

Understanding Impact of Social Media Use on Academic Performance among Elementary College Students: A Case Study for Nanded City

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ABSTRACT

Investment plays a vital role in a developing country such as India, as it provides the necessary funds for undertaking productive activities to be circulated in the economy. Savings are our country's largest source of investment. Investments are assume they control their own destiny, whereas individuals with external LOC relate their experiences to destiny, luck or chance. Consequently, LOC has a great influence on an individual's investment decision-making behaviour. As a result, this study attempts to assess the LOC of an individual and segment the investors based on their level of internal and external LOC.

Keywords: Locus of control, Individual investor, Segmentation of investors.

I. INTRODUCTION

Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have. The most well-known social media platforms are Facebook, Twitter, Instagram and LinkedIn. These websites allow you to share photos, videos and information, organise events, chat, and play online games. Social media is a web based technology to facilitate social interaction between a large group of people through some type of network. In common widely used network is the Internet. But social media platforms are also for local networks as well.

This study aimed to determine the social network usages allied factories affecting the academic performance of elementary college (XI and XII) student studying in Nanded city. The factors affecting students' academic performance arises from several reasons including self- motivation, family background, social background etc. In recent years, it is witnessed that, teenage are addicted to mobile usages and suffering on social network sites. Their maximum time spent on internet activities. In line with this, research study wants to determine the impact of social network addition which definitely affected the academic performance of the students. This

study may benefit the students, parents/guardian of students by allowing them to understand better the factors that can affect their academic performance.

Social media are web-based services that gives individual the opportunity to create either a public or semi-public profile within a bounded system, add a list of others to with they share a connection and view and transvers their list of connections and those made by others within the system. Therefore, this study was carried out with the aim of examining the impact of use of social media on students' academic performance in Nanded City. In other to measure social media platforms a questionnaire was developed based on past literatures. The independent variables include: time appropriateness, time duration, Nature of Usage, Health Addiction, Friend-People connection and security/privacy problems while the dependent variable was student academic performance. However, using the regression analysis four variables is significant which include: Time appropriateness, people-friend connection, nature of Usage and health addiction while Time duration and security/privacy problems are not significant. Thus, considering the abnormal use of Social media platforms by students, it is expedient that Universities and colleges in Malaysia educate their students to positively use these platforms for educational purposes which will eventually result in a positive impact on their academic performance.

II. NEED OF RESEARCH

1. Social media plays an important role in every student's life. It is easier and convenient to access information, provide information and communicate via social media.
2. Teachers and students are connected to each other and can make good use of these platforms for the working of their education.
3. Social Media sites are on the go news platform for students. From keeping them well informed about the lives of their friends and family it also keeps them updated on various trending news from around the world.
4. Social Media is the easiest way for students to build their network in college. Friends, colleagues, associates everyone can be found and easily contacted through the means of social media.
5. Websites like LinkedIn enable students to establish a professional web presence, post a resume, connect with job seekers and employers.

III. LITERATURE REVIEW

The following different authors were worked on the social medium impact on student's academic performance using different techniques.

Aida Abdulahi ,BukitJali l(2018)

The Impact of the use of social media on students' academic performance and behaviour change written in International Journal of Applied Mathematics. The main purpose of this research study was to observe the impact of social media on students' academic performance. A modified questionnaire was constructed to elicit information from 456 randomly selected students of MawlanaBhashani Science and Technology University (MBSTU), Tangail, Bangladesh. Both univariate and multivariate analysis were used to meet his/her objective. The descriptive statistics were used to analyses the demographic data and educational information while a

multiple regression model was applied to show the influence of social media on students' academic performance. Research findings showed that a large number of respondents experienced negative effects such as late submission of assignment, no concentration in study, students were lazy, less study time and very poor academic performance because of the heavy participation on social media networks sites. A portion of the students provided positive feedback about the involvement with the terrorist and militant activities and the tendency to the predisposition with the political issues due to social media. To this end, the study suggested that social media should be used for educational purposes as well; social networking sites should be expanded and new pages should be created to enhance academic activities, avoid setbacks in the students' academic performance; and students should be monitored by teachers and parents on how they use social networking sites.

Here the main perspective of this research was to highlight the positive and the negative effects on student's academic performance using any social medium. Social media serve to students' purpose of connecting them with people all across the globe by not hampering their working hours and schedules. Despite the several benefits that come with the participation of the students on social media networks, its misuse could badly affect the academic performance. The findings of this study showed that, there is positive consequence of average study time and negative impact of time spending on various social networking websites on students' academic performance. It indicates that, the educational performance increases by giving more time on study and decreases for spending more time on social networking websites.

Sarigam, Harshit Lad(2017)

In this paper the main focused on Social media are computer mediated technologies that facilitates the creation and sharing of information, ideas, opinion, issues, career interests and other forms of expression via virtual communities and network. Social media services are web-based services which can be used via Desktop computers, laptops, and mobile (Smartphone) & tablet computers. Using these services people can have highly interactive platform where they can also share images, videos, information's and even more with each other through a particular network. In these research papers I have tried to cover all the aspects of social media with its positive and negative impact.

