

Social Networking Sites: Impact on Academic and Social Life of College Students in Kashmir

Dr. Mohammad Aslam Malik^{1*}

ABSTRACT

Social networking sites have spread widely all over the world and are used by various users for several reasons and purposes. Numerous studies had been made on social networking sites and their effects; however, very little practical evidence is available about the impacts and effects on the academic performance and social engagement on using of social networking sites by college students. This paper assesses the effect of using social networking sites, e.g Facebook, Twitter, and Instagram by student's engagement in both academic and social aspects. The purpose of this research is to find out if there is any correlation between using social networking sites and the academic performance of college students and to find out the ways in which social networking sites can enhance the student's academic performance. Moreover, we aim to discover how social networking sites help college students to get engaged in their social life.

Keywords: *Academic Performance, Social Networking Sites, Social Life.*

Online Social networking sites have gained a tremendous popularity among people all around the globe, especially college students. As students lead nomadic lives, they have considered these networking sites as beneficial tools for social gatherings. When students transit from high school to their first year of college, a new pivotal phase of their lives starts. Consequently, they have to encounter socializing with new people, getting engaged and involved in their new society and adapting to new educational means. Therefore, social networking sites play a major role in building, maintaining or even reviving relationships and improving student's learning skills. For instance, some students have looked at self presentation within these networking sites, while others have looked at 'friending' and 'grouping' behaviour. In this research we focused mainly on two variables: the academic and the social impacts of usage of social networking sites on college students. The purpose of this research is to investigate if there is any correlation between using online social networking sites and the academic performance of college students and to find out the ways in which social networking sites can enhance and improve the student's academic performance. Moreover, we aim to investigate how social networking sites help college students to get engaged in their social life.

¹H.O.D Dept. of Psychology Govt. Degree College DH Pora Kulgam Jammu and Kashmir, India.

*Corresponding Author

Received: November 30, 2022; Revision Received: January 30, 2023; Accepted: February 02, 2023

© 2023, Malik, M. A.; licensee IJIP. This is an Open Access Research distributed under the terms of the Creative Commons Attribution License (www.creativecommons.org/licenses/by/2.0), which permits unrestricted use, distribution, and reproduction in any Medium, provided the original work is properly cited.

Social Networking Sites: Impact on Academic and Social Life of College Students in Kashmir

The sample size of this research was limited to include only the male students of the Government Degree College Boys D.H.Pora Kulgam Jammu And Kashmir. The female component was excluded from our research due to the society traditions and cultural reasons. Moreover, only common social networking sites (Facebook, Twitter, and Instagram) were included in our research.

Objectives

The main Objectives of this research include:

- Does spending lot of time on social networking sites affect the academic performance of college students?
- Can social networking sites enhance and strengthen academic performance?
- Can social networking sites improve and ameliorate of one's social life?

Hypotheses

- There will significant effect of using social networking sites on student's academic aspects of life.
- There will be significant effect of using social networking sites on student's social aspect of life.

METHODOLOGY

Sample

The sample comprised of 40 students of Government Degree College D.H.Pora Kulgam Jammu And Kashmir.

Instruments

We focused in our style of questions on Yes/No and Likert scale technique, in order to get more specified, reliable and related answers. The analysis methodology was to categorize and answers of each question into positive, neutral and negative answers.

Procedure

In order to answer our research questions, we used a survey as the main data gathering instrument. The survey was used to collect quantitative data to determine the extent and frequency of the perceived issue. To collect qualitative data that focused on giving us explanations of the issues, we used our own observations and experience of the issue and made use of the literature review. The survey was conducted on these students to get feedback which was used to improve it. The survey was directed to male students of the Government Degree College D.H.Pora Kulgam Jammu And Kashmir excluding female students section due to cultural and traditional reasons. All of these 40 students answered 40 surveys after being distributed to them in a class, after taking permission from head of the institution and their teachers. Our survey consisted of 2 main sections. Section one which deals with the effects of using social networking sites on student's academic life and section two which deals with the effects of using social networking sites on student's social aspect of life.

