## Research Article

# A STUDY TO ASSESS THE EFFECT OF SOCIAL NETWORK UTILIZATION ON ACADEMIC PERFORMANCE OF STUDENTS IN SELECTED COLLEGES OF PUNE CITY

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## ARTICLE INFO

## ABSTRACT

**Background:** Among the general population, students are especially sensitive to social media and smart phones because of their pervasiveness. Several studies have shown that there is a negative correlation between social media and academic performance since they can lead to behaviors that hurt students' careers. **Aim:** to assess the effect of social network utilization on academic performance of students in selected colleges of Pune. **Methods:** A descriptive study was done on 500 college students, convenient sampling technique was adopted to select the samples, self-structured questionnaire was made to assess effect of social network utilization on academic performance of students in selected colleges of Pune. **Results:** Majority 212(42.4%)were in age group 19 – 21 years,169(33.8%)  in 16 -18 year,119 (23.8%) were in age group 22 years and above. 311(62%) were male & 189(38%) were female. 496(99%) were in science stream.325(65%) were used all the sites, 62(12.4%) used educational site,226 (45.6%) were used social network 1-2hrs, 196(39.2%) were used  2-4hrs, 63(12.6%) were used  4-6hrs and 15(3%) were used  above 6hrs. (93.6%) were interested to use social network. Majority 393(78.6%) were used social network on mobile, 244 (48.8%) were used  1GB data , 201(40.2%) were used 2GB , 41(8.2%) were used 3GB and 14 (2.8%) used>3GB data in a day.247(49.4%) charged their Phone one time a day,211(42.4%) two times a day, 31(6.2%) three times a day and 11(2.2%)>3 times in a day. The P-Value = 0.005 it indicate there is strong evidence that social network is affects academic performance. **Conclusion:** Finding from this study revealed that social network utilization affect academic performance of students in selected colleges.

## INTRODUCTION

Today's world is a global village. Everyone is connected to one another in this vast network generated by the internet. As said by Marshall Mc Luhan, a philosopher of communication theory, "the new electronic independence re-creates the world in the image of a global village."

As of 2015 the world's largest social networking company, facebook has 1.49 billion active users, and the number of users is increasing every year. one of the most interesting things to look at the increasing number of students users on such social networking sites. As per the survey conducted by Pew Research Center,72% of high school and 78% of college students spends time on Facebook, Twitter, Instagram,etc.[1]

The most important things in a student's life are studying, learning good habits and gaining knowledge to become a person with moral character. Students neglect their studies by spending time on social networking websites rather than studying on interacting with people in person. Actively and frequently participating in social networking can negatively affect their grades or hamper their journey to their future careers.

The Report of Social Network worldwide as of January 2019, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 2.27 billion monthly active users.

Approximately 2 billion internet users are using social networks and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction. The majority of social networks with more than 100 million users originated in the United States,
Since the dawn of the internet in the late '90s, India has also become a part of the digital world with over 460 million users online in 2018 alone. The country accounted for the

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highest number of Facebook users at close to 300 million in 2018. As data packs get cheaper and internet more accessible, a young digital population especially in rural areas tend to take easily to YouTube.

Data shows that the reach of the messaging service extends wider than just the rich folk, while 18-25-year-olds used. it the most daily.

It was estimated that there was around 326 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in India by 2021.With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India. [2]

## MATERIAL AND METHODS

A descriptive study was done on 500 college students, convenient sampling technique was adopted to select the samples, self-structured questionnaire was made to assess effect of social network utilization on academic performance of students in selected colleges of Pune. The questionnaire was divided in to two sections, section-I was demographic variables and section II was self-structured questionnaire. The questionnaire consisted of Effect of Social Network Utilization and academic performance of students. The study adopted Health Belief Modal.

## RESULTS

*Analysis and interpretation of the data was based on the projected objectives of the study.*

1. To investigate the impact of social network utilization on academic performance of college students.
2. To find out the frequency of social network utilization among students of selected colleges.
3. To compare the findings with selected demographic variables.

*Organization of the study Findings*

*Section I*

It deals with the description of samples based on their personal characteristics.

*Section II*

Analysis of data related to usage of social network utilization.