The information comes to users rather than users have to make effort to get the information. It has become routine for every person and with these people are getting addicted with the technology. Social Media has affected various fields in both Positive as well as Negative aspects. The current research shows that in Education field students can get the quality of education, acquire new skills but at the same time he/she may get distracted and addicted by too much use of social media. Social media has helped Teenagers in developing awareness, develop social skills, but has also made violence normal, made everything commercial and also many teenagers are not able to score good in their exams. We can say that social media is a boon for Industries in many ways by fostering information on websites, emails, social networking etc., business can be promoted via Facebook fan following, advertising.

Ria Nicoletti Morphitou & Marlen Demetriou (2017)

In this work the main issue of this research paper was to uncover the process by which potential students use social media and more specifically what the media's role is in the decision-making process of choosing a University. In an effort to understand the use of social media in Tertiary Education this research paper

consists of extensive literature review and primary data analysis. Key findings extracted by the literature review led to an inductive research approach

In the both the literature and the research findings support the notion that UNIC must upgrade its digital marketing tools. Recent literature demonstrated the heavy use of social media networks from university students. It also demonstrates that it is becoming the main method of communication among youth for both academic and personal issues. On the other hand, the research findings of this paper support the theory that university students are using social media on a daily basis, and social media can influence their views and beliefs. More specifically, it can influence their choice of university or course of study. Therefore, UNIC must upgrade its existing social media networks creative.

Sandra OkyeadieMensah,Dr. Ismail Nizam (November,2016)

Sandra and Ismail Nizam basically worked on Social media were based on web portals that gives individual and group opportunity to create a public and semi-public profile within a end point system, and add a list of this students and peoples to used on web based social media like, online games, videos and online chatting ect. Therefore, this study has been carried out with the main aim of examining the impact of use of social media on student's academic performance in Malaysian Tertiary Institution and private institution. In this paper the authors was measure social media platforms a questionnaire was developed based on past literatures review. The time spent on social media and the age of the students ration was calculate using independent and dependant variable. The authors were including objective and subjective questionnaires for research work. The survey questionnaires were includes 46 items with a Likert Scale (Disagree-1 and 5 for Agree). The sample of 208 students from Erican College was selected using convenient sampling method. The data collected was analyses using description means and regression via SPSS 21. Thus, considering the normal and abnormal use of Social sites by students, it is expedient that Universities and colleges in Malaysia educate their students to positively use these platforms for educational purposes which will eventually result in a positive impact on the student academic performance was very low.

Edosomwan, Prakasan, Kouame, Watson, & Seymour, (2011)

In this paper the authors discussed the concept of social Networking has evolved, much like other innovations, and is becoming increasingly sophisticated with advancements in technology Currently, there are hundreds of SNSs that can draw millions of people, with diverse technological affordances. According to Smith (2010), Social media sites are virtual platforms for interactivity and information exchange, where issues are debated and defined Social media users collaborate in content creation, are proactive in searching information, and value control in social media participation.

Mazer, et al., (2010)

The author Mazer has been studied the Positive perceptions obtained from users of social networking sites i.ewahtsapp, linked, port, YouTube and Facebook ect were effective learning which has resulted in an easy learning climate among students.

Dowdall, (2009)

The According to the dowdall stated that, an extensive study by the Office of Communications (Ofcom) of the United Kingdom, almost half (49%) of children aged 8-17 who used the Internet had set up their own profiles on a social networking site Of com they spent lot of time on social site and even they cannot concentrate on his/her studies., (2008a).

Young et al,(2009)

As per young disused in his paper that, Many people actively participate in content generation and value creation, and several researchers have examined their profiles to determine why and to what extent they are keen on posting their entire identity, sharing pictures and videos, and indicating their religious affiliations, marital status, and political orientations on the internet. These users interact with others, exchange information about their interests, and raise discussions about new topics, follows news about specific topics on different Social Networking Sites. The result of this paper compared with the survey done by the donals survey. His survey was given better performance than the earlier author.

Martin, (2009)

Few of studies have been done on social networking site and academic performance. Whitmore School of Business and Economics recently conducted a survey of over 2,000 students. They asked questions regarding which social network sites were used, how much time they spent on a site, what their grade point average (GPA) was, and what they were going to school for .It was concluded that there is no correlation between how much time is spent on a social networking site and grades as well as time spent and effect on academic students performance.

IV. RESEARCH DESIGN AND METHODOLOGY

In this methodology information regarding the research method and their characteristic in general is explained. It also contains the various tools that can be undertaken for the educational research.

Concerning to the present problem under study the researcher tried to bring in front the sample of study and the procedure that was adopted for carrying out the work.

