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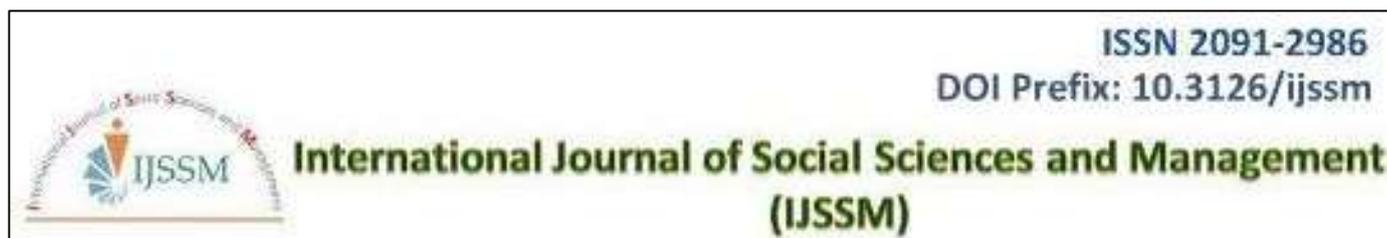
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Research Article

A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES AMONG HIGHER SECONDARY STUDENTS

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Abstract

The Influence of Social Net Working Sites (SNS) is being so widely discussed around the world and range of studies conducted with the usage of SNS among higher secondary students is negligible in India. The purpose of the study was to determine the Influence of Social Networking Sites on the study habit of higher secondary students. The researcher is followed descriptive research design for this study. A semi structured research questionnaire was designed to determine the factors of social networking sites that have influenced on higher secondary students. Objectives were to study about socio demographic profile of the children and understand the positive and negative influence of SNS with respect to study habits, identify the study habit among the respondents. The investigator used random sampling method and the total sample size was 40 students. The target population of this study was defined as the students belonging to the higher secondary students in Mammalashery govt. higher secondary school Piravom, Ernakulam. Findings of the study indicated that SNS had been greatly influenced among adolescents. The extend usage of media, usage pattern of SNS, the level of and study habit have been dealt scientifically in this paper. The study was also undertaken to determine how much time students actively use social media and if there has been an increase or decrease in usage over time and its impact on their study and academics.

Keywords: Social networking sites; Study habits; Adolescents

Introduction

Children and adolescents with good mental health are able to achieve and maintain optimal psychological and social wellbeing. They have a sense of identity and self-worth, sound family and peer relationship, an ability to learn and a capacity to tackle developmental challenges and use cultural resources to maximize growth. Moreover, the good mental health of children and adolescents is crucial for their active social and economic participation (WHO, 2005).

Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook has over 500 million members and it is still growing. Approximately 85% of undergraduate students are Facebook users (Schneider, 2009).

Although this facility is used by people of all age groups, but the predominant social networking site users are young adults; three quarters of adult internet users under age 25 have a profile on these sites. The popularity of these sites is attracting more and more adult users. In 2005, only 8% of

adult internet users had an online profile, and number quadrupled to 35% on 2007 (Lenhart and Madden, 2007).

Today's youth are being influenced massively by new and powerful resource. Social media has flourished in the age of the internet. It offers a way to keep in touch with new and old friends, network, follow brands and companies, and offers a mini biography of each user's life. All these leads to the researcher to carry out a study on the influence of social networking sites on the college students and adding to this the researcher had been frequently using SNS for the past 5 years which was the primary influence for selecting this topic for the study (Kalra and Manani, 2013).

Students from The Crest Girls' Academy in London are also interested in the topic and recently polled parents, careers and teachers at their school to get their views on social networking. The survey reported that 37% of those questioned had been left sleep-deprived as a result of social networking and 75% didn't like the idea of phones being kept close by while they slept. Other school reporters have also looked into the issue of technology and its effect on teenagers' sleeping habits. The students decided to explore

the issue further and have been taking a closer look at the benefits - and potential risks - of using social networks (Boyd and Ellison, 2007).

