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IMPACT OF SOCIAL NETWORKING SITE AMONG POSTGRADUATE STUDENTS' OF MANIPUR UNIVERSITY: A STUDY

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Abstract

This paper investigates the impact of using Social Networking Sites among Postgraduate students of Manipur University. It aims to reveal the average amount of time spent on social media, the frequency with which it is used, the most commonly used SNS, and the social networking site's overall positive and negative influence. A quantitative survey was conducted using a structured close-ended question distributed randomly among the Post Graduate students of Manipur University. The data collected are processed with MS-Excel and analyzed and interpreted using SPSS. The findings show that SNS is widely used among students, and most students (98%) use SNS. The majority of the student used it every day and spent about 4 hrs a day on average. The student thinks SNS plays an essential role today and is a vital tool for education. The student uses SNS mainly for online learning, communicate with my classmates on course topics and assignment matters with my classmates, Reading News, watching movies, Connecting, and interacting with classmates. The majority of the student understudy also think SNS doesn't affect their academic performance, and lack of sleep and staying late at night are the most concern areas. Finding also revealed that students show little concern about unwanted attention from Strangers in SNS, Internet Addiction, Lack of privacy, Data security, E-crime, e.g., identity theft, theft of valuable data, Cyber-bullying.

Research limitations/implications – This study was conducted in a single academic institution; therefore, findings may not be applicable and reasonable to be generalized to all educational institutions.

Originality/value – The study is original as the data was collected directly from the Post-graduate Students of Manipur University.

Keywords: *Social Networking Site, Online Learning, Education, Communication, Internet Addiction,*

Introduction

Social Networking Sites (SNS) is a web 2.0 tool that includes Facebook, Twitter, Instagram, WhatsApp, YouTube, etc. Social networking has become a ubiquitous component of human interaction with the introduction and widespread usage of the internet and cell phones (Saini et al., 2020). Social media are rapidly increasing in recent years and have become increasingly involved in practically every part of life by changing their lifestyle and impacting their well-being (Raza et al., 2020). The availability of easily accessible information and the fast development of social networking sites (SNSs) have demonstrated that the globe is tiny and accessible. The significant impact of this interconnection is due to a shift in the learning and sharing environment, which, for the most part, is missing in classrooms demonstrates the advantages of SNSs in allowing students to communicate and connect with a larger audience outside of the classroom (Valdez et al., 2020). Increased social networking sites (SNS) such as Facebook, Twitter, and WhatsApp, have transformed the way people interact, particularly among university students. Therefore, academic institutions are keen to support social media as a learning platform (Khairi & Ghani, 2019).

Social Networking Sites (SNS) are becoming the primary means of communication among students, especially at higher levels of education, including interactions with colleagues, interactions with teachers, participation, collaborative learning, and student performance (Alaslani & Alandejani, 2020). Social networks have become an essential part of students' everyday lives and maybe a valuable tool for sustaining relationships and avoiding loneliness. There are conflicting findings of the association between the usage of social networking sites (SNS) and feelings of loneliness (Agadullina et al., 2021). The most popular social media channels utilized during crisis communication were reported to be social network sites. (Kutoglu Kuruç & Opiyo, 2020).

Literature Review

SNS has been an area in which researchers and experts of different fields widely study. Some of the related articles are as follow.

Social Networking Site is widely used successfully by higher education study. For instance, “Social networking sites (SNS) are widely used among students, and their integration in higher education is increasing across the years” (Al-Dheleai et al., 2020). Students in higher education used Facebook to keep in touch with their old friends and talk on different topics more easily with their online friends than real-life friends (Butt, 2020). “Social network sites (SNSs) are the essential communication tools among students, especially at higher levels of education, including interactions with colleagues, interactions with instructors, engagement, cooperative learning, and student performance (Alaslani & Alandejani, 2020).