RESULTS

To have a better understanding of all the responses we have collected, we converted raw data into numerical results and presented them in tables and charts. These results are illustrated below. Through this survey we were aiming to find out if there is any correlation between the respondent's academic performance and their use of social networking sites.

Social Networking Sites: Impact on Academic and Social Life of College Students in Kashmir

Thus, the respondents were required to answer some questions about their academic performance and the time they spent using social networking sites. An interesting finding shows that the students with high academic performance spend more time using social networking sites, while students with low academic performance spend less time.

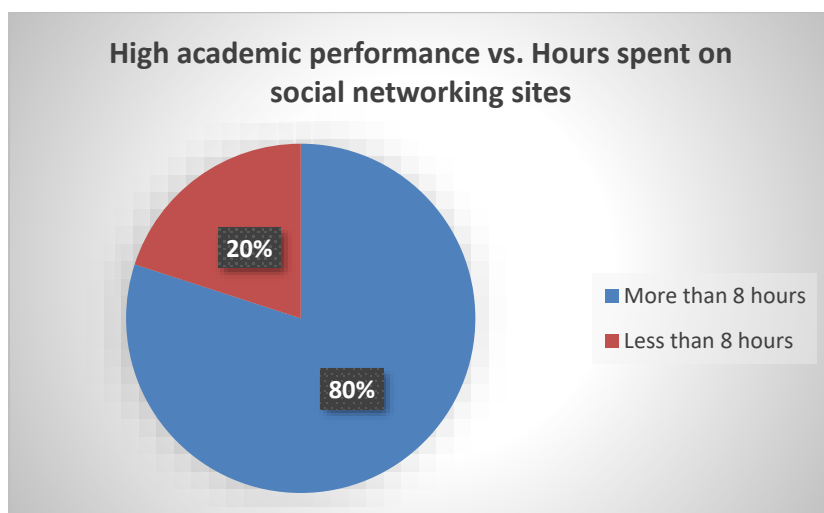


Fig. 1: High academic performance vs. Hours spent on social networking sites.

Our second objective was to find out how often the respondents use social networking sites for academically related purposes. As shown in Fig. 2, that 60 % of the respondents do not share information about lectures and homework, and, 20 % of the respondents do not even look for college related information and further 20% respondents do share information about lectures, homework and study material through social networking sites.

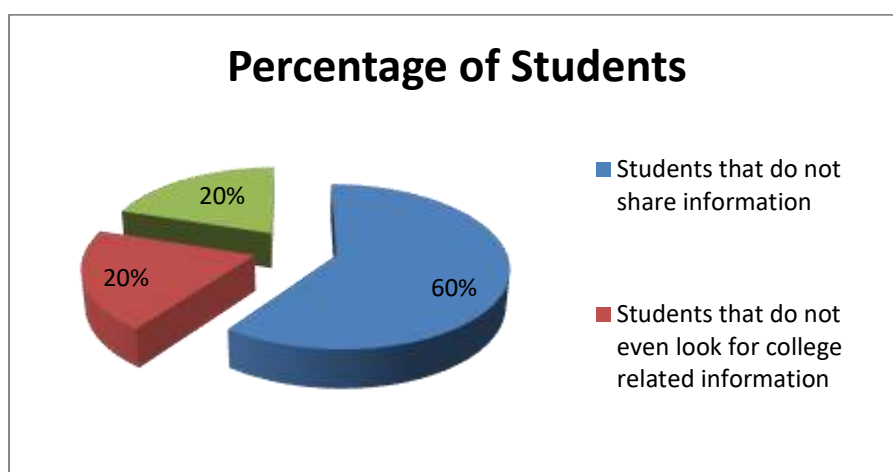


Fig. 2: Using social networking sites to look for and share information.