*Section I*

*Description of samples based on their personal characteristics*

**Table 1** Description of samples based on their personal characteristics in terms of frequency and percentages
N=500

| Demographic variable | | frequency | % |
|---|---|---|---|
| **Age** | 16-18 years | 169 | 33.80% |
| | 19-21 years | 212 | 42.40% |
| | 22 years and above | 119 | 23.80% |
| | **Total** | **500** | 100.00% |
| **Gender** | Male | 311 | 62.20% |
| | Female | 189 | 37.80% |
| | **Total** | **500** | 100.00% |
| **Year** | 1st year | 155 | 31.00% |
| | 2nd year | 89 | 17.80% |
| | 3rd year | 180 | 36.00% |
| | 4th year | 76 | 15.20% |
| | **Total** | **500** | **100.00%** |
| **Family type** | Nuclear family | 231 | 46.20% |
| | Joint family | 222 | 44.40% |
| | Single parent family | 47 | 9.40% |
| | **Total** | **500** | **100.00%** |
| **Socioeconomic Status** | High(40000rs and above) | 123 | 24.60% |
| | Middle(1500rs-40000) | 281 | 56.20% |
| | Low(below 15000 rs) | 96 | 19.20% |
| | **Total** | **500** | **100.00%** |
| **Stream** | Science | 496 | 99.20% |
| | Commerce | 4 | 0.80% |
| | **Total** | **500** | **100.00%** |
| **Religion** | Hindu | 302 | 60.40% |
| | Muslim | 91 | 18.20% |
| | Christian | 103 | 20.60% |
| | Any other | 4 | 0.80% |
| | **Total** | **500** | **100.00%** |
| **Place of Living** | Home | 223 | 44.60% |
| | Hostel | 175 | 35.00% |
| | With Friends | 70 | 14.00% |
| | With Relatives | 32 | 6.40% |
| | **Total** | **500** | **100.00%** |

Table 1 shows that there were maximum 212(42.40%)of the students were in age group of 19-21 year,311(62.20%) were male,180(36%) were in 3rd year and 231(46.20%) were from Nuclear family,281(56.20%) were in middle class, stream wise 496 (99.20%) were from Science stream,302(60.40%) were from Hindu religion and 223(44.60%) were living in Home.

*Section II*

*Analysis of data related to usage of social network utilization*

**Table 2** Distribution of samples according to their usage of Social networking site

N=500

| Parameter | F | % |
|---|---|---|
| Educational | 62 | 12.4% |
| Entertainment | 84 | 16.4% |
| Informational | 29 | 5.8% |
| All of the above | 325 | 65% |
| Total | 500 | 100% |

Table 2 shows that there were maximum 325(65%) of the students were using all the Social networking site while 84(16.4%) were using Entertainment site and 62(12.4%) were using Educational site.29 (5.8%) were using the Informational site.

**Table 3** Distribution of samples according to the effect of Social networking site.

N=500

| Parameter | F | % |
|---|---|---|
| Time consumption on social networking | 226 | 45.2% |
| Affects the daily activities | 327 | 65.4% |
| Affects the health | 294 | 58.8% |
| Affects the study time | 284 | 56.8% |
| Utilize networking site before sleep | 369 | 73.8% |
| Utilize networking site when wake up | 297 | 59.4% |
| Feeling anxious if not using the site. | 227 | 45.4% |
| Need of the life. | 189 | 37.8% |
| More connection with people | 265 | 53% |
| effects concentration while study | 221 | 44.2% |

**Table 4** Distribution of samples according to Social Network Utilization and affects on Academic Performance. (SNS: Social Networking Site)

| | Parameters | Hours spend on SNS | More than 3 hrs/day | Affects daily activity | Affects Health | age & gender in SNS. | No use-feel anxiety | free Wi-Fi in college | free Wi-Fi in home | Potential use of SNS | SNS relieve stress | Safe on the internet. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Academic Performance** | Affects Study Time | 0.408 | 0.236 | 0 | 0 | 0.174 | 0.043 | 0.13 | 0.455 | 0.059 | 0.886 | 0.282 |
| | Affects academic performance | 0.037 | 0.005 | 0 | 0 | 0.095 | 0 | 0.122 | 0.514 | 0 | 0.687 | 0.121 |
| | Relationship between SNS & Academic Performance | 0 | 0.181 | 0.005 | 0 | 0.879 | 0 | 0 | 0.906 | 0 | 0.705 | 0.944 |
| | Affects concentration while study | 0.087 | 0.972 | 0.64 | 0.139 | 0.064 | 0.09 | 0 | 0.096 | 0.454 | 0.77 | 0 |
| | Effective tool for E-learning | 0 | 0.279 | 0.003 | 0 | 0.838 | 0.931 | 0.001 | 0.008 | 0.037 | 0.269 | 0 |

Table 4 shows that there is a Association between social network utilization and academic performance as P-value in red color (i.e. less than 0.05) indicates that association between variables.