Connection, collaboration, interaction, and discussion are essential parts of educations, and they come in handy with the availability of SNS. Many studies agree that SNS has its primary purpose in connection and collaboration among students. Deepthy & Shalini (2019) revealed that undergraduate students use social networking sites to expand information, interact with friends, connect to their classmates for online study, discuss serious national issues, watch

movies, etc. Online platforms enable academics to connect with others and disseminate their research. Scholarly identity platforms have benefits, opportunities and offer possibilities for developing academic library support (Radford et al. 2020). Hiele et al. (2019), shed light on the importance of students' group collaboration using social networking sites like social media and social networking sites as tools for a learning environment. Interpersonal interconnectivity, entertainment value, and social enhancement value derive from the students' participation in social networking sites through which they encounter social benefit and social overload (Raza et al. 2020).

SNSs are found to have a positive impact on learning new skills and academic performance. Khairi & Ghani (2019) revealed that the time spent on SNS has a significant positive direct effect on academic performance and predictor behavior has a significant negative impact on academic performance. SNS is an appropriate tool that supports students' sense of social presence, contributing to better learning and academic performance” (Aldheleai et al., 2020). There is a Positive correlation between students' study habits and the extent of SNS utilization. The study also revealed that the more students devote themselves to their study habits, the higher the level of SNS utilization (Valdez et al., 2020). Palla & Sheikh (2020) revealed that students use social media networking sites for academic purposes, which is an excellent factor in improving their academic skills and grades. Teachers must encourage their students to make the best use of social media networking sites for recreational and educational purposes. In their study, Azlan & Yunus (2020) found the respondents respond affirmatively to the usage of SNSs in improving English writing skills.

SNSs are fraught with drawbacks/concerns, especially related to confusion, for-profit models, and reputational risk. There are also study which found that risk of using SNS. The risk can be of physical and mental health and cybersecurity. Eke et al. (2014) stated that there are benefits of using social networking sites and dangers associated with social networking. Such threats can be alleviated using the strategies available at work. A significant difference was found among the personality traits of student's use of SNS and risks, while no difference was observed toward SNS benefits(Ahmed et al., 2020).

The negative impacts of SNS include misusing personal information, a distraction from research/assignments/careers activities, hacked account, no review of privacy settings for controlling notorious postings, and consume too much time were identified as the maximum effects of social media and SNSs (Naqvi, 2019). The risk of using SNS may include people's physical, mental, and spiritual health (Saini et al., 2020). Perceived stress has been regarded as a risk factor for problematic social networking site (SNS) use (Hou et al., 2019). “A high level of social networking use and potentially inappropriate attitudes towards professionalism were found among pharmacy students' (Hall et al., 2013). Hormes (2016) found a link between excess or maladaptive SNS use and problems related to alcohol in young adults. In the meantime, students also indicated that lack of security and privacy are the main concerns of social networking sites, a majority of them used their real names and photos in their profiles (K & Sumitha, 2011). “There are many advantages of using social networking sites and their menaces combined with social networking and such dangers can be restructured using the strategies available in work” (Deepthy & Shalini, 2019). On the other hand, the findings also

showed that both attention span (p-value=0.036) and time management (p-value=0.037) have a negative indirect effect on academic performance, given that time spent on SNS was added as mediating variable (Khairi & Ghani, 2019).

Thus, it can be concluded that SNS is an essential tool for education in this internet era; in the meantime, there is also a negative impact associated with SNS.

Significance of the Study

Social Networking sites have become essential tools in this era. It is mainly used to spread and find news and information, find friends with common interests, communicate, share posts and pictures, business, marketing, etc. Its importance is felt in the academic environment. The widespread adoption of social networking sites among college students has motivated an increasing number of researchers to discern the relationship between social networking site use and academic performance. However, these studies mainly address the direct effect of social networking site use on academic performance, thus failing to identify and incorporate relevant explanatory mechanisms (Tafesse, 2020).

Methodology

The present study used the survey method to approach the respondents through a questionnaire as an instrument for data collection. A structured close-ended questionnaire was formulated, and a survey was carried out to collect data from the Post Graduate student of Manipur University. The questionnaire consisted 15 questions composed of three parts: respondent's demographic features, the using pattern, and the variables related to the perception of SNS by students of Manipur University. The questionnaire was distributed randomly to students, and a total of 125 responses were received. The data collected were processed using MS-excel and analyzed using SPSS.