A considerable number of respondents in a survey (28%) reported having had a negative online experience with adults aged below 30 the most likely to export this (60%). These participants were asked to provide further information about the negative experience. For most respondents the experience reflected unwanted contact or people posting in appropriate or upsetting information online. Some respondents specified having online bullying and provided examples such as abusive messages and harassment from someone of the opposite sex (Kuppuswamy and Narayan, 2010).

Study Habits

Social networking sites have brought both good and bad to the present generation. Social networking site has helped many students to acquire knowledge from one another over internet without necessarily have to meet physically. On the other hand, social networking sites have caused many problems. For instance many students have lost their interest in their studies as they spent most of the time on these sites. They started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd and Ellison, 2007).

SNS and Academics

The youth use social networking sites as a means of interaction, socializing, and for purely entertainment purposes. Although many people do not think of it, social networking sites harbor many unsafe elements and many people are concerned about some major problems that they contain, which includes education and poor academic performance (Banquil *et al.*, 2009).

Banquil *et al.* (2009) came up with a conclusion that social networking sites do affect one's academic performance adversely. It directly causes the gradual drop of grades of students. It directly affects student's academic performance if the student invests his/her time in social networking sites instead in his/her studies.

Objectives

- To study about socio demographic profile of the children.
- To understand the positive and negative influence of SNS with respect to study habits.
- To identify the study habit among the respondent.

Methodology

Universe and Sampling

Higher secondary school in Ernakulum district has been considered as universe of study. Students in Govt. higher secondary school, Mammalashery, Ernakulum district were the population of this study. Among the total 60 students in higher secondary section, study was conducted.

Method of Data Collection

For the purpose of data collection from the school, permission letter was sent to school authority. The school of state syllabus English medium schools were being permitted for the study.

Simple random sampling method was used to collect samples through lottery method. Consent was taken prior to that, from parents of the respondents. After getting permission from students and their parents, administered tool among the 42 students, 2 were incomplete questionnaire. Therefore 40 questionnaires were utilized for the analysis.

Tools of Data Collection

The socio demographic data sheet consists of details of the respondents in terms of personal, family, economic status impacts of social media in academic performance as semi structured questionnaire was employed. The checklist on study habits which has been used. The checklist consists of 20 items, and two responses- yes or no.

Result and Discussion

Socio-Demographic Details and Usage of SNS

The age of majority 62.5 % of respondent were 16 years and those who were 17 years old. 75 % of them were female and rest 25 % were boys. The 45% of the student's family income ranged between 1000- 2000 INR, 32.5% of students family's income category between 2000- 5000 INR and rest 22.5 % of the student's family income was above 5000 INR. The Table 1 indicates that majority (62.5 %) of them belongs to APL category and rest 37.5 % of them belongs to BPL category.

Table 1: Percentage of students belongs to BPL and APL category.

Variables	Attributes	Frequency	Percent
APL / BPL	APL	25	62.5
	BPL	15	37.5
	Total	40	100.0

70 % of the students felt themselves that they have difficulty without using SNS daily. 17.5% of them were using within six months period and 12 % of them reported it is more than six months. Remaining 37.5% of the adolescents were using SNS for chatting 35% of them for browsing and rest 27.5% were for using for updating news and other things.

Regarding Relationship 45 % reported because of usage of SNS it does not affected in their relationship with others, and 40 % of the students were affected it sometime and only 15 % of the students of affected it very severely. Regarding problems facing by students reported 55.0 % of adolescents no problems which by the over usage of sites and 30 % of the adolescents have physiological complaints like

headache and only 10 % of them have eye irritation and rest 5% of the students have sleeping disturbances. Regarding usage 85% of the students were not avoid any social occasion they were attending functions, because they can't use SNS 15% of the students were avoiding attending social occasions.