Moreover, we aimed to find out if the respondents think that the use of online social groups could enhance their academic performance. Amazingly, as Fig. 3 indicates, a high percentage of the respondents -about 70%-encourage the idea of having debates and discussions over social networking sites. There are also about 30% of them who think that online groups can be used as academic study groups.

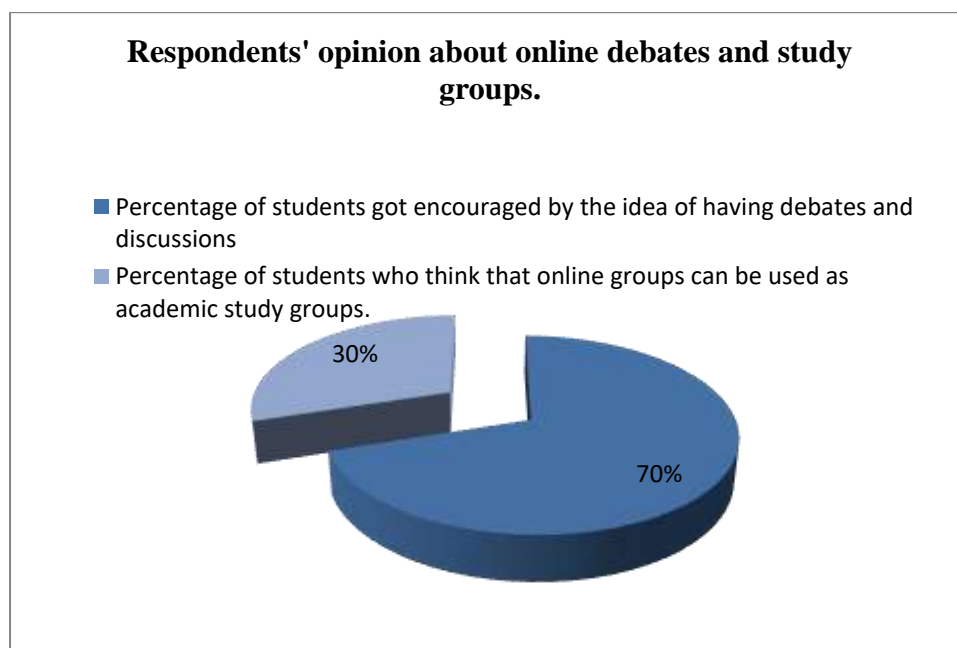


Fig. 3: Respondents' opinion about online debates and study groups.

Along with the academic purposes; we focused on the social roles that social networking sites play. Therefore, respondents were asked to choose the three most important socially related reasons for using social networking sites. Fig. 4 illustrates that 65% use social networking sites to communicate with people and use these networking sites to find their old primary school friends. While 35% of the students expressing the ideas through a group meeting new friends can be made.

