EFFECT OF SOCIAL NETWORKING SITES (SNSs) ON THE POSTGRADUATE STUDENTS: A STUDY OF PT RAVISHANKAR SHUKLA UNIVERSITY, INDIA

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Social Networking Sites are effective and powerful tools for Communication and interaction with each other. The present study has been conducted to find out the effect and purposes of Social Networking Sites (henceforth SNSs) and also find out the most popular Social Networking sites among the university students. Simple random sampling technique was used for this study and a well-structured questionnaire used for data collection. The results revealed that 100% of students are using Social Networking sites and are spending considerable time on it. The maximum number of students used a Smartphone to access Social Networking sites like Whatsapp and Youtube. The main purpose of the usage of Social Networking sites by the students is for sharing information and gaining knowledge. The students agreed that SNS has become an addiction. 85.23% of students believe that the positive effect of Social Networking Sites is the sharing of information swiftly and with ease. However, Poor internet connectivity is observed as the major problem while using Social Networking Sites (SNSs).

Keywords: Social Networking Sites, University students, Positive effects, Negative effects, Pt. Ravishankar Shukla University.

INTRODUCTION

The recent days are witnessing a new kind of revolution i.e. Information revolution. This revolution is bringing many continuities and fundamental changes in our life. The global environment is highly dynamic and ever-changing. We opted for appropriate techniques for storage, retrieval, dissemination, and design information effectively for using the right information at the right time. Social Networking Sites (SNSs) are a very popular tool to share information with people in their network. It is an online platform where people use internet services and websites to communicate and gain knowledge as well as share information with each other. Libraries also use the social media platform to attain higher echelons

in education. They can easily achieve and distribute educational information to each other through LinkedIn, Face book, what's app and Twitter, etc.

With the help of SNS, students access information as quickly as possible and allows the online learning discussion rather than a formal classroom. It has also found that Social Networking Sites effects positively and negatively way on the students' academic performance. It means as a positive way student can connect to any educational group related to their subject and get,share, and communicate right and authentic educational information. But the negative way the excessive usage of it affects the physical, psychological, and spiritual health of the Students.The present study is an attempt to understand the effect of social networking sites (SNS) on the students.

SOCIAL NETWORKING SITES

Social Networking sites (SNS) or social media are Web 2.0 based applications to disseminate knowledge and create new ideas. It is an important platform to collect, process, store, and disseminate information required for a specific purpose. It renders a fast communication service to support decision making, fast-access storage of information to its users. Most of the people use Social Networking Sites all over the world. It is a profile based service that allows us to connect, interact, and helps in sharing knowledge. According to Boyd and Ellison (2007) "Social media allows individuals to three common elements namely; 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. The nature and nomenclature of these connections may vary from site to site".

PT. RAVISHANKAR SHUKLA UNIVERSITY: AN INTRODUCTION

Pt. Ravishankar Shukla University (Pt RSU) is one of the largest and oldest institutions of higher education, accredited by the University Grants Commission of India, located at Raipur, Chhattisgarh. It was established in the year 1964 named after the first Chief Minister of Madhya Pradesh. 29 Departments are functioning under Pt RSU which has initiated a variety of self-financed courses. There are 180 colleges affiliated to the University.

REVIEW OF THE RELATED LITERATURE

Haneefa and Sumitha (2011) study the perception and use of Social Networking Sites by the students of Calicut University and found that they were aware of social networking sites and use sites for communication with friends and relatives as well as academic communication. Orkut was found as the most popular Social Networking Sites used by the students. Chakraborty (2012) studied the activities and reasons for using Social Networking Sites by the researchers of Northern Eastern Hill University (NEHU). The result shows that majority of researchers from social science faculty used SNSs for their educational and research work but on the other hand, researchers belong to pure sciences think that SNSs have no role in their

educational and research work. Hew and Cheung (2012) conducted a case study on the student of Singapore polytechnic school of communication regarding the use of Facebook. The result revealed that students used Facebook for entertainment purposes and maintain a relationship with friends. No students reported using Facebook for educational purposes. Boateng and Amankwaa (2016) conducted a study on the "Impact of social media on student academic life in Higher education". The emergent of social media is highly influencing the student life. The students can connect with their Instructors and higher authorities to improve their academic information needs instead. The study indicates that the students are interested to use social media to develop innovative ideas and evaluate their educational skills. The study defined that majority of students use social media sites like Facebook, WhatsApp, Wikipedia, YouTube, and We Chat. Gok (2016) conducted a study on 200 students in a vocational school of higher education. The result of the study showed that digital technologies and social networking sites harm students studying.

