Impact of Social Networking Websites on Students learning

MahboobRabbani

Bahaudin Zakria University Bahadur Sub Campus Layyah, Pakistan

AnamJaveed

Bahaudin Zakria University Bahadur Sub Campus Layyah, Pakistan

Muhammad Asif

Bahaudin Zakria University DG Khan Campu, Pakistan

Muhammad Ibrahim

Bahaudin Zakria University Bahadur Sub Campus Layyah, Pakistan

Abstract

This research paper investigates the effect of social networking on student performance those use the social websites. Variables which are used in this research paper are gender, education, age, academic performance and social influence. Our research is based on quantitative and descriptive research. Some data is collected from different websites, magazines and journals and 168 questioners are filled from different universities professors and students. The result shows that in age range between 15 to 25 mostly use social networking websites for enjoyment, 60% of male respondent used these websites for information. Inter and Graduation students mostly used these websites for enjoyment. The result also shows some people also used social websites for social influence. This study also shows these students also used social websites for relatives, professors and friends. Students whose gpa are 3.0 to 3.5 GPA (Grade Point Average) commonly use social networking websites for enjoyment

Keywords: *social networking, student life, learning effect*,

1.Introduction

The impact of the Internet on education is important issues that become critical situation for us in recent year. Internet is a very essential part of life for enjoyment and education. It is a very large community which is using internet for pure education but unfortunately we have also a very large number of people including majority of youth and teenager using Internet only for enjoyment. Internet is very big evolution of technology but when we talk about the social networks it is extremely dangerous for youth because student involve in time wasting activities. Internet affects our social values and morality.

This study is very important for any country tradition and morality base values. Recently Pakistan face different difficulties and issues one of important issue is that social network destroy our tradition and values. Social media also affect student life in wrong way.Kuppuswamy and Shankar (2010) social network websites grab attention of the students and diverts it towards non-educational and unproductive actions including useless chatting. On the basis of the above statement we can say that social networking sites may nagatively affect the academic life and learning experiences of the student.Liccardi et al (2007) argue that the students are socially connected with each other for sharing their different learning experiences and do conversation about different issues and topic.

Trusov, Bucklin, and Pauwels (2009) says that the Internet is big evolution of technology but specifically social networks are extremely harmful for teenagers, social networks become common and well-known in past few years.In the same way Cain (2009) highlighted that social network websites can be practiced for good determinations but it used for Involvement of digital snapshots and information, exposing securities, and conducting online conversations because many other communities inside social networking websites motivate user for this kind of inappropriate actions.According to Ellison, Steinfield, and Lampe (2007) students use social networking websites approximately 30 minutes throughout the day as a part of their daily routine life. This statement shows the importance of social networking websites in students' life and his learning performance.

Boyd & Ellison (2007) argued that the U.S. Congress has proposed legislation to ban youth from accessing social networking websites in schools and libraries. When the highly developed nations take stands over the use of social networking websites and cannot allow these social networking websites for countrymen, youth, students and working people. This research mainly focuses on such factors that affect student's academic life and learning experience.Tinto (1997) point out that extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation. This shows that social networks are beneficial for the students in their learning experiences as well as in their academic life.Lenhart and Madden (2007) argued that the students strongly recommend social networking websites to stay in touch with

friends to keep informed and aware about anything.Wiley and Sisson (2006) revealed through a survey that previous studies have found that more than 90% of college students use social networks and that has bed effect on his learning performance.

Our research objective is analysis and judges the effect of social media in student life, his learning and performance. This study has practically important for the people who want to analysis the affect of social media on student performance and want to judge the dangerous affect of social media like twitter face book and what's app on economy development.

2. Literature Review

Our research is base on two variables: use of social networking which is independent and student learning depend on this. Today student learning is mostly base on social media because social media become important part of every one life. Use of social networking badly affects the student learning.

