

AN ANALYTICAL STUDY ON IMPACT OF SOCIAL MEDIA ON HIGHER EDUCATION

¹PRASHANTH KUMAR C.P., ²SANTHOSH V.

¹Assistant Professor, Department of Commerce, East West College of Management, Off Magadi Road, Bangalore. Mob:- 7411252827

²Assistant Professor, Department of Commerce, Kristu Jayanthi College, Kothanur. Narayanapura (P) Bangalore.

Abstract: Social Media plays an important role in higher education. Social media and technological devices put more impact on student life in higher education and in public life also. Peoples search information through websites and share information through different electronic devices such as Television, Mobile phones, Pager, Personal computer and Desktop by using internet through Face book, Instagram, Twitter, YouTube, LinkedIn, Google+, Flipchart, Vine, Tumbler, Whatsapp etc. Circulate information by using electronic devices and it is need to analyze impact of social media in higher education. The earlier research focused on using social media teaching and learning of mathematics and improves skill to solve mathematical problems and it is helpful to learning, gathering and sharing the information. The present study focused on effects of social media on students life and as well as public social life. Open-ended questionnaire are frame for survey and chi-square statistical tool Convenience sample techniques are used for analysis. The uses of social media can prove to be a very useful source of learning, sharing and healthy activities.

Keywords: Social Media, ICT, Electronic Device, Internet etc, Social Devices.

1. INTRODUCTION

Information and Communication Technology plays an important role in higher education. Now a day's people gathering information, photograph and video sharing through different social media websites. The aim of the study is analyze and evaluate the impact of various social media on students. It also analyses which social media and technological devices put more impact on student life including their academic performance, social behaviors and other issues. Peoples search information through websites and share information through different electronic devices such as Television, Mobile phones, Pager, Personal computer and Desktop by using internet through Face book, Instagram, Twitter, YouTube, LinkedIn, Google+, Flipchart, Vine, Tumbler, Whatsapp etc. Now a day in school and colleges are run the classes through online, smart class and circulate information through using electronic devices. Students and faculty members circulates notes and sharing information through electron devices by using internet facility. The study is focus on objectives, benefits and drawbacks of ICT in higher education. Students are using social media network on daily basis, it is need to analyze how social media impact on students and how it useful.

2. LITERATURE REVIEW

1. **Kankan Sarkar (2018)** The study reveals impact of ICT on college students, teaching fraternities, researchers of all colleges and university level. Open-ended questionnaire are used and Chi-Square statistical test are apply to analyze the ICT on teaching and learning. The study also reveals the difference of opinions of the students and teachers about ICT in enhancing and learning of students. The study focused on salvation of mathematical problems and motivating the students to learn. The study concludes that ICT enhance the effectiveness of teaching and learning of mathematics and improve skills for solve the mathematical problems.

2. **Wael Sh.Basri & et.al (2018)** The study reveals impact of ICT on universities, students academic performance and achievements. The structure equation model and path analysis was choosing for research purpose. It is found that ICT adoption improvement reflect on female students rather than male students. the study also implication of current study to the existing knowledge.

3. **Abdulwahaab Alsaif (2016)** there is hundreds of social network sites to share data and collect N number of data on many area and topics. It attracts variety of clients, gathering huge public, draw individual inclinations. Social media helps to portable access, blogging, photographs and video sharing. The study reveals that major factor of social media in student's life and their academics, social behavior, health etc. the social media does not impact on social life of students life but it can be prove that social media is a research tool for students and help them their studies. The study conclude that social media is a very useful source of learning, gathering and sharing of information.

3. OBJECTIVES

1. To know the uses of social media and its effects.
2. To access the relationship between social media and its effect on social life.
3. To evaluate the effect of social media on students life.
4. To know the effect of social media on public life.

4. HYPOTHESIS

1. H0: there is no significant relationship between Age of respondents (Factor – 1) in social media and Use of Social network.

H1: there is a significant relationship between Age of respondents (Factor – 1) in social media and Use of Social network.

2. H0: there is no significant relationship between qualification (Factor – 2) of respondents and its effect on student life.

H1: there is a significant relationship between qualification (Factor – 2) of respondents and its effect on student life.

3. H0: there is no significant relationship between social media in respect to gender of students and its effect on social life.

H1: there is a significant relationship between social media in respect to gender of students (Factor – 3) and its effect on social life.

4. H0: there is no significant relationship between use of social network in real life of respondents and its effect on social life of public.

H1: there is a significant relationship between use of social network in real life of respondents and its effect on social life of public.

5. RESEARCH METHODOLOGY

Research Design:- The present study is a Analytical research.

Area of the Study:- The present study is focus on Impact of Social Median In Higher Education.

Sampling Framework:- For research purpose, convenience sampling can be used and respondents group based on Age, Qualification, Gender, and Use of Social network.

Sampling Size- Sample size is restricted only 50 respondents.

Sources of Data Collection

Primary Data:- The primary data is collected through survey, such as questionnaire.

Secondary Data:- The secondary data is collected through published sources like Journals, Published reports, Books and E-sources etc.

Application of Statistical tools and techniques

For data analysis the Chi-Square techniques are used.

6. ANALYSIS & INTERPRETATION

TABLE: I - Result of Chi-Square test at 5% Significance level on relationship of Age of respondents and use of Social Network.