The study is limited to the student of Manipur University.

Analysis and interpretation.

The data for analysis consists of 3 parts- Demographic Information, using pattern, and Impact of Social Networking Sites.

I. Demographic Information

a. Gender

Figure 1 below shows the gender representation of the respondents. It shows that the majority of the respondents are female, representing 57%, and male, with 42%. In the meantime, 1% prefer not to share their genders.

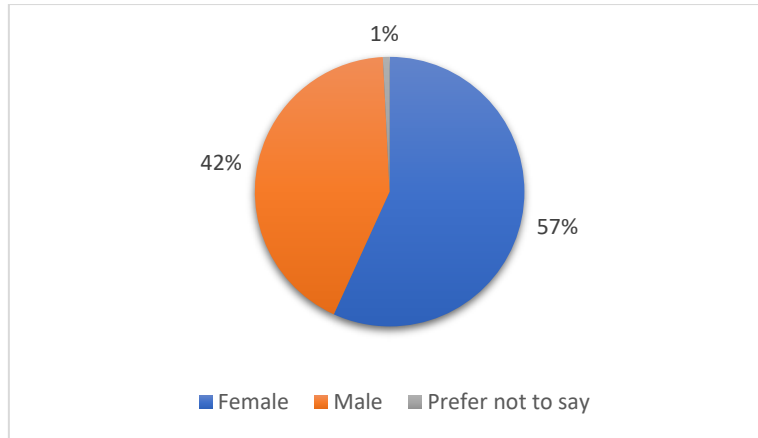


Figure 1: Showing Gender representation of the respondents

b. Age Group

The age group of the respondents is as follows in figure 2. It reveals that the majority of the respondents are in the age group of 20-25, representing 89% of the total respondents, 7% are in the age group of 26-30, 3% are more than 31, and 1% belong to the age group of less than 20.

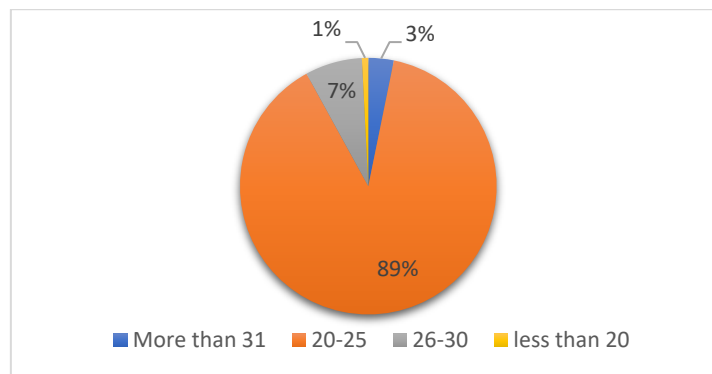


Figure 2: Showing the Age Group of the Respondents

II. Using Pattern

a. Using pattern of Social Networking site

Figure 3 below shows the Using pattern of Social Networking site by students of Manipur University. It shows that 98 % of the total sample used Social Networking sites.

