

GOING SOCIAL: THE IMPACT OF SOCIAL NETWORKING IN PROMOTING EDUCATION

Neelesh Kumar Jain¹, Dr. Ashish Verma², Dr Rama Shankar Verma³ and Prashant Tiwari⁴

¹ Department of Computer Science and Application, Dr. Hari Singh Gour Vishwavidyalaya
Sagar, MP, 470002, India

² Department of Physics, Dr. Hari Singh Gour Vishwavidyalaya
Sagar, MP, 470002, India

³ Department of Physics, Dr. Hari Singh Gour Vishwavidyalaya
Sagar, MP, 470002, India

⁴ Department of Computer Science and Application, Dr. Hari Singh Gour Vishwavidyalaya
Sagar, MP, 470002, India

Abstract

The growth and the popularity of the Social networks has a high impact on the development of the students in the field of Personality, Attitudes, Knowledge and on its whole academic performance in classroom and society. This paper envisage on the impact of Social Network on Education and Training of the students.

Keywords—*Social Networking, Education & Training.*

1. Introduction

The continued growth of the internet has a high impact on the development of the students in which they interact and socialize. On-line social networking communities such as Facebook, Twitter, LinkedIn and others have become a part of daily life of a College level students to communicate, share information and perhaps most important to build and maintain ongoing relationships. This websites in parallel plays an active role in motivation, teaching, learning and overall in personality and academic performance.

Social networking became popular after 2004 when Facebook and Myspace were created. Facebook has over 500 million members and still growing daily. Approximately, 85% undergraduate students are facebook users.

2. Literature Review

Several studies have been done regarding impact of social networking on Learning and on student's psychology. Whittemore School of Business and Economics [7] conducted a survey on 1000 students. They conducted a survey on which social websites was used and how much time they spent on a site and what was their grade point average (GPA). It was concluded that time spent on social networking websites and grades have no relation.

The University of New Hampshire in his study said that majority of students uses a social networking for social connections and entertainment, but are also using it for education and professional reasons [1].

Northwestern University in his study published that social networking sites are not affecting students GPAs. In a study they also said that parental education has more influence than time spent on social networking websites [1].

There is a second side of the every story. Karpinski focused on the relationship between time spent on Facebook and the academic performance of students (San Miguel, 2009). Its finding indicates that more the time spent on social website the lesser the grades where [10].

Karpinski findings have been justified in American Educational Research Association 2009 annual conference. In the presentation it was found that students who work

tend to use social networking sites less than those students who are more activities based within campus.

Many researchers in their study have told that Facebook is eating the study time of the student. San Miguel survey finds that 55% of those surveyed access page several time a day or at least once a day for a long period of time.

3. Hypotheses

Hypotheses 1: To assess the scope and breadth of online social networking sites among the students.

Hypotheses 2: To examine how online social networking sites usage affects the needs, perceptions, and learning of these students.

Hypotheses 3: To examine the impact of these social networking sites on the students in reference to knowledge, personality, moral character and learning habits.

4. Methodology

A survey was administered to students at Department of Commerce, Dr. Hari Singh Gour Vishwavidyalaya, a Central University declared by Government of India. A survey contain question designed to explore students use of social networks, attitudes different learning modalities and demographic information. A total of 128 responses were received from Post Graduate and Graduate students. In the said response 42 students were PG students and 86 from Graduation, and 76 students were female and 52 were males. The purpose, motive, and meanings of Social networking website have been discussed including popular site. The survey questions were as follows:

A. Demographic Questions:

1. What is your name?
2. Which class do you study?
3. What is your gender?
4. What is your age?

B. Use of Social Networks

1. How many social network websites have been registered by them?
2. How much time they spent in the day, in a week, in a year?
3. Which media do they use for surfing these websites (Responses include mobile, Personal Desktop / Laptop, Department / Library Computer Lab or the cyber café)
4. List three popular websites known to you?
5. What do you do on this websites (Response choices include chatting, message passing, information sharing, just a fun).
6. What did you like most in social network websites?
7. What did you learn from these websites?

8. Name three things you like most in websites?
9. Name three things you dislike most in websites?
10. Do you surf study material on internet?
11. Do you take help from your seniors thru websites for preparing notes, reports, seminars presentation etc?
12. Write your opinion about these websites?

5. Results and discussion

The results of this survey indicated that the majority of the students are members of social network websites. It is also found that graduate students are more users of these websites instead of Post Graduate students.

Out of 128 students 86% use one or more of the social networking sites: Facebook, Youtube, Twitter, Orkut, LinkedIn. The largest percentage of respondents used facebook (84.2%) followed by Youtube (82.5%), Twitter (22.3), Orkut (17.3%) and LinkedIn (4%).

It is also found that the 14% students remaining have heard these websites in news but never opened and nor have any knowledge of these websites.

The time spent on the social networking sites is on an average of 30 – 45 minutes daily. It is found that some students do not use computer regularly due to not availability of the computers and internet.

The 66% students use Facebook and Youtube on mobile. The remaining students use Facebook and other sites on Computers 23% have personal computers and others use this site in Cyber Café.

