Impact of Social Networking Sites Usage on Students' Performance

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*Abstract:-***The primary focus of the students must be education, but unfortunately today's students emphasize these sites that can be a complete waste of time. Social networks were just an electronic connection between users, but unfortunately they became addictive to students, adolescents and even adults. This paper presents the impact of social networks on students' performance. Facebook destroys the future and academic carrier of school students. At the same time, it also aims to recognize the importance of using social networking sites by students in their academic and extra-curricular success with the help of a survey of data collection among more than 200 students from different schools in Trincomalee. The results of this study found an understanding of how students use online social networking sites, the time they spend and the type of information required and their overall performance. The study also makes recommendations on how to use online networks to improve academic objectives.**

Keywords: **academic development, education, social networking sites, younger generation.**

I. INTRODUCTION

Sri Lanka boasts of the second highest literacy rate in South Asia, only less than that of the Maldives which however has a comparatively smaller population. It also has a high percentage of internet penetration of 15% of the population. These demographics suggest that social media is a potent instrument among the younger age groups of the Lankan population. A by-product of the internet, social media is a term loosely used to denote a variety of web based tools that purportedly encourage communication. Social media is now ubiquitous and its growth in Sri Lanka has been exponential: the country, with a population of21 million, has over 2.3 million users of social media.

Socializing via the Internet has become an increasingly important part of young adult life. Relative to the general population, adolescents and young adults are the heaviest Internet users. Social Networking Sites (SNS) are the latest communication tool for interaction with people in their networks. (SNS) can be defined as an online platform which builds and reflects the networking among people and builds relationship among them. People share their interests, activities each other through such sites.

Nearly 85 percent of college students log on to Facebook every day according to "techrunch.com" The (SNS) has become an addiction for many. Instead of students

concentrating on their homework or studying for a big test the next day, they are spending hours looking through pictures, answering their page comments, and chatting with friends on the site's instant messenger. Facebook has consumed good grades and face-to-face communication is in jeopardy. when we are connected online there is always something to talk about but when we are face to face it's like there is nothing to talk about and it's almost becomes awkward to make conversations with each out social media. Social media is really coming in between us and our real friends because we have lost what it means to have a normal conversation with out the social media. Sometime Facebook it's taking total control over us and what we have to do. "Doing my homework is important to me," Pines says. "But I can't help getting caught up in the world of Facebook. It is like there is something about it that can't be resisted. "Social networking sites, specifically Facebook, effects students' face-to-face communication," Gavin said. "They often forget how to communicate correctly with people in person." Employers are less than satisfied with the face-to-face communication skills of recent graduates according to allbusiness.com. The social networking site of Facebook does not allow for active communication.

The most famous (SNS) in Sri Lanka are Facebook, LinkedIn, Whatsapp, Messenger and Twitter. Hence, **SNS** usage has been associated with both positive and negative impacts to different aspects of people's lives, including positive impacts, such as improving relationships between friends and family and negative impacts such as low academic performance; health, personal relationships problems; and social ... It is needed to study the impact on students' performance.

II. PROBLEM STATEMENT AND JUSTIFICATION

The quick rise in popularity of Social Networking Sites began in the second half of the last decade partly because of their extensive usage by school and university students. According to Ellison, Steinfield & Lampe (2011), for example, a significant number (approximately 73%) of Internet-using teenagers have joined SNS by the end of 2009, with almost half of them (38%) visiting SNS daily.

Furthermore, Ellison et al (2011) claim that students tend to participate in such website activities while doing their homework so that it may have negative effect on their academic performances by interrupting them from the

learning process. Therefore, it's hard to ignore the fact that there may be a direct link between Facebook, the use of whatsapp, viber, messenger, and student performance shown in schools and universities. Since the problem is relatively new, the researcher believes that many attempts will be made to answer the question. In addition, there is little research done so far on this subject under the study and that research conducted in developed countries in this area has systematic gaps. Thus, the researcher owes much to conducting research on this subject to fill these gaps. The latter alone, as an already scarce resource, cannot afford to address the unfortunate psychological consequences of the Internet revolution.

III. OBJECTIVES OF THE STUDY

3.1 Overall objective

a. To assess the impact of social networking site usage on Students' Academic Performance.
b. To assess the impact of social networking site usage on Students'extra curriculum activities (sports, games, art, dance, music, and TV etc.).

3.2. Specific Objectives

a. To identify the special motives that drive students to use social networking site.
b. To find out an average time students spend on this site collectively per day.
c. To ascertain the extent of students addiction to social networking site.

IV. RESEARCH QUESTIONS

On the premises of the stated objectives, four research questions were formed to guide this study:

a. Does social networking site usage have impact on students' academic performance?
b. Does social networking site usage have impact on Students'extra curriculum activities (sports, games, art, dance, music, and TV etc.)?
c. What are the special motives that drive students to use social networking site?
d. On average how much time do students spend on this site collectively per day?

V. HYPOTHESIS

These empirical studies have taken place in Asian countries, setting the adoptability of the same in Sri Lanka is questionable, therefore taking into consideration of the existing literature on, the following hypothesis is formulated.

*   Hypothesis one: There is no significant relationship between social networking site usage and students' academic performance

*   Hypothesis two: There is no significant relationship between social networking site usage and students' extra curriculum activities

VI. SIGNIFICANCE OF THE STUDY

The results obtained are expected to add to the wealth of information currently available on the use of social networking sites and their impact on the academic performance of university students as it is an emerging and advanced emerging technology that is indispensable to policy makers and development practitioners, service providers, current users and potential users. Thus, the outcome of this research can contribute to these endeavors by creating awareness at the grassroots level. More specifically, it will help any interested body as a provider responsible for the academic performance of students.