Age and Use of Social Network	Critical Value	Df	Chi-Square Value (2- sided)
How many hours spent on social network	12.571	8	.127
Why do you use social networks	7.062	6	.315
How long have you been using social networking sites	3.381	6	.760

Source: - SPSS Output

Table:- 01 Table value is more than Chi-Square value, and the chi-square value is more than significance level i.e (0.05). So, null hypothesis (H0) rejected and alternative hypothesis accepted (H1). There is a significance relationship between age and Use of Social network.

TABLE: II - Result of Chi-Square test at 5% Significance level on relationship of Qualification of respondents and Effects on Social Network.

Qualification and its effect on Student Life	Critical Value	Df	Chi-Square Value (2- sided)
Do you think using social networks helps you in studies	1.203	2	.548
Do you think using social networks are posing negative effects on your studies	3.541	4	.472
How many social networking websites do you use	1.427	3	.742
Do you think usage of social networks has any positive effects on your life	3.877	3	.275

Source:- SPSS Output

Table:- 02 Table value is more than Chi-Square value, and the chi-square value is more than significance level i.e. (0.05). So null hypothesis (H0) rejected and alternative hypothesis accepted (H1). There is a significance relationship between Qualification and its effect on student life.

TABLE: III - Result of Chi-Square test at 5% Significance level on relationship of Gender of respondents and Effects on Social Life.

Gender and Effects on Social Life	Critical Value	Df	Chi-Square Value (2- sided)
Use of ICT improves problem solving skills	5.218	2	.074
What is/are the best advantage(s) of using social networks	5.202	3	.158
Do you think usage of social networks has any negative effects on your life	9.417	4	.051
Is there any disadvantage of using social networks	.834	4	.934
Do you evaluate the content you publish on social networks	.362	2	.835

Source: - SPSS Output

Table:- 03 Table value is more than Chi-Square value, and the chi-square value is more than significance level i.e. (0.05). So null hypothesis (H0) rejected and alternative hypothesis accepted (H1). There is a significance relationship between Qualification and its effect on social life.

TABLE: IV - Result of Chi-Square test at 5% Significance level on relationship of Social Media and Use of Social Network.

Social Media and Use of Social Networks.	Critical Value	Df	Chi-Square Value (2- sided)
Do you think there is any privacy issues related to social media networking	4.889	8	.769
How does social networking affect your real social life	7.181	8	.517
Do you think the friends made through social media are trustworthy	10.552	6	.103
Is your parent aware of your social networking activities	1.438	6	.964
Do you think using some kind of social networking is essential for today's life?	3.385	6	.759
Have you ever regretted any information that you shared/posted over social media	2.057	2	.357

SPSS Output

Table:- 04 Table value is more than Chi-Square value, and the chi-square value is more than significance level i.e. (0.05). So null hypothesis (H0) rejected and alternative hypothesis accepted (H1). There is a significance relationship between Social Media and Use of Social Networks.

7. FINDINGS

1. It is found that 14 (60.9%) respondents are female and 9 (39.1%) respondents are male. And found that 13 (56.6%) respondents are graduate qualified and 9 (39.1%) respondents are post graduate.
2. 69.6% respondents belong to 21- 25 years and 26.1% belongs to 16-20 years.
3. 100% respondents are using social networks, out of that 47.8% are using social networks from 3-5 years and 30.4% are using social network from 5-8 years.
4. 35% respondents using 1-2 hours to spend in social network daily and 17% using 3-4 hours daily. Maximum (39.1%) respondents using social network as a source of recreation & relaxation and make new friends simultaneously.
5. 26.1% respondents are strongly agree and 47.8% respondents are agree that, using social network helps their studies and 8% respondents' feels that, using social network posing negative impact on studies.
6. 43.5% respondents are using 1-2 social networking websites and 17% are using more than 5 social networking websites.
7. 52% respondents agree that, using social network has a positive impact on routine life and improve the problem solving skills. 30% respondents feels using social network has negative impact on routine life.
8. 52% respondents using social networks to share the information quickly.
9. 52% respondents feel use of social networks will leads to lesser physical activity and result in health problems.
10. 56% respondents feels using some kind of social network is essential for today's life.
11. 78% respondents' parents aware of using social network activity of their wards.
12. 39% respondents feel use of social network no effect on real life and 30% feels it increase gap between peoples.

8. SUGGESTION

1. Not only the respondent's age between 21-25 is use social networks, the social networks are user friendly so, any age of people can use of it.
2. Public (Students, Common public, Entrepreneurs) can use social media websites at less cost.
3. Social Media networks are helps to people to build relationship.
4. People can frequently access information at lesser cost with the help of social media networks, so people can get benefit from it.

9. CONCLUSION

Who need to use social media in their courses to upgrade students learning capacity should be organized to empower students and make them active individuals in the learning process. The thought that students know how to use social media appropriately may act as a hindrance for those students who may require closer supervision. An e-learning system can play a very important role for students in order to cooperate and work together through the social media channel. There are few advantages from social media, such as sharing of information, photograph, and videos within a minute. Acquire knowledge about current affairs. Marketing of products and services trough advertisement in social media. Purchase and sale N number of products and serves with the help of social media. Disadvantages of social media such as the information circulate in social media may be bias. Students may not utilize social media for academic purpose. Common public spoil their valuable time to watch movie and serials which is not necessary. The study concludes that, if appropriately use the social media, it can prove to be a very useful source of learning, sharing and healthy activities.

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Conflict Of Interest

The authors have NO affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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