Table 2: Duration of usage of SNS by adolescents

Attributes	Frequency	Percent
1 year	32	80.0
2 year	5	12.5
More than 2 years	3	7.5
Total	40	100.0

Regarding usage of SNS, 80% of the respondents were using SNS from last 1 year and rest 20% were only using the site from past more than 2 years. 47.5% of them were using computer for the SNS sites and 40 % were using mobile and rest 12% were using SNS through mobile phone. 75% of the students have friends less than 100. Rest 22.5% have friends between 100 to 500 number and only 3 % have friends more than 500 in number.92.5% of them were spending less than 1 hour rest 5% of them were using 1to 3 hours and 3% were using more than 3 hours.

Findings from Study Habits

80% of the students using SNS for searching study materials through SNS sites for their projects and assignment. 20% of the respondents were not browsing study materials in social networking sites. Regarding time for study 70% of the students have regular timings for study daily at home and rest 30% were didn't have regular timing for study. 82 % of them were clarifying doubts with teacher directly and other 18% were not clarifying doubts to teachers.77% of the respondents referring study material and rest 23% were not using study materials from SNS. 77 % of students would share the notes through SNS sites and rest 23 % of the students were not sharing through SNS sites. 72 % of the pupils were getting sufficient time for study daily but the other 23% of the students were not getting sufficient time for study due to over usage of SNS.

Findings from Supporting Factors

Majority, 80.00 %, of students never used SNS in public and outside area, 12.5% of students were using SNS sometimes at outside home and rest 7.5% never used SNS till now. 45% reported that they never affect their personal relationship because of the over usage of SNS.

Table 3: Percentage of students using which electronic device for accessing social networking sites

Attributes	Frequency	Percentage
Computer	19	47.5
Laptop	5	12.5
Mobile	40	100.0

Table 3 shows the electronic devices used for accessing SNS, in that majority 47.5% of them were using computer

for the SNS sites and 40% were using mobile and rest 12 % were using SNS through mobile.

Majority of the respondents (75%) were using internet through mobile recharging, 20% of adolescents were using internet through broadband and rest 5% of respondents were using social networking sites through Wi-Fi. Majority 82.5 % were spending below 100 rupees for using SNS for one month and other 17.5% spending between 100 to 500 rupees.

Findings from Physical Problems

10% of the respondents were getting eye irritation at times because of over usage of SNS. Head ache, eye irritations sleeping disorders were reported by the respondent because of the over usage of SNS.

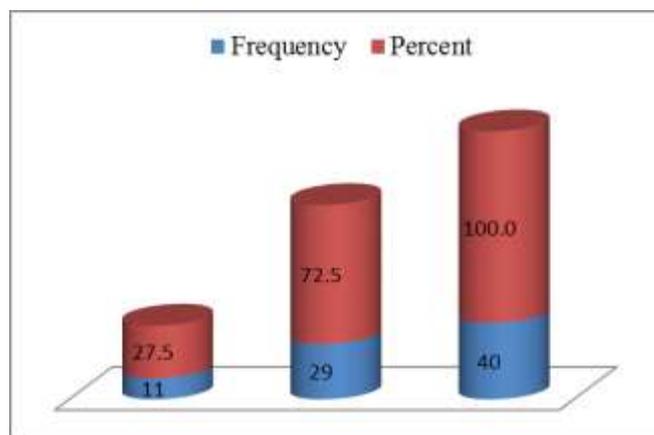


Fig. 1: The percentage of students using time for study

Fig. 1 displays that majority 72.5% were getting sufficient time for study and the rest 27.5 % were not getting sufficient time for study due to over usage of SNS.

Summary and Conclusion

The primary objective of the research undertaken was to shed light on the evolution of dominance of social networking sites among the higher secondary students. The majority of current higher secondary students have had access to the internet and computers for a large percentage of their lives. While analyzing its very evident that majority of them are widely using SNS sites that can be an educational tool, if used wisely and when supervised by parents. Social Network Sites give them a platform to interact with friends.

The SNS can be used as weapon or as a stepping stone depending on how one views it. As we know our early adulthood is an important period. If they have a good study habit and various social skills then that will make those assets more valuable and useful. Anyway we should focus on the ethical use of these SNS so that it can serve our society in a right way and youth can play an important role because SNS is a boob and curse both for the Indian society.

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