According to Sonia Livingstone (2008) point of view top ten social networking sites residential with the passage of time and its number of users increase from 46.8 million to 68.8 million. This rating reveal the important information about how new generation interact with each other. Talking about law and jurisdiction it is international law that one must be 18 years old minimum to use social networking websites.Shahzad khan (2001) argues that although it paying attention millions of people but regrettably it fails to become a sustainable business. Its organizer believes that sixdegrees.com was simply a head of its time.Boyd & Ellison In late 1990's social network born with Web 2.0 introducing features of blogging and posting with the website named 'six degrees.com', which promoted itself as a tool to help people connecting with each other and providing E-messaging facility.

According to Christine, Beth and john (2009) point of view today world of Internet there are many social networking websites but among all of them the social networking websites which amuse user with special and detailed information profile are more liked by people as an alternative of other social networking websites which provide less features.

Clare Madge et al (2009) says that many users judge that whatever they post is only limited to their relations and close group of friends unaware of the fact that the information they posted may be publically obtainable to be searched and read by much wider ordinance.Bandura (1977) said that students having strong self-efficacy owns advanced level of self-confidence to express social networking websites, where those who have weaker self-efficacy may not, as they fear denial from the network established members this level of self-efficacy can make worse a student sense of remoteness. According to the point of view of Lenhart & Madden (2007) is social networking websites provide a fundamental life to those students who use social networking websites to make new friends even though every contact and friend is virtual and un-real. Some of users register themselves in social networking websites because they want others to know about them, for such reason students get registered and make friends, students thought that increasing number of friends could make them famous among other friends but regrettably social networking websites provide fundamental contacts.

Stella Wen Tian et al (2011) argue that new information on social networking websites encourages growth and provide students with an ever rising learning community which in-returns substitute both academic and social success.Paul Tess (2013) judgment is social networking websites finest serve educational goal and objectives by involving students through such informal methods as it allows student through the process of joint sense making. Some of social networking websites are specifically specified for educational environment including linkedin.com which is fully featured for education purpose and let user to updates his educational documentation and make a professional connections. Wasow (2007) reported that from 1997 to 2001, number of social networking websites began to support various combinations of profiles and publicly expressed friends. Asian Avenue, Black Planet, and Mi-Gente allowed users to create personal, professional, and dating profiles, users could see friends on their personal profiles without seeking endorsement for those connections. presently, it come up with new features in year 2003 a new face of social networks linkedin.com and myspace.com but in year 2003 facebook.com and orkut.com change the total concept of social networks in the history of social media and web sciences, it changes the definition of social networks. After year 2003 social networks were very much advance with new features and with new features the user even can change the whole front end appearance of the website on his profile which is a step towards advancement.

H1: social networking activity has negatively effect on student learning performance.