Hadagali and Kenchakkanavar (2016) conducted a study on Social Networking Sites as a new avenue to deliver library services. The study throws light on how the library provides new and enriched services to its users through Social Networking Sites. Mensah and Nizam (2016) found that social media has a significant influence on students' academic performance in Malaysia's tertiary institution. Time appropriateness, time duration, Nature of Usage, Health Addiction, Friend People connection, and security / privacy problems were the six variables used in this research. Despite the time management plays a vital role in determining the success or failure of student life. Nirmala and Elanchezhiyan (2016) examined the use pattern of SNSs by women engineering students. The result concludes that most of the students preferred Facebook over other SNSs. The students used SNS's for academic communications. The study suggested that the institutions and libraries should organize an awareness program on how and why to use SNSs. Malecela (2016) studied that the Whatapp usability among the postgraduate students of Kulliyyag of education, International Islamic University, Malaysia. The study found that the use of Whatsapp as a learning tool is more beneficial for students and Instructors. The study suggested that electrical etiquette should be followed in using Whatsapp. Sharma and Godiyal (2016) investigate Social Networking usage by the undergraduate students. The result revealed that the male Undergraduate students were using Facebook while the female was using Whatsapp. Students accessed Social Networking Sites through Mobile and Laptops. Cetinkaya (2017) examined the impact of Whats app use on success in the educational process. The study was designed in a mixed research model with qualitative and quantitive data. The result indicated that the students developed a positive opinion regarding the use of Whats app in their educational activity. The study also suggested that the use of Whats app in the educational process be encouraged as a supportive technology. Mustaq and Benraghda (2018) conducted a study on the effect of Social Media on the Undergraduate Student's Academic Performance.

The present study shows that most of the students use social media positively for their educational purposes. The positive effect of social media is seemingly higher than the negative effects. The difference between positive and negative effects of social networking sites on student's academic performances not statistically significant. The present study revealed that students can use SNSs to improve their learning process.Talaue et al. (2018) conducted a study among 60 students of Business Administration and Management Information System who were actively used social media. The result indicated that the basic motives of using social networking sites are to search for friends, classmates and to communicate. A lot of educational groups like Face book,YouTube, WhatsApp are useful for the development of the students but (38.3%) students realize that social media harms their academic performance. Munshi et.al.(2018) found that the students at the University of Raj Shahi strongly agreed that the SNSs help in their academic activity provide up to date information in their respective field. They have a positive attitude towards Social Networking Sited for their academic purposes.Hruska and Maresova (2020) explore the usage of social media platforms among the adults in the United States of America. The result shows that people with higher income and education used social media more. Age of the adults also affected the use of frequency of social media.

OBJECTIVES OF THE STUDY

1. To find out the most popular social networking sites used by the Postgraduate students of Pt. Ravishankar Shukla University, Raipur, Chhattisgarh;

2. To identify the purposes of using Social Networking Sites by the students; and

3. To know the positive and negative effect of Social Networking Sites on students.

METHODOLOGY

Methodology relates to specific techniques or tools to conduct any research. The present study is based on the effect of Social Networking Sites on the students of Pt Ravishankar Shukla University, Raipur Chhattisgarh. Simple random sampling was used in this study and a questionnaire-based survey method was used to collect the data. The questionnaire was personally distributed to 200 students and 163 of them responded. The study revealed that 100% of students are using Social Networking Sites to update themselves.

DATA ANALYSIS AND INTERPRETATION

Personal details of Postgraduate Students

The table 1 displays the distribution of Gender and usage of social networking sites by the postgraduate students. There are 85 (52.15%) students who are Male and 78 (47.85%) are female. 163 (100%) students using Social Networking sites regularly.