In addition to the above, in the academic world,everyone views social media as distracting and leads students to procrastinate in academia. However, some students also claim that visiting social networking sites during class time helps them deal with the boredom they face. This study will provide information on the impact of social networking site on students and how it will be used with academics. In addition, the results of the study are expected to contribute slightly to bridging the current literary gap in understanding the obstacles and opportunities for social networking in the academic environment

VII. LIMITATIONS

The student's self-answer to the use of social networking site and its impact on their academic performance is essentially the subject of this research, but also depends on the students' true or false views. Thus, the implementation of a real experimental design will also provide rewarding research for other researchers.

VIII. LITERATURE REVIEW

1.8.1 Social Media

Social Media is a form of computer mediated communication which runs through Web 2.0 technology. Web 2.0 facilitate the creation and up gradation of online social network sites in digital environment. According to Kaplan and Haenlein (2010; 60) social media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". Social Media refers to activities, practices, and behaviors among communities, who gather online information, knowledge, and feedback to share and it based on web-based applications that provide the utility to create and transmit content in the form of text, pictures, videos, and audios (Safko and Brake, 2009). Constantinides and Fountain (2008) have described the social media into five sections. The identified five categories of Social Media are as follows:

1) Blogs known as online journals where people or companies can download and post images, videos, ideas and links to other web pages; 2) Social networks are places where user can build their own websites for exchange of information; 3) Content communities are web sites where particular types of content can be uploaded and shared with others; 4) Forums/bulletin boards are sites focusing on exchanging ideas and information usually around particular interests; 5) Content aggregators or applications which allow users to fully customize the web content they wish to access.

Most social media services provide features like chatting, commenting, voting, updating status and sharing of information for their users. The primary feature of the social media is staying connected continuously with more than one person at the same time. Social media made it easy to share photos, videos, ideas, likes and dislikes, with the world and also made it fast to know what people commented on them. Social networking sites often include social media platforms to facilitate interactions and conversations among people in a virtual community (Kaplan & Haenlein, 2010). Online social networks sites (Facebook, twitter, YouTube, MySpace etc) are the one of the refine and advanced form of social media which provides modern way of communication and information sharing to their users.

Online social network site: A web-based network that allows individuals to create a profile either public or semipublic within bounded system and provide the users different features according to their groups and interests. It also provides the features to connect, share information and communicate with people (friends or strangers) on the internet within the international or local scale.
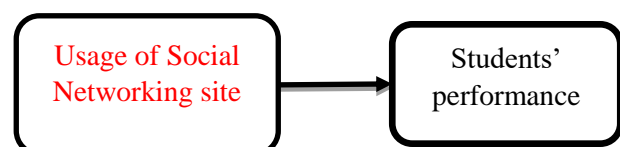
IX. METHODOLOGY

Figure 1Conceptual Framework Source: modified frame work of Kaplan A & Haenlein, M. (2010)

Data Collection Sources and Methods

Information gathering done through issuing questionnaire. Students who use the social networking sites wereselected for this study. The questionnaire was designed and distributed to selected students across the schoolsin Trincomalee. To get truthful information the students were requested to respond the questionnaire anonymously. Two hundred and seven (207) students participated in this survey.

X. DATA ANALYSIS, RESULTS AND DISCUSSIONS

Students are able to get online from various platforms. Some of the various places include at home, at the cyber café, at the malls, and some at school among others. While at home they can access through their smart phones and laptops, and at school they can use the computer labs that have networked computers. It was established that few schools have networked computers and those that have had restricted access to social networking sites.

Measurement of Variables the following variables were used to develop and test cases;

i. Time spending on SNS In this study, time spend on SNS measured as how often he/she visits the SNS and spends how much time by actively using SNS. EO-Extremely often 37%, VO- Very often 32%, O- Often 18%, R- Rarely 10%, NAA-Not At All 3%

ii. Types of Social network were found to be using Facebook with 42% followed by You tube 28%, WhatsApp with 20% and Instagram, LinkedIn and twitter with 5% each.

iii. Purpose of usage were found entertainment 31%, Socializing 20%, academic/education 26%, Sports 11%, sexuality8%, current affairs 4%.

iv. Ordinary and Advance Level examination results. (Average)

v. Achievements in school, national and island level. (Sports, drama, dance poem, speech and other extra curricula activities.(Poor participation compare to previous years)

vi. The relationship between the use of social site and academic and additional methodological activities of students perform an inverse relationship.

XI. CONCLUSION AND RECOMMENATIONS

The study found the relationship between the use of social networking site and academic performance. Most users received heavy or repeated low grades, compared with light users. We found similar results with lower scores. By examining the test cases, there is a big difference in the rate of score points among those who are considered heavy or repetitive users of social media who are considered light or casual users. Because we are spending more time on social networking site, there has to be a significant drop in performance. The results of our study indicate that the time and frequency of using social networking site were predictors of academic performance. In addition, quality of life can be expected as well. However, the unexpected result was that there are many positive uses for social networking site still employed. In future we expect to expand the positive usages of social networking site among students, helping them increase their academic performance. Social networking sites are becoming necessary today, but they should not have a motive at all. Could destroy the future of adolescents and children, and had a very bad impact on education as discussed above. No third party or community can verify the actions of any user, so it is strongly recommended that children's activities be reviewed on social networks.

These changes involve shifts in attitudes. It will not happen overnight. It also requires cooperation between law enforcement authorities, Internet service providers, public information, education and mental health professionals. The purpose of the pilot study is to provide clear results to understand the actual use of social media among students. The aim of this study is to raise awareness among students regarding the use of social networks over the Internet in their social life within the educational environment.

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