3.Theoretical Framework

This theoretical frame work shows the dependency and independency of factors which is use of social networking and its effect on student performance.
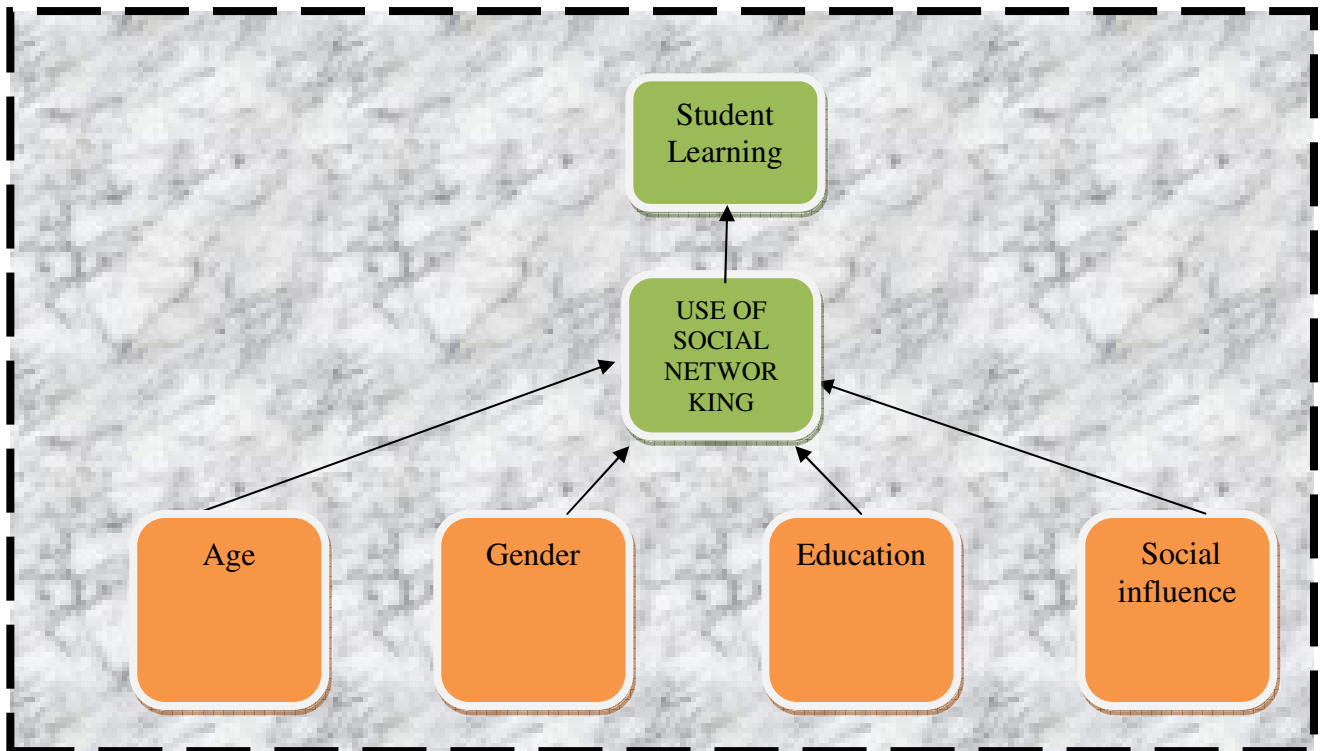
4. Research Methodology

Variables which are used in this research paper are gender, education, age, academic performance and social influence

Research Design

Our research is based on quantitative and descriptive research. Some data is collected from different websites, magazines and journal and questioner is filled from different universities professors and students. Different tests are used to analyze the result

Population of the Study

Population of study is public and private universities.

Sample Size

168 correspondents are selected randomly from different universities of Pakistan

5.Result and Discussion

TABLE 1

Use of Social Networking

	AGE				
	Less Than 15	15 - 20	20 - 25	25 - 30	30 – 35
ENJOYMENT	2	30	15	2	0
INFORMATION	0	26	10	6	2
TIME WASTING	0	10	6	5	2
COMMUNICATIO;N	0	27	19	4	2
TOTAL	2	93	50	17	6
AVERAGE	1.25%	55.45%	29.8%	10.1%	3.6%

The percentage whose age is less than 15 is 1.2% that uses social networking websites. Total respondents in this age group are 2 In which 2 respondent are social networking websites for enjoymentand 0 respondent use social networking websites for infprmation purpose

Age group between15 - 20 includes 93 respondents in which 30 respondents are used social networking websites for just for enjoyment. 27 respondent used for communication purpose in the same way 26 respondents used social networking websites for information and 10 respondents are used for time wasting. average that use social networking websites is 55.4%..

Percentage whose ages between20 to 25 that are used social networking websites is 29.8% .Total respondents in range are 50 in which 15 respondents use social networking website for enjoyment,19 of them uses social networking websites for communication, 10 respondents use social networking websites for information and 06 of them use social networking websites for time wasting. Percentage whose ages between 25 to 30 includes 10.1% that used social networking websites. number of respondents are 17 in which 2 respondents use social

networking websites for enjoyment, 4 respondents use social networking websites for communication, 6 of them uses social networking websites for informationand only 5 of them uses social networking websites for time wasting

TABLE 2

Use of Social Networking in Gender

	GENDER	
	MALE	FEMALE
ENJOYMENT	25	20
INFORMATION	38	17
TIME WASTING	15	9
COMMUNICATIO;N	23	21
TOTAL	101	67
AVERAGE	60.1%	39.9%

The numbers of male respondents are 101 in which 25 respondents are used social networking websites for enjoyment, for communication, 38 respondents used for informationand 15 respondents used for time wasting. The total average of male respondents is 60.1% The total average of female respondents is 39.9% of total population .Total numbers of female respondents are 67 in which 20 female respondents are used for enjoyment, 21 respondents for communication, 17 respondents used for informational purpose. 09 female respondents use social networking websites for time wasting.