Table 1: Personal details of the Postgraduate Students

Sl. No.	Details	Postgraduate Students	No. of Respondents	Percentage (%)
1	Gender	Male	85	52.15%
		Female	78	47.85%
		Total	**163**	**100%**
2	Usage of Social Networking Sites	Yes	163	100%
		No	00	00
		Total	**163**	**100%**

Use of Social Networking Sites

It is clear from the table 2 that the Social Networking Sites are the most popular amongst the Postgraduate students. It was found that majority of the students were regularly using Whatsapp (158, 96.93%), Facebook (106, 65.03%),Youtube (148, 90.80%) and Wikipedia (96, 58.90%). Whereas, remaining respondents are using Twitter (22, 13.50%), Blogs (13, 7.96%), Instagram (77, 47.24%), Pinterest (12, 7.36%).The result implies that Whatsapp and Youtube were the most popular among the students while Flickr and Pinterest and blogs were the least popular among the students.

Table 2: Use of Social Networking Sites

Sl. No.	Social Networking Sites	No. of Respondents	Perce-ntage (%)
1	Whatsapp	158	96.93%
2	You tube	148	90.80%
3	Facebook	106	65.03%
4	Wikipedia	96	58.90%
5	Instagram	77	47.24%
6	Twitter	22	13.50%
7	Blogs	13	7.96%
8	Pinterest	12	7.36%
9	Flickr	7	4.29%

Gadgets used to access Social Networking Sites

The results revealed that majority of the students (159, 97.54%) are using smartphones to access Social Networking Sites, whereas, 40 (24.54%) are using the laptop, 10 (6.13%) are using Tablets and remaining students, i.e. 17 (10.43%) are using Personal computers. The finding of this table shows that the Smartphones have become an essential part of students' life wherein, it is not only used for making calls but also for sending and receiving messages, chatting, sharing photographs and records and as also for improving their academic performance.

Table 3: Gadgets used to access Social Networking Sites

Sl. No.	Gadgets	No. of Respo-ndents	Perce-ntage (%)
1	Smartphone	159	97.54%
2	Laptop	40	24.54%
3	Tablet	10	6.13%
4	Personal Computer	17	10.43%

* Multiple answers were permitted

Acquintance of Social Networking Sites

The table 4 shows that 105 (64.42%) students know about Social Networking Sites for

3 years, 26 (15.95%) know about Social Networking sites for 2 to 3 years, 23 (14.11%) know for a year and only 9 (5.52%) respondents know about Social Networking Sites during the period less than a year.

Table 4: Acquitance of Social Networking Sites

Sl. No.	Frequency	No. of Respondents	Percentage (%)
1	3 Year & above	105	64.42%
2	2 to 3Year	26	15.95%
3	One year	23	14.11%
4	Less than a year	09	5.52%
	Total	**163**	**100%**

Time spent on social networking sites

The table 5 indicates the time spent on Social Networking Sites by the students. It shows that majority of the students, 108 (66.06%) spent several times in a day, while 20 (12.27%) students spent time once a day, 19 (11.66%) students spent twice a day and very few students i.e. 3 (1.84%) spent time occasionally.The finding of the study reveals that Social Networking Sites are attracting the student's attention. Hence, they spent several times a day on it.

Table 5: Time spent on Social Networking Sites

Sl. No.	Time	No. of Respondents	Percentage (%)
1	Several times a day	108	66.26%
2	Once a day	20	12.27%
3	Twice a day	19	11.66%
4	Once a week	3	1.84%
5	Occasionally	13	7.97%
	Total	**163**	**100%**

Purposes of using Social Networking Sites

The results as drawn from table 6 indicate that the most of Post graduate students i.e. 131 (80.37%) are using Social Networking Sites to gain knowledge, while 128 (78.53%) used SNSs to share information, 127 (77.91%) used it to connect each other, 109 (66.87%) used to join any academic group, 108 (66.26%) used Social Networking Sites to seek Information for academic purpose and Entertainment.Whereas, remaining students are using SNS to keep updated themselves (83, 50.92%), Group discussion (65, 39.88%). Majority of the students preferred SNSs to achieve knowledge, connect and share information

Table 6: Purposes of Using Social Networking Sites

Sl. No.	Purposes	No. of Respondents	Percentage (%)
1	gain knowledge	131	80.37%
2	Sharing Information	128	78.53%
3	connect each other	127	77.91%
4	join any academic group	109	66.87%
5	seek Information for academic purpose	108	66.26%
6	Entertainment	108	66.26%
7	Keeping up-to-date	83	50.92%
8	Pass boring Time	72	44.17%
9	Group Discussion	65	39.88%

