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## EFFECT OF THE USAGE OF SOCIAL NETWORKING SITE ON THE EDUCATION OF UNDEGR GRADUATE STUDENTS IN COIMBATORE CITY

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### Abstract

Social media has been developed as irreplaceable element in the life of human kind. It has helped in bringing out effective organization, communication and awareness creation. Even in India, Social Media created a wave to gather mass support against corruption and bring in a Bill in the parliament. Social networking sites are becoming an attractive and effective mode of communication, many social sites developers like Facebook, WhatsApp, Twitter, and the others are competing to give the best features in terms of communication, interaction, privacy and even in the field of entertainment. The use of these Social Media sites has become more popular among college students. The present study evaluated the impact posed by the usage of social networking sites on the education of youths in Coimbatore city.

**Keywords:** Social Media, Communication, Interaction, Privacy and Education.

### Prologue and Statement of the Problem

The social networking sites are all pervasive and cover a wide range of research topics. Social media have become increasingly popular because of the combination of both technological developments and social change. The present investigation was carried out on the basis of a conceptual model which states that an accurate understanding of social media literacy requires more insight into people's access to social media applications, knowledge, skills, self-efficacy, attitudes and actual media use. The uses and gratifications of social media with reference to college students in Coimbatore city is being examined on the basis of the theory proposed by previous researchers. The scholar observed that social media can be utilized in gaining maximum value of societal relationship management. The emergence of new social media technologies gives businesses the opportunity to change the way they relate to people, shifting the focus from managing transaction to building deeper relationships.

Social media's nature is such that it allows enhanced social interaction thus allowing the user to voice out without being interrupted. This makes it interesting and addictive too. It attracts the crowd to keep networking with vigor. The less evident pitfalls of continued activity on social media need to be checkmated with wary of the impact of individuals in particular and society in general through proper reins of control. In the recent years, Social Media has played a pivotal role in the Indian society. The young generation, considered to be the mainstream element of growing society is directly or indirectly exposed to social media.

Hence, the consequence posed by social media on day-to-day life of a youths is immense and the analyse of which is inevitable. Majority of the users are between 16 to 40 years. Amongst them college students are using these sites for entertainment purpose only. They always want to connect with their friends and best one. In a working place users are engaging on these sites like various kinds of offices, colleges, government places, hospitals and in public sector etc. These sites helps to Indian peoples for raise their voice against on injustice and inequality. Majority of the Indian leaders, social activist, feminist and celebrities from various fields are post and share their views on different kinds of social issues. Social media have revolutionized the life of many people and thus attracted much attention, not only from industry, but also academia. With the above setting the present research is intended to find the solution for the following research objective;

- To examine the effect of social networking sites on the education of under graduate students in Coimbatore city.

### Literature Reviews

**Wasim Akram Zargar (2018)**<sup>1</sup> States that the use of Social media is being swiftly growing in the course of previous few years. It isn't handiest being used by the working humans however additionally there is heavy upward thrust within the use of social media by using the students or we will say in training society. Technology is growing the social media has grow to be the routine for every person, peoples are visible addicted with those technology daily. With special fields its effect is one of a kind on people. Social media has accelerated the great and rate of collaboration for college students. Use of social media has been created a fantastic effect on the society. With the assist of Internet all the social web site and diverse packages are available which can be get right of entry to

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<sup>1</sup>Wasim Akram Zargar (2018), Impact of Social Media on Education with Positive and Negative Aspects, International Journal of Management, IT & Engineering Vol. 8 Issue 3,



without difficulty, also permit users to speak and engage with every different, to create, edit and share new styles of textual, visible and audio content material.

**Biswajit and Jyoti (2010)<sup>2</sup>** Focused on growing popularity of these sites among the social media and internet users demands an introspection of social behavior and human beings. The study wants to know that how social media sites affects our relationships and social behavior? The study analyzed the negative impact of these sites on the users and concluded that the growth of these sites shows a most important change in the personal behavior and social of Internet users.

### Hypotheses

**H<sub>01</sub>**- The relationship between the usage of social networking sites and education of the under graduate students is insignificant.

**H<sub>02</sub>**: The impact posed by the usage of social networking sites and education of the under graduate students is insignificant.