TABLE 3

Social Networking Usage in Education

	EDUCATION				
	INTER	GRADUATION	MASTER	M-Phil	P.hd
ENJOYMENT	1	5	30	11	2
INFORMATION	0	5	14	30	1
TIME WASTING	0	2	13	8	1
COMMUNICATIO;N	0	4	20	20	1
TOTAL	1	16	77	69	5
AVERAGE	0.6%	9.5%	45.8%	41.1%	3%

Total number of respondents in master is 77 in which 30 respondents are use social networking websites for enjoyment, 20 uses social networking websites for communication, 14 of them use social networking websites for informationand 13 respondents use social networking websites for time wasting. This concludes that the total average of people doing Graduation is 45.8% of total population that use social networking websites.

The total average of people doing M..Phill is 41.1% of total population. Total number of respondents are 69 in which 11 respondents are used for enjoyment, 20 of them used for communication, 30 use social networking websites for informationand 8 respondents use social networking websites for time wasting. Total number of respondents in P.hd are 5 in which 2 respondents used websites for enjoyment, 1 used for communication and1 of them used for information. the total average in PHD is 3% of total population that use social networking website

TABLE 4

Use of Social Networking and Social Influence

	SOCIAL INFLUENCE			
	FRIENDS	RELATIVES	PROFESSORS	OTHER
ENJOYMENT	40	5	2	3
INFORMATION	27	3	1	16
TIME WASTING	14	2	4	4
COMMUNICATIO;N	32	8	5	2
TOTAL	113	18	12	25
AVERAGE	67.3%	10.7%	7.1%	14.9%

The total average of respondents that uses social networking websites due to their relatives is 10.7% of total population. Total number of respondents that uses social networking websites due to their relatives are 18 in which there are 5 respondents that uses social networking websites for enjoyment, 8 respondents that uses social networking websites for communication, 3 of them uses social networking websites for informationand 2 respondents uses social networking websites for time wasting. Total number of respondents that used social networking websites for their professors are 12 which 2 respondents used for enjoyment, 5 respondents that

used for communication and 4 respondents uses social networking websites for time wasting. total average of respondents that Sis 7.1% of total population.

The of respondents that used social networking websites due to others is 14.9% of total population. Total number of respondents are 25 which in which 3 respondent that used for enjoyment, 2 respondents that used for communication, 16 for information and 4 respondents just for time wasting.

TABLE 5

Student Learning and Social Networking

	1.5-2	2-2.5	2.5-3	3-3.5	3.5-4
ENJOYMENT	1	2	10	25	5
INFORMATION	1	2	14	20	4
TIME WASTING	1	2	15	17	3
COMMUNICATIO;N	1	1	16	20	8
TOTAL	4	7	55	82	20
AVERAGE	2.4%	4.2%	32.7%	48.8%	11.9%

Total number of respondents having GPA ranges from 2.0 to 2.5 is 7 in which 1 respondent use social networking websites for enjoyment, 1 uses social networking websites for communication, 1 of them uses social networking websites for information and 1 respondent use social networking websites for time wasting. This concludes the total average of people having 2.0 to 2.5 GPA is 4.2% of total population that uses social networking websites.

Total number of respondents having GPA ranges between 2.5 to 3.0 is 55 which includes 10 respondents that uses social networking websites for enjoyment, 16 respondents that uses social networking websites for communication, 14 of them uses social networking websites for information and 15 respondent uses social networking websites for time wasting the total average of people having 2.5 to 3.0 GPA is 32.7% of total population.

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