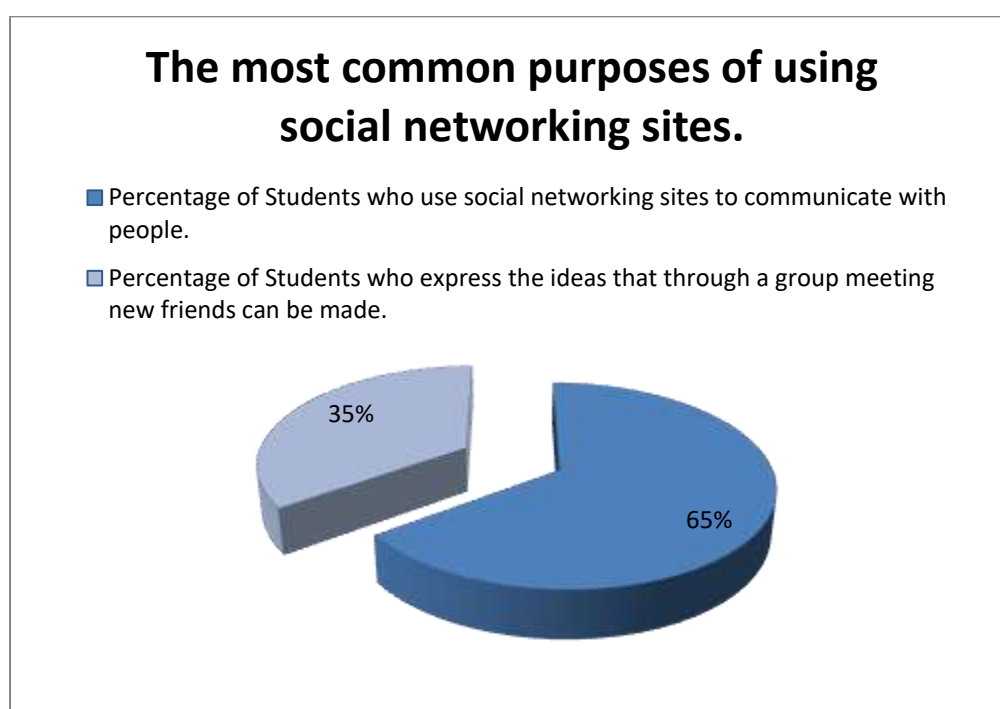


Fig. 4: The most common purposes of using social networking sites.

Finally, Fig. 5 illustrates that majority of the respondents uses social networking sites for social purposes, while only 35% of them use these sites academically.

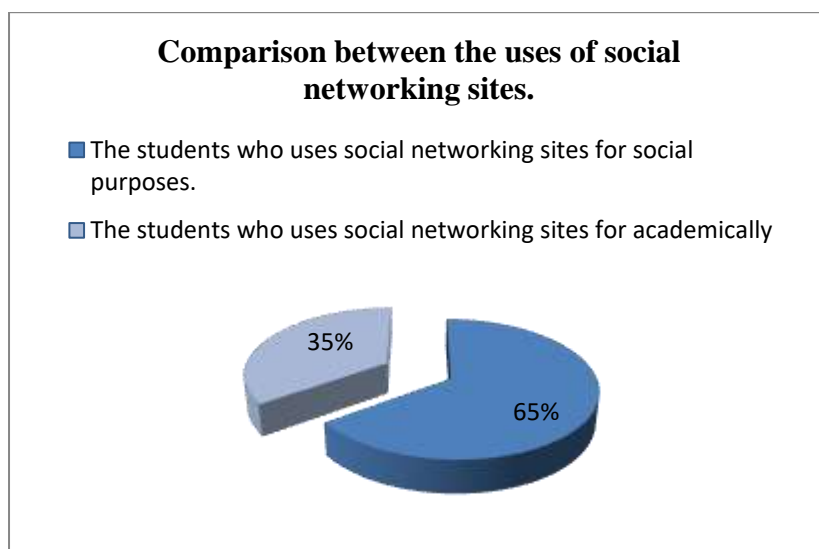


Fig. 5: Comparison between the uses of social networking sites.

DISCUSSION

In this discussion we are going to investigate and highlight several results we obtained from our survey that are crucial to answer our main research questions and to study the use of social networking sites in the educational Institutes. First, we point out that a high percentage of students at the educational Institutes who spend many hours using social networking sites have high academic performance. A second finding was that a bulk of students does not use social networking sites to look for college-related information; neither have they used these sites to share information about their lectures and homework. However, a significant number of students encourage having online discussions with their colleagues and believe that online study groups can improve their study skills. A final result was that students are using social networking sites for social purposes more than the academic ones.

We predicted that students who spent more time on social networking sites would have low academic performance. To our surprise, as shown in Fig. 1, students with high academic performance spend more time on social networking sites. We think this might be due to good time management. Additionally interviewed students, said that they found social networking sites as stress relievers. After spending some time studying, they break the routine exploring social networking sites. On one hand, these students knew how to manage their time and divide it equally between entertainment and studying. On the other hand, students with low academic performance could not manage their time and so they spent less time on social networking sites.