**Table 5** Distribution of samples according to academic performance and their Demographic Variables. (SNS: Social Networking Site)

| | Parameters | Demographic Variables | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Age | Year | Family type | Socio Economic status | Religion | Place of living | Gender | Course | Stream |
| **Academic Performance** | Affects Study Time | 0 | 0 | 0.049 | 0.134 | 0.216 | 0.534 | 0.496 | 0 | 0.399 |
| | Affects academic performance | 0 | 0 | 0.002 | 0.166 | 0.177 | 0.397 | 0.011 | 0.023 | 0 |
| | SNS &Academic Performance | 0.016 | 0.001 | 0.131 | 0.008 | 0.928 | 0.018 | 0.373 | 0.158 | 0 |
| | Affects concentration while study | 0.087 | 0.336 | 0.67 | 0.976 | 0.064 | 0.336 | 0.648 | 0.659 | 0.374 |
| | Effective tool for E-learning | 0 | 0 | 0.001 | 0.043 | 0.014 | 0.015 | 0.144 | 0.791 | 0 |

Table 5 shows that there is a Association between academic performance and Demographic variables as P-value in red color (i.e. less than 0.05) indicates that association between variables.

Table 3 shows that there were maximum 369(73.8%) of the students were Utilize networking site before sleep, 327(65.4%)were affected their daily activities, 297(59.4%) Utilize networking site when wake up, 294(58.8%) affects the health, 284(56.8%) affects the study time, 265(53%) more connection with people on SNS, 227(45.4%) feeling anxious if they were not using the site, 226(45.2%) were consume time on Social networking site. 221(44.2%) effects concentration while study, 189(37.8%) feel that it is need of the life.

Effects of social network utilization    N=500
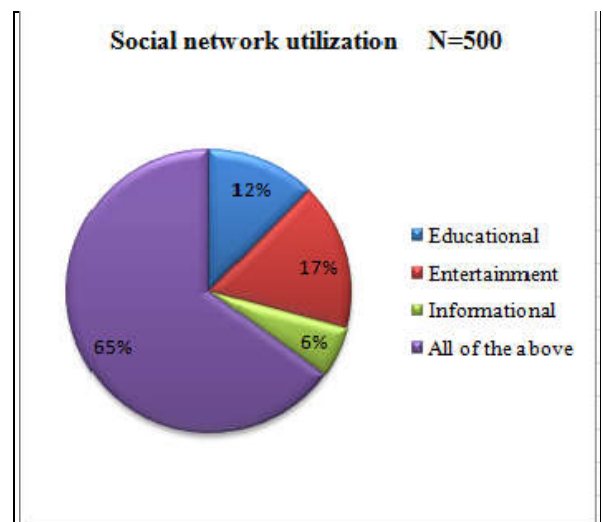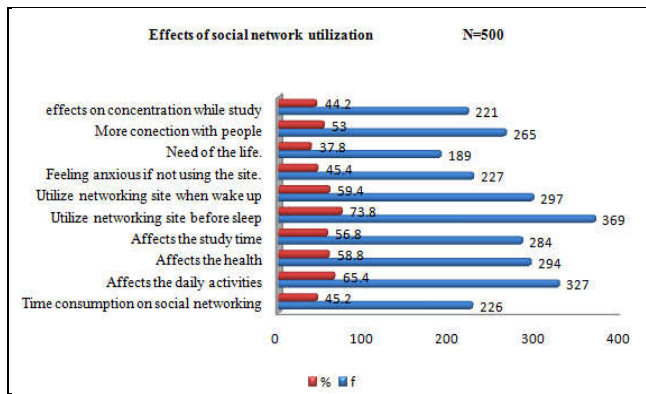
## DISCUSSION

The present study was undertaken to assess the effect of social network utilization on academic performance of students in selected colleges. The study proved that Social Network Utilization is affecting the Academic Performance of Students. It mean that Social Network Utilization affects the Academic Performance in all areas.

Kolan john Bernard, patience Emefa dzandza conducted study on "effect of social media on academic performance of students in Ghanaian universities: a case study of university of Ghana, legon"tend to show students of university of Ghana are well exposed to social media networks; all 197 respondents use one social media platform or the other. All the respondents are on Facebook and whats App. 17 participants (8.6%) spent between 0 to 30 minutes, 31 (15.7%) spent 30 minutes to one hour, 50 (25.4%) spent 1 hour to 2 hours and 99 (50.3%) spent 2 hours and above.

It can be deduced that majority of the students; (50.3%) spent over two (2) hours on social media on a daily basis A total of 165 students (82.5%) indicated that they mainly use social media for chatting and downloading of pictures/videos while the remaining 32 respondents use social media mainly for academic purposes. 68% use social media to engage in academic discussions with lecturers and course mates, 86% use social media as a means of receiving and disseminating information relating to class activities, 50.7% of the respondents use social media tools like wikis as sources of information for assignment preparations. The study thus revealed the main use of social media for academic purpose among the students is mainly to disseminate knowledge to their peers.

## References

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