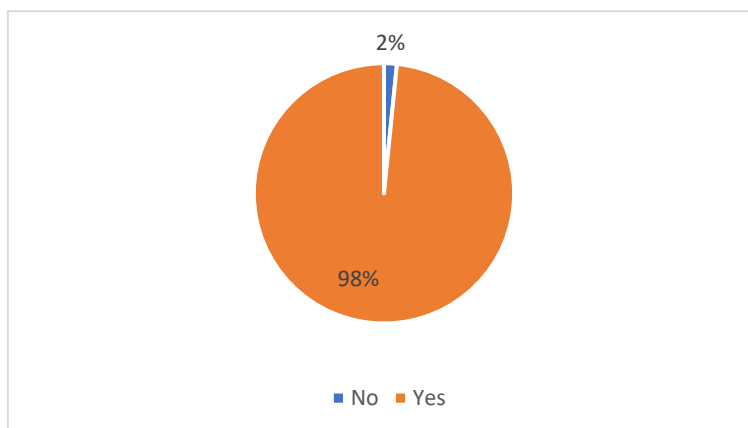


Figure 3: Showing Using pattern of Social Networking site

b. How long have you been using SNS

Figure 4 below shows the response related to how long students have used SNS. It is revealed that 94% of the respondent used SNS for more than two years, 3% of the students have been using it for about six months, 2 % used for about six months to a year and 1 % has been using it for less than a month.

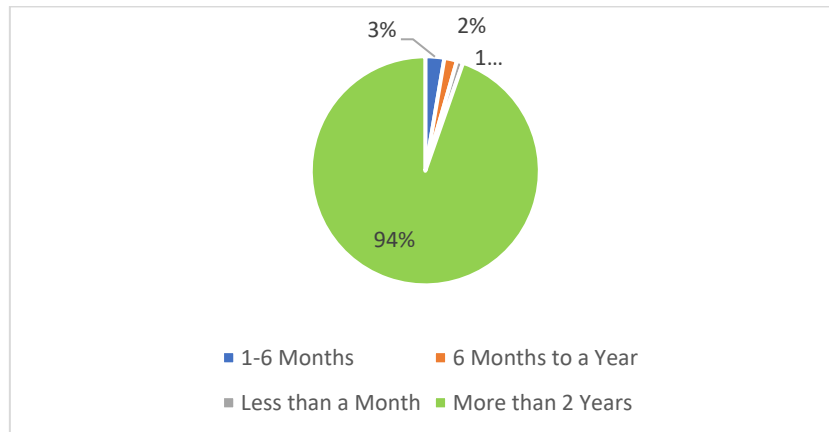


Figure 4: Showing How long sample have been using SNS

c. Frequent using SNS

Figure 5 below shows the Frequency of using SNS by students of Manipur University. It is found that 94 % of the respondents use SNS every day, 2% used it once a week, 2% used it twice a week, and another 2% use it once a month.

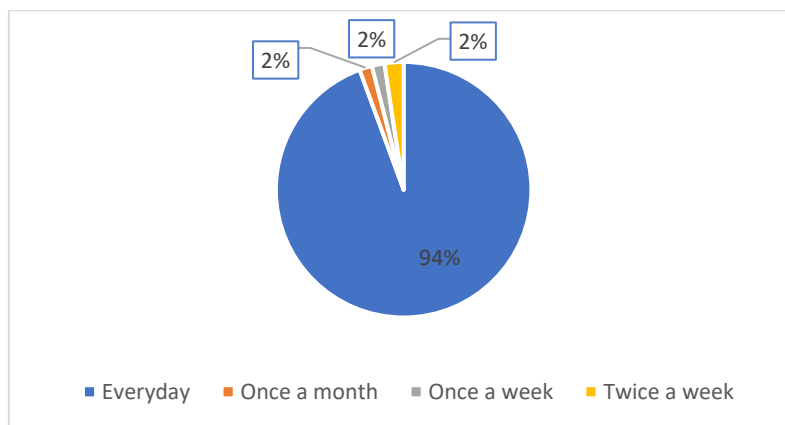


Figure 5: Showing Frequency of Using SNS

d. Average time spend on social networking sites per day

Figure 6 shows responses related to the average time spend on SNS per day. The data reveals that 36% of the students use it for about 2-4 hrs a day on average, 34% used it less than 2 hours, and another 23% used it about 5-6 hrs.