Fig. 2 indicates that most students in the educational institutes do not use online social networking sites to find college-related information or to share information about homework and lectures. A possible reason for why students do not look for college related information via social networking sites is the student's tendency to use online search engines to look for any piece of information including the college related ones, as they provide various and readily available information that can be accessed easily. A possible reason for why educational institute students do not share information about lectures and homework and other study material on social networking sites could be that it is somehow difficult to share information about courses that require specific mathematical steps like calculus and physics, so they prefer other means to share such information like face-to-face meetings. Moreover, students probably do not use social networking sites for academically related purposes

Social Networking Sites: Impact on Academic and Social Life of College Students in Kashmir

because they think of these networks as entertainment networks and suitable places to release stress and forget about studying through chatting with friends and sharing photos.

On the other hand, according to Fig. 3, a surprising finding was that the majority (70%) of the respondents agreed with the idea of having debates and discussions over social networking sites, and for most of the respondents, using online groups academically is thought as an advantage when it comes to enhancing their academic performance. Also supports the idea that these online groups provide students with accessibility to more education-related information.

However, perhaps the most important academic reason behind using these online groups is that they ease the process of social gathering. Thus, students thought that seminars and study groups can be organized more easily online rather than asking everyone to meet at one place. Regarding the acceptance that online debates and discussions have got; it could be that these social networking sites make sharing ideas easier to those who do not prefer the face-to-face discussions.

Through Fig. 4, we can conclude that the main reason for using social networking sites is to communicate with other people. A possible reason behind this could be that the human being is social by his nature and likes to get in touch with other people. However, students nowadays are engaged in their academic activities. Moreover, face to face meetings have become difficult due to several reasons such as the lack of time for doing such meetings. As a result, they resort to social networking sites as an outlet of this life. Fig. 4 also shows that meeting new friends is the least common reason for using social networking sites; this might be because most of students do not like to share their own information with people that they have not met before. Moreover, accordingly most of Facebook users have multiple accounts and use them for inappropriate purposes like hacking and spying on other's personal information. Therefore, many students tend not to meet new people on social networking sites. Another reason is that students may think of adding new people and making new relations through Facebook a weird action, while few others may think of it as a normal action. These students who like to make online relations may be trying to overcome their shyness factor.

To conclude, Fig. 5 shows that most of the educational institute students use social networking sites to socialize and interact with people. This might be a result of many things in students' social life. It could be to break away from the pressure caused by the routine of studying. Additionally, it also might be caused by the lack of daily interaction with the opposite sex which is a major part of college life. However, these students supported the idea of using social networking sites academically. They thought that online groups can be used as study groups to share information, discuss and interact with each other. This proved to be a successful experience.

Finally, throughout this discussion we aim to suggest some recommendations that can facilitate integrating social networking sites into student's lives. We anticipate that our recommendations will help enhancing the academic and social life of college students through social networking sites.

CONCLUSION

From the research we conducted we were able to give an insight into the academic and social issues that college students encounter when using social networking sites. Our

findings show that there is a correlation between the student's academic performance and their usage of social networking sites. An interesting finding was that many of our respondents do not use social networking sites to look for college-related information; however, many of them encourage the idea of having online study groups. Another finding showed that the students tend to use social networking sites for social purposes more than the academic ones.

Due to traditional and cultural reasons, it was difficult to include the female component in our research. Also, we believe that broadening our sample size to include female students would help us gather more reliable results and more specific answers for our research questions. Thus, since we lacked the sufficient time and our resources were limited, we had to limit the research scope to include only the male students in the educational Institutes. The research conducted in this paper gave us a somehow better understanding of how social networking sites affect the student's life. In conclusion, throughout this research, we do not actually aim to solve a problem, but rather we aim to demonstrate the importance of social networking sites to college students, so that the stakeholders take our recommendations into consideration.