### Research Design

The study is both analytical and descriptive in nature. Primary data has been used in this study using well-structured questionnaire, to make analysis. Secondary data for the study has been collected from books, magazines, websites, reports and business journals. The population targeted for this study is college students who use social media for various uses of managing societal relationship. A total 100 respondents from the city are being selected and to whom the questionnaires are distributed. The sampling technique adopted for the study is purposive or judgment sampling. It is so because; only the under graduate students who use social networking sites for various purposes of education are being included as samples in the study. The statistical tools used for the study are simple percentage analysis and the regression analysis.

### Limitations of the study

The following are the limitations of the study:

1. This research was location specific and was confined to the under graduate students in the city of Coimbatore in India. Hence the results of this research may not be applicable to other parts of globe.
2. The primary data collected depicts the attitude of the respondents which may be self-biased.

### Analysis and Discussion

Table 1: Demographic Profile of the Respondents

Classification	No of Respondents	Percentage
<b>Gender</b>		
Male	59	59
Female	41	41
<b>Marital Status</b>		
Married	09	09
Unmarried	91	91
<b>Domain of Education</b>		
Science	42	42
Social Studies	49	49
Law and others	09	09
<b>Educational Institution</b>		
Government aided	37	37
Self financing	63	63
<b>Residence</b>		
Rural	26	26
Urban	74	74
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Compiled and calculated using primary data

<sup>2</sup>Biswajit Das, Shankar Sahoo Jyoti, "Social Networking Sites: A Critical Analysis of Its Impact on Personal and Social Life" international Journal of Social Science, Vol. 2, Bhubaneswar, Orissa, INDIA



The above table represents the demographic profile of the respondents who are the under graduate students using social networking sites for their education in Coimbatore city. Out of 100 samples selected 59 percent of the Respondents are male, 91 percent of the respondents are unmarried, 49 percent of the respondents belonged to social studies as their educational domain and 63 are doing their education in self financing colleges. It is clear that the majority of respondents at 74 percent are from urban residence.

**Relationship between usage of social networking sites and education**

**H<sub>01</sub>**- The relationship between the usage of social networking sites and education of the under graduate students is insignificant.

**Table 2: Correlation**

		Social media	Education
<b>Social Networking Sites</b>	Pearson Correlation	1	.788**
	Sig. (2-tailed)		.000
<b>Education</b>	Pearson Correlation	.788**	1
	Sig. (2-tailed)	.000	

\*Significant at 5 per cent level \*\*Significant at 1 per cent level

**Source:** Compiled and calculated using the primary data

From the above table it is clear that there is a significant relationship between usage of social networking sites and education of the under graduate students. The variables imply the positive correlation. Thus, there is no problem of multi collinearity and there is a significant relationship between the usage of social networking sites and education of the under graduate students.

A regression analysis was used to measure the degree of impact of social media usage and education of the youths.

**H<sub>02</sub>**: The impact posed by the usage of social networking sites and education of the under graduate students is insignificant.

**Table 3**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.62 <sup>a</sup>	.66	.78	.45101
a. Predictors: (Constant), Social media				

**Table 4**

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	14.12	1	.652	26.17	.00 <sup>b</sup>
	Residual	23.62	99	.331		
	Total	37.74	1000			
a. Dependent Variable: Education						
b. Predictors: (Constant), Social networking sites						

**Table 5**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.08	.00	.22	4.12	.00*
	Service quality	.00	.00	.12	.02	.00*
a. Dependent Variable: Education						

The above table depicts the regression model showing the impact of usage of social networking sites and education of the under graduate students. The regression co-efficient R<sup>2</sup> is found to be 0.62 indicating 62 percent of the variance in education predicted by social networking sites. The ANOVA result confirms that the model is fit and significant (F=26.17), p<0.05). The p values



revealing that there is positive relationship between social networking sites and the education of the youths. Therefore, it can be concluded that the impact posed by the usage of social media sites and the education of the youths is significant.

### Conclusion and Recommendation

The effectiveness of social media does not necessarily increase with time. The change in effectiveness with respect to time depends on the quality of information in question. While doing so, students are spending a considerable part of their time on social media. The purpose vary between the students and it is found that rather than learning, the students spend most part of their time in various utility services using social media. However, to be reasonable and legit we have to say that online life has its positive results and has its disadvantages too. Based on the findings of this study, it is recommended that the institutions must develop policies that encourage innovative usage of social media for educational purposes such as group discussions, group research projects, etc. whilst minimizing its negative impact on students by controlling social media use among students during learning sessions.

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