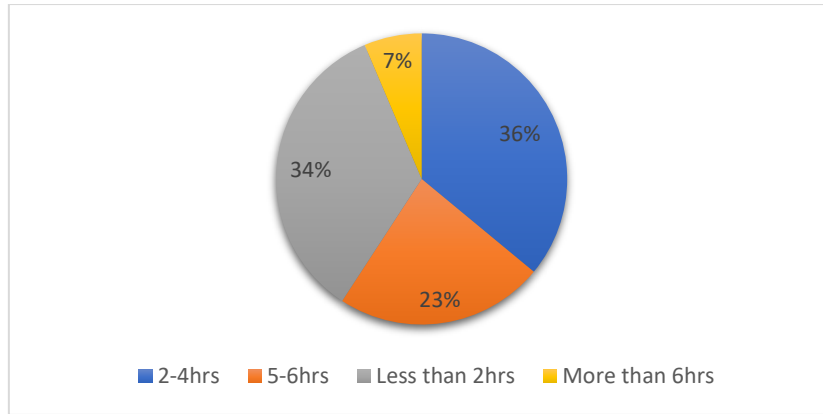


Figure 6: Showing Average time spend on social networking sites per day

3. Impact of Social Networking Sites.

a. Do you consider using SNSs, a waste of time?

Table 1 below shows the user's perceptions of the use of SNS. When students are asked about if using SNS is a waste of time, the majority of the students, 76 (60.8%) disagrees with it, about 40 (32%) think it may have been a waste of time, and another 7 (5.6%) agrees that using SNS is a waste of time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	1.6	1.6	1.6
	Maybe	40	32.0	32.0	33.6
	No	76	60.8	60.8	94.4
	Yes	7	5.6	5.6	100.0
	Total	125	100.0	100.0	

b. Purposes of SNS

People use an online platform like social networking sites to build social networks or social relationships with other people who share similar personal or career interests, activities, backgrounds, or real-life connections. The same thing happened with students and the academic environment overall. In the field of academics, there are many practical purposes of social networking sites. The primary purpose of SNS can be for Online learning and can be used most effectively in distance education (Brady et al., 2010). SNS can function its purpose in doctoral students academic network (Tauginienė & Kalinauskaitė, 2018), communication with a colleague (Ramprathap et al., 2016) (Gok, 2016) (Kyei-Blankson et al., 2016), sharing information (Ramprathap et al., 2016), information seeking and for sharing academic and educational news (Guraya, 2016),(Gok, 2016), reading the newspaper (Lewis, 2008) (Gok, 2016), watching movies (Deepthy & Shalini, 2019), (Eke et al., 2014), leisure is escalating

(Guraya et al., 2019) (Filippaios & Benson, 2018)., To gain new skills (Filippaios & Benson, 2018) entrepreneurial spaces(Filippaios & Benson, 2018).

Table 4 below shows the purpose of SNS by Students of Manipur University. It is found that the majority (80.8%) of the student use SNS for online learning, 86 (68.8%) of the student used it to Communicate assignment matters with my classmates, 81 (64.8%) Reading News, 74 (59.2%) For watching movies, 73 (58.4%) For connecting and interacting with Classmates, 71 (56.8%) Communicate with my classmates on course topics, 68 (54.4%) For leisure and personal socialization 41 (32.8%), For professional activities (searching for a job), 36 (28.8%) For finding friends online.