REFERENCES

- Asur, S. & Huberman, B.A. (2010) Predicting the Future with social media. Social Computing Lab: HP Labs, Palo Alto, California. pp 1- 8.
- Oberst, L. (2010) The 6S Social Network. Retrieved from <http://sixsentences.ning.com/profile/LindsayOberst>
- Schneider N. (2010) Facebook, Other Social Network Sites Could Lead to Lower Grades for Students. http://www.associatedcontent.com/article/1650000/facebook_other_social_network_sites.html?cat=4. Retrieved 20/08/13
- University of New Hampshire (2010) Student Grades Not Affected by Social Networking <http://www.newswise.com/articles/student-grades-not-affected-by-social-networking-new-research-finds>. Retrieved 20/08/13
- M. J. Stollak, A. Vandenberg, A. Burklund, S. Weiss, "Getting social: The Impact of Social Networking usage on grades among college students", Volume 18 Number 1, Las Vegas: ASBBS Annual Conference, February 2011. Available at: asbbs.org, <http://asbbs.org/files/2011/ASBBS2011v1/PDF/S/StollakM.pdf> [Accessed 03/10/2011].
- Choney, S. (2010) Facebook Use Can Lower Grades by 20 Percent, Study Says http://www.msnbc.com/id/39038581/ns.technology_and_science_tech_and_gadgets/. Retrieved 14/08/13
- San Miguel, R. (2010) Study on Facebook and Grades Becomes Learning Experience for Researcher. TechNewsWorld. <http://www.technewsworld.com/rsstory/66805.html?wlc=1286985671&wlc=1287195471> Retrieved 20/08/13
- Enriquez, J.G. (2010) Facebook and Other Online Social Networking Sites Can Lower Grades, Study Says. <http://seerpress.com/facebook-and-other-online-social-networking-sites-can-lower-grades-studysays/6935/>. Retrieved 14/08/13
- R. Junco, G. Heiberger & E. Loken, "The effect of Twitter on college student engagement and grades", Journal of Computer Assisted Learning, Blackwell Publishing Ltd, 2010. Available at: Rey Junco's Blog (www.rayjunco.com) <http://blog.rayjunco.com/pdf/JuncoHeibergerLokenTwitterEngagementGrades.pdf> [Accessed: 3rd of September 2011].

Social Networking Sites: Impact on Academic and Social Life of College Students in Kashmir

- Karpinski, A. C. & Duberstein, A. (2009). A Description of Facebook Use and Academic Performance among Undergraduate and Graduate Students. San Diego, California: American National Research Association. pp 1- 19
- Khan, U (2009). Facebook student underachieve in exams. Daily Telegraph, Retrieved on July, 2013, from <http://www.telegraph.co.uk/educationnews/5145243/Facebook-students-underachieve-in-exams.html>
- Kubey, R., Lavin, M.& Barrows, J. (2001). Internet use and collegiate academic performance decrements: Early findings. *J. Commun.*, 51(92): pp. 366-382.
- Malik M A & Narke H J (2018). Impact of social media on College Students in Kashmir. *International Journal of Indian Psychology*, Vol. 6, (1), DIP: 18.01.046/20180601, DOI: 10.25215/0601.046.
- L. Barkhuus & J. Tashiro, "Student Socialization in the Age of Facebook", University of California, San Diego 9500 Gilman Drive, La Jolla, CA 92093, USA, 2010. <http://cseweb.ucsd.edu/~barkhuus/barkhuuschi2010.pdf> [Accessed: 2nd of September 2011].

Acknowledgement

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Malik, M. A. (2023). Social Networking Sites: Impact on Academic and Social Life of College Students in Kashmir. *International Journal of Indian Psychology*, 11(1), 282-289. DIP:18.01.031.20231101, DOI:10.25215/1101.031