The students use these social networking sites for:

- Information Sharing.
- Jobs information's.
- Enjoying Jokes.
- Sharing Notices of the university, exam time tables, dates, and what teacher taught today and what fun did they do in the class?
- Listen music and watching movie.
- Listen lectures on Youtube.
- Wishing each other on birthday and other's days like valentine day, friend's day etc.

The 78% students are surfing study material on net. They are not purchasing the books. The 97% students are preparing their project work, presentations and other required reports submission from internet.

6. Conclusion

In this paper a result of the survey of using social networking sites has been presented and discussed. It is found that Graduate students are very fond of using Facebook, Twitter, Youtube and Orkut. Students prefer downloading study material from internet and are not

buying books. They find internet helpful to boost their confidence for presentation and reports.

It is also found that by chatting using Facebook, Blogs, Twitters, and chatting online result in increase of the English communication. The inferiority complex of talking and writing in English is decreased. They are trying their best to write and speak English which results in better communication.

Facebook, Twitter and other social networking sites get updated with the news and other information which results in increasing the General Knowledge and current affairs which in result make a child ready for competitive examination.

Theses social sites increases the links of the friendship in which there are lawyers and other reputed person, which on request guide and motivate us.

The Youtube website is working as a virtual lecture classroom to the students. There are number good lecture series which help student to listen and learn something new and better. Also it is found that students are preparing working science model using these websites.

There is a second face of these sites. Some burglars use these websites for threatening their friends, their colleagues and doing mischievous activity. Some of them are involved in Pornography which is leading to the downfall of moral character of the students.

Acknowledgments

I am thankful to Dr. J. K Jain, Head and Dean, Department of Commerce, to permit and support me for conducting the survey. Next thanks to students for participating in the survey. Also thanks to my colleagues for their help and motivation.

References

- [1] Stollat, Matthew J. et all, *Getting Social: The impact of Social Networking usage on Grades among College Students*, ASBBS Annual Conference: Las Vegas, February 2011.
- [2] Vandana Sharma & Rishu Chhabra, *Internet as Learning Tool: Indian Engineering Students Perception*, International Journal fo Computing and Business Research Vol 2 Issue 2 May 2011.
- [3] Hichang Cho et all, *Social Networks, Communication styles and learning performance in a CSCL Community*, www.sciencedirect.com
- [4] Heng-Li Yang & Jih Hsin Tang, *Effects of Social Network on Students Persformance: A web based forum study in Taiwan*, JALN Vol. 7, Issue 3, September 2003.
- [5] Alson M Wolfe, *Student Attitudes Towards Social Networks and Learning Modalities*, a paper studied on internet name Students Attitudes_Socialnetwork2.pdf(Secured).
- [6] Cain, Jeff, *Online Social Networking Issue within Academia and Pharmacy Education*, University of Kentucky College of Pharmacy, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2254235/>, 2010
- [7] Capano, Nicholas et all, *Social Networking Usage and Grades Among College students*, Whittemore School of Business and Economics, <http://www.unh.edu/news/docs/UNHsocialmedia.pdf>, 2010
- [8] Cheng Jacqui, *Grades Don't Drop for College Facebook Friends*, <http://arstechnia.com/science/news/2010/07/grades-dont-drop-for-college-facebook-friends.ars>, 2010
- [9] Choney Suzanne, *Facebook Use can lower grades by 20%, a study says*, http://www.msnbc.com/id/39038581/ns.technology_and_science-tech_and_gadgets., 2010
- [10] San Migual, Renay, *Study on Facebook and Grades becomes learning experience for Researcher*, TechNewsWorld, <http://www.technewsworld.com/rsstory/66805.html?wlc=1286985671&wlc=1287195471>, 2010



Neelesh Kumar Jain is an Electrical Engineering Graduate with MCA, M. Phil in Computer Science and Application. He is doing his Ph. D in *Some New Testing Methodologies for testing Embedded System*. He has more than ten years of teaching experience. He had worked as Lecturer in Indira

Gandhi Govt. Engineering College Sagar MP, SR Women Govt. Polytechnic College Sagar, and other institutes of repute. Presently he is working as an Assistant Professor in Dr. Hari Singh Gour Vishwavidyalaya Sagar a Central University. His research interests include Embedded Systems, Cyber Crime, Entrepreneurship Development and others related to socio-economic development. He is the life member International Association of Computer Science and Information Technology (IACSIT), Computer Science Teachers Association (CSTA) and International association for engineering and Management Education. He is also a reviewer of various CSTA organized conferences. He has published four research papers in National and International Journals and 15 research papers published/presented in National and International Conferences and Seminars.



Dr. Ashish Verma is received the M. Sc degree in Physics with specialization in Electronics and Solid State Physic in 1984 and Ph. D degree in Physics in 1991 from Dr Hari Singh Gour Vishwavidyalaya Sagar. He is currently working as a Assistant Professor in Department of Physics in Dr Hari Singh Gour Vishwavidyalaya Sagar. He has published / presented about 70 research papers in National and International Conferences, Seminars and IEEE Proceedings and two books. He is the member of ISTE, and fellow Member of Science. He is the editor and reviewer for different journals and conferences. His area of Interest is embedded system and VLSI Design.