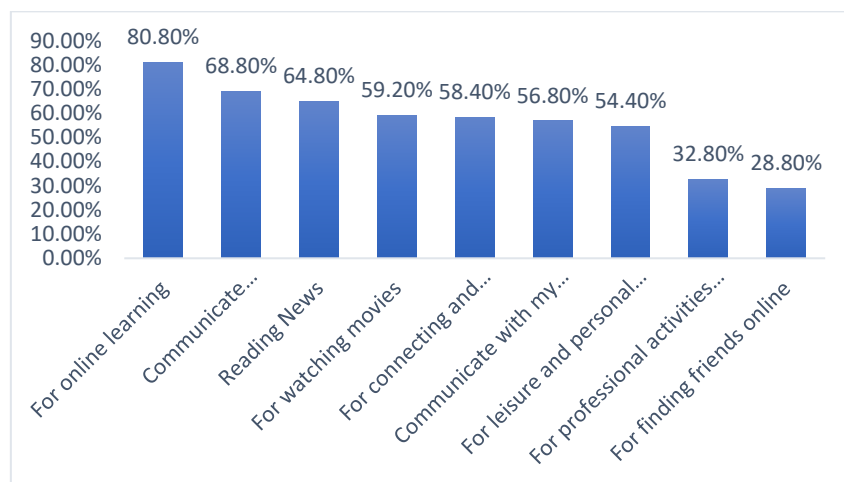


Figure 7: Showing figure response related to Purposes of SNS

c. Negative Impact of SNS

As much as there is a significant advantage of SNS, there exist negative impacts as well. The negative implications might include privacy, intellectual property, copyright and disclosure risks (Henderson et al., 2010), depression, Internet addiction (Chakraborty et al., 2019) (Moreno et al., 2011), cybercriminals, and online fraud (Kirwan et al., 2018), addiction leading to procrastination(Lian et al., 2018), and might even lead to alcohol in young adults (Hormes, 2016)

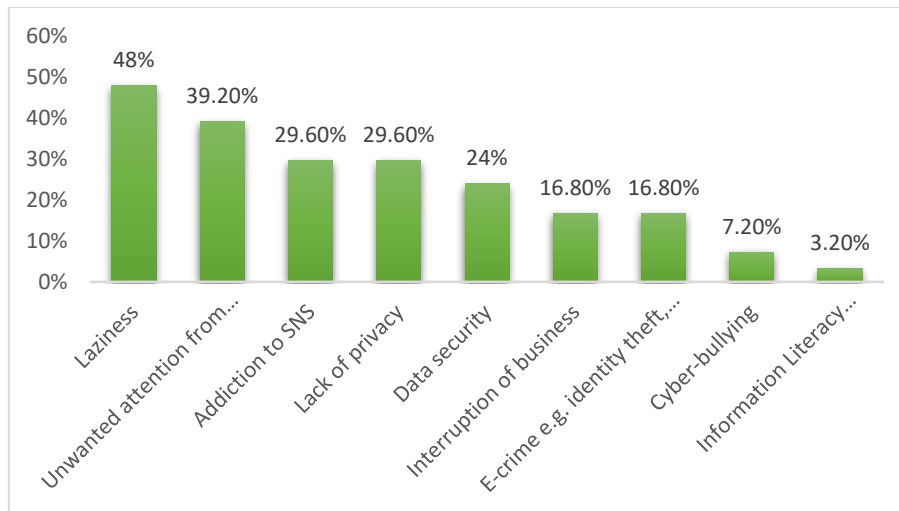


Figure 8: Showing Risk related to SNS

Figure 8 above shows that about 60 (48%) of the students think that SNS makes them lazy, 49 (39.2%) of the students believe it attracts Unwanted attention from Strangers, about 37 (29.6%) think it is prone to SNS, and Internet Addiction. On the other hand, 37 (29.6%) of the student concerned about the Lack of privacy, Data security 30 (24%), Interruption of business 21 (16.8%), E-crime, e.g., identity theft, theft of valuable data 21(16.8%), Cyber-bullying 9 (7.2%), and Information Literacy problems 4(3.2%).

Impact of SNS in Academic Performance

Academic performance is the primary concern of students during their school lives. Students' Social Networking Sites (SNS) engagement has substantially influenced their academic lives, besides their personal and social life.

Figure 9 below shows the academic impact of SNS. Data from the responses reveals that about 52 (41.6%) of the students Stay up late in the night and lack sleep, 42 (33.6%) find using SNS make them Unable to concentrate on study, about 37 29.6% think SNSs Sometimes distract their research, SNS Affect My Academic performance 26 (20.8%) and, Disturbance by classmate 19 15.2%. On the other hand, 37 (29.6%) of the student think Use of SNS does not affect their study.

