educational agent for the students. It is also affecting the relationship with family, friends and attitude, study habits and performance of students (Narang and Amarpreet, 2012)[1]. Thus, there has been an increasing need to make a study of effect of usage of social networking sites on the academic achievement of post-graduate students. Hence the present study is a humble attempt to search an empirical database with certain hypotheses.

OBJECTIVES:

1. To find out relationship between scores of attitude and academic performance of low achiever post graduate students.

2. To find out relationship between scores of attitude and academic performance of middle achiever post graduate students

3. To find out relationship between scores of attitude and academic performance of high achiever post graduate students

HYPOTHESES:

1. There will be no significant relationship between scores of attitude towards SNS usage and scores of academic performance of low achiever post graduate students.

2. There will be no significant relationship between scores of attitude towards SNS usage and scores of academic performance of middle achiever post graduate students.

3. There will be no significant relationship between scores of attitude towards SNS usage and scores of academic performance of high achiever post graduate students.

METHOD:

Sample-

Sample of the present study was selected randomly from university and college located in different areas of Jammu district. In the present study, 100 students were taken as a sample.

Tool used-

A self prepared scale was used to gather data about attitude towards usage of social networking sites post-graduate students. All the precautionary measures were taken in the preparation of the scale A set of preliminary scale which consists of 20 questions were randomly distributed to post graduate students. The scale containing the items for which the scoring 4, 3, 2, 1, 0 was assigned.

Statistical Techniques Employed-

In the study, quartile deviation (Q.D.) was used to identify low, middle and high achiever post graduate students. Those students, who scored or previous class marks or percentage below (Q_1) were considered as low achiever and those students, who scored or previous class marks or percentage above (Q_3) were considered as high achiever students and those students who scored or previous class marks or percentage in between Q_1 and Q_3 were considered as middle achiever students and Pearson Product Moment Method were used for correlation.

Analysis and Interpretation of Data-

The obtained result that are statistically analysed, have been shown in the following tables.

Correlation Between Scores of Attitude Towards SNS Usage and Scores of Academic Performance of High Achiever Post-Graduate Students

S.No.	Variables	N	Mean	S.D	r	LOS	Result
1.	Academic Performance	32	68.84	02.11	0.15		Hypothesis no.3 accepted
2.	Attitude Towards SNS	32	39.94	02.22		NS	

**Significant at 0.05 Level   *significant at 0.01level

From the result of the above table, it is clear that, the mean score of academic achievement was found out to be 68.84 out of maximum possible score and the standard deviation was came out to be 2.11. The mean score of attitude towards SNS usage was found out to be 39.94 and standard deviation was came out to be 2.22. Coefficient of Correlation between scores of attitude towards

SNS usage and scores of academic performance of high achiever post-graduate students came out to be 0.15. The value of correlation is low which is not significant at 0.01 level, so our hypothesis is conformed.

Correlation Between Scores of Attitude Towards SNS Usage and Scores of Academic Performance of Middle Achiever Post-Graduate Students

S.No.	Variables	N	Mean	S.D	r	LOS	Result
1.	Academic Performance	40	62.4	01.63	00.01		Hypothesis no.2
2.	Attitude Towards SNS	40	40.08	02.86		NA	accepted

**Significant at 0.05 Level   *significant at 0.01 level From the
Result of the above table, it is clear that, the mean score of academic achievement was found out to be 62.4 out of maximum possible score and the standard deviation was came out to be 01.63. The mean score of attitude towards SNS usage was found out to be 40.08 and standard deviation was came out to be 02.86. Coefficient of Correlation between scores of attitude towards SNS usage and scores of academic performance of middle achiever post-graduate students came out to be 00.01. The value of correlation is low which is not significant at 00.01 level, so our hypothesis is conformed.

Correlation Between Scores of Attitude Towards SNS Usage and Scores of Academic Performance of Low Achiever Post-Graduate Students

S.No.	Variables	N	Mean	S.D	r	LOS	Results
1.	Academic Performance	28	55.43	03.05	00.02		Hypothesis no.1
2.	Attitude Towards SNS usage	28	40	03.83		NA	accepted

**Significant at 0.05 Level   *significant at 0.01 level

From the result of the above table, it is clear that, the mean score of academic achievement was found out to be 55.43 out of maximum possible score and the standard deviation was came out to be 3.05. The mean score of attitude towards SNS usage was found out to be 40 and standard deviation was came out to be 03.83. Coefficient of correlation between scores of attitude towards SNS usage and scores of academic performance of low achiever post-graduate students came out to be 00.02. The value of correlation is low which is not significant at 0.01 level, so our hypothesis is conformed.

DISCUSSION:

The result of the present study are to be seen in the light of some related research evidence. The study revealed a not significant relationship between scores of attitude towards SNS usage and scores of academic performance of low, middle and high achiever post graduate students. This may be attributed to the fact that the sample of the present study was small. So, similar studies need to be repeated on larger samples. This result is supported by many researchers (Bavakutly and Salih, 1999; Ellison, Steinfeld and Lampe, 2007; Tarpinski, 2009; Onasanya, Nathaniel and Akingbemisilu, 2012; Anonymous, 2010; Narang and Amarpreet[2], 2012; Egedegbe[3], 2013).

However, the present study revealed not significant relationship between scores of attitude towards SNS usage and scores of academic performance of low, middle and high achiever post graduate students so, educational administrators, teachers educating students on how it (SNS) could be used effectively to support learning.

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