*Multiple answers were permitted

Positive effects of Social Networking Sites

Social Networking Sites are affecting students positively and negatively. 133 (81.60%) students agreed that SNS is an important tool to share information easy and fast while 121 (73.61%) agreed that it is a mode for easy and fast

communication between one another. 109 (66.87%) students also agreed that Social networking Sites increase the e-learning system. 101 (61.96%) agreed that SNS helped and motivateto study, 97 (59.51%) used SNS to keep updated. 92 (56.44%) used SNS to receive academic material from teachers and friends and 90 (55.68%) admitted that SNS enabled them to improve their academic performance. The result revealed that majority of the students used SNSs to share information

The negative effects of Social Networking Sites

The table 8 revealed that 98 (60.12%) believed that Social Networking Sites is a waste of time, while 73 (44.79%) said that it is an addiction, 62 (38.04%) agreed to the fact that Social Networking Sites are the main cause of lack of sleep and resultant ill effects, 44 (44.79%) said it is a disturbing factor while attending lectures, 41 (25.15%) said it harms academic performance, 35 (21.47%) students said that the lack of authenticity brings forth the negative effect of using Social Networking Sites.

Problems faced while using social Networking Sites

The table 9 indicates the problems faced while using SNSs. The results revealed that out of 163, majority of the students, 106 (65.03%) faced poor Internet connectivity issues, 98

Table 7: Positive effects of Social Networking Sites

Sl. No.	Positive effects	No. of Respondents	Percentage (%)
1	Sharing Information easy and fast to each other	133	81.60%
2	Easily communicate with each other	121	73.61%
3	Increases e-learning	109	66.87%
4	Motivate student to study	101	61.96%
5	Keep up to date	97	59.51%
6	To receive academic material from Teachers and Friends	92	56.44%
7	Helped to Improve the Academic Performance	90	55.68%

*Multiple answers were permitted

Table 8: The negative effects of Social Networking Sites

Sl. No.	Negative effects	No. of Respondents	Percentage (%)
1	Waste of Time	98	60.12 %
2	It is Addiction	73	44.79%
5	stay up and lack of sleep	62	38.04%
3	Disturbing while attending lectures	44	26.99%
4	the adverseeffect in academic performance	41	25.15%
6	Lack of authenticity	35	21.47%

*Multiple answers were permitted

Table 9: Problems faced while using Social Networking Sites

Problems	No. of Respondents	Percentage (%)
Lack of time	98	60.12%
Poor Internet connectivity	106	65.03%
Fake Identity	63	38.65%
Don't know to use SNS	00	00
Unwanted Friends	40	24.54%

*Multiple answers were permitted

(60.12%) were constrained of time because excessive time spent in Social Networking sites affected their study, 40 (24.54%) complained of being linked to unwanted friends, whereas 63 (38.65%) indicated that fake identity linked issues. The main constraint facing by the students is poor Internet connectivity.

RECOMMENDATIONS

Social Networking Sites are an interactive way of communication between person to person or person to organization or organization to a person. In this study, majority of the students are well aware of SNSs and used it for friendly communication and academic purposes also. As per the opinion given by the postgraduate students, university should provide remote login facilities to access some of the academic social networking sites. For the problems related to Personal internet connectivity, the students are advised to check their Internet plan with internet service providers and advised to clean their browsers at regular intervals. Problems related to safety and security, students must use policies and strategies regarding the safe use of their Social media account provided by Social Networking websites. They can protect their profile and personal information and make it private and friends only.

CONCLUSION

Information is the most important aspect in the present century. The basic purpose of the study is to evaluate both the positive and negative effects of Social Networking Sites (SNSs) on University PG students. SNS gives a platform to students to connect with persons to share and attain necessary information and inputs. The students of Pt. Ravishankar University are using Social Networking Sites to fulfill their information needs. The results revealed that 158 students, out of 163 are familiar with Whatsapp and that they can share information easily and rapidly with the help of it. It is therefore, summarized that Social Networking Sites are one of the very useful tools to motivate students at all levels to gain knowledge and further their academic performances.

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