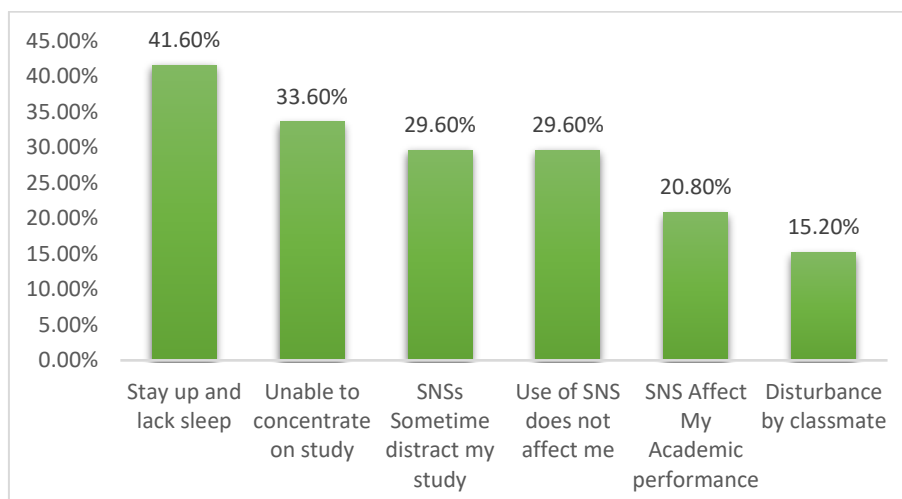


Figure 9: Showing responses related to Impact of SNS in Academic

4. Findings:

The findings of the research are as follows.

- Social networking site is accepted and widely used by Postgraduate student of Manipur University. It is found that the majority of the student (98%) use SNS, and about 94% of the student use SNS for more than two years.
- The student also spent a significant amount of time in SNS as, on average, 36% of the students use it for about 2-4 hrs a day, 34% used it less than 2 hours, and another 23% used it about 5-6 hrs.
- The students also agree that SNS has a role to play in their academic line. The majority of the students (60%) think SNS is not a waste of time and is essential for education.
- There are many purposes of SNS, and the present study (Figure 7) also reveals that the majority of the student use SNS for Online learning(80.8%), Communicate assignment matters with my classmates (68.8%), Reading News (64.8%), For watching movies (59.2%), For connecting and interacting with classmates (58.4%), Communicate with my classmates on course topics (56.8%), For leisure and personal socialization(54.4%), on the other hand, SNS is not popular For professional activities (searching for a job) (32.8%) and For finding friends online (28.8%).
- The data on the negative impact associated with SNS among students can be seen in Figure 8. It reveals that student doesn't find any risk using SNS as 48% of the students think that SNS makes them lazy, 39.2% of the students believe it attracts Unwanted attention from Strangers, about 29.6% think it is prone to SNS and Internet Addiction. On the other hand of the student concerned about the Lack of privacy (29.6%), Data security (24%), Interruption of business (16.8%), E-crime, e.g., identity theft, theft of valuable data (16.8%), Cyber-bullying (7.2%), and Information Literacy problems (3.2%).
- The impact of SNS on Academic Performance is an area that has been studied by researchers widely study. Data from figure 9 revealed that students' academic performance is not affected by SNS as only 20.8% of the students think SNS Affect Academic performance. The same finding is also revealed by Giri et al. (2018). On the other hand, Stay up late in the night and lack of sleep has become the most concern of students as about 41.6% of the students think SNS make them stay up late and lack sleep, about 33.6% find using SNS make them Unable to concentrate on study, about 29.6% think SNSs Sometime distract their study, and, Disturbance by classmate 15.2%. On the other hand, 29.6% of the student think Use of SNS does not affect their study.

5. Conclusion

Students and the general public widely use SNSs because their flexibility, convenience, and accessibility significantly impact education. Social networking sites such as Facebook and WhatsApp considerably assist students in sharing knowledge and information, communicate and collaborate with others, improve academic results, and improve reading and writing

abilities. It also allows users to exchange a wide range of information with large groups of individuals who share similar interests. With its expanding popularity, issues concerning the underlying circumstances to its Negative impact persist, but studies show that students are highly enthusiastic about the effects of SNS.

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