In this research, 200 Students of Higher Secondary Level Students in Nanded District are selected for the study. The Questionnaire is prepared to collect the data and interpreted as follows. The questions asked are regarding their - Gender, Education Qualification, Source of Income of Father, Income of Father, Education Qualification of Mother, Source of Income of Mother, Income of Mother, Relationship with their Family, Family Support to Education, Study Time Available, Extra Tutorial Classes Attended by them, Scholarship Status, Status of Part Time Job, Status of Study at Home, Status of Own Library at Home, Status of PC at Home or Room, Place of living, Use of Internet, Uses of Free Time, Uses of Free Time Spared with Friends, Career Dream, Response regarding Sufficient Material in the Dept. or in Library, Type of Social Media Used, No. of Social Networking Sites Used, Time Spent on Social Networking Sites Used, Instrument Used for Social Networking Sites, Mobile Phone Brand for Social Networking Sites Used, Mobile Phone Price Range for Social Networking Sites Used, Mobile Phone Service Provider for Social Networking Sites Used, Mobile Phone Data Plan for Social Networking Sites Used, Use of Social Media Primarily, No. of Friends on Social Networking Sites, No. of Friends on Social Networking Sites are more as Compared to Real Life, Preference to Express Ideas and

Feelings on Social Networking Sites, Effect on Study Timings by Use of Social Networking Sites, Social Networking Sites can be an Effective Tool for E- Learning, Checking of Social Media in Classroom, Frequency of Checking of Social Media in Classroom, Feeling of Anxious if there is no Internet Connectivity for a Day, Kind of Communities

V. RESULT AND DISCUSSION

5.1 Gender-wise Number of the Higher Secondary Level Students in Nanded District

This is one of the important aspects of Higher Secondary level students in Nanded District. The Researcher has asked question to the student respondents regarding type of their gender.

All the sample student respondents were answered the question. Their responses are recorded and tabulated in the following table.

Table 4.2.1 Gender-wise Number of the Higher Secondary Level Students in Nanded District

Sr. No.	Gender	No. of Respondents	Percentage
1.	Male	126	63.00
2.	Female	74	28.00
	Total	200	100.00

It can be seen from the above table that out of the sample of 200 student respondents, 126 (63%) student respondents have reported that type of their gender is male, while 74 (28%) student respondents have reported that type of their gender is female.

Thus, it can be noted that the highest (63%) student respondents have reported that type of their gender is male, while the lowest (28%) student respondents have reported that type of their gender is female.

5.2 Use of Internet by the Higher Secondary Level Students in Nanded District

This is one of the important aspects of Higher Secondary level students in Nanded District. The Researcher has asked question to the student respondents regarding status of PC at their home or room.

All the sample student respondents were answered the question. Their responses are recorded and tabulated in the following table.

It can be seen from the above table that out of the sample of 200 student respondents, 164 (82%) student respondents have reported that they use internet, while 36 (18%) student respondents have reported that they do not use internet

Table 4.2.18 Use of Internet by the Higher Secondary Level Students in Nanded District

Sr. No.	Use of the Internet	No. of Respondents	Percentage
1.	Yes	164	82.00
2.	No	36	18.00
	Total	200	100.00

Thus, it can be noted that the highest (82%) student respondents have reported that they use internet, while the lowest (18%) student respondents have reported that do not use internet.

5.3 Type of Social Media Used by Higher Secondary Level Students in Nanded District

This is one of the important aspects of Higher Secondary level students in Nanded District. The Researcher has asked question to the student respondents regarding type of social media used by them.

All the sample student respondents were answered the question. Their responses are recorded and tabulated in the following table.

Table 4.2.23 Type of Social Media Used by Higher Secondary Level Students in Nanded District

Sr. No.	Type of Social Media	No. of Respondents	Percentage
1.	YouTube	50	25.00
2.	Twitter	18	09.00
3.	Facebook	36	18.00
4.	WhatsApp	82	41.00
5.	Any Other	14	07.00
	Total	200	100.00

It can be seen from the above table that out of the sample of 200 student respondents, 50 (25%) student respondents have reported that type of social media used by them is YouTube, 18 (9%) student respondents have reported that type of social media used by them is Twitter, 36 (19%) student respondents have reported that type of social media used by them is Facebook, 82 (41%) student respondents have reported that type of social media used by them is WhatsApp, while 14 (7%) student respondents have reported that type of social media used by them is other than the specified.

Thus, it can be noted that the highest (41%) student respondents have reported that type of social media used by them is WhatsApp, while the lowest (7%) student respondents have reported that type of social media used by them is other than the specified.

5.4 Mobile Phone Data Plan for Social Networking Sites Used by Higher Secondary Level Students in Nanded District

This is one of the important aspects of Higher Secondary level students in Nanded District. The Researcher has asked question to the student respondents regarding mobile phone data plan for social networking sites used by them.

All the sample student respondents were answered the question. Their responses are recorded and tabulated in the following table.

It can be seen from the above table that out of the sample of 200 student respondents, 152 (76%) student respondents have reported that mobile phone data plan for social networking sites used by them is unlimited data plan, while 48 (24%) student respondents have reported that mobile phone data plan for social networking sites used by them is limited data plan.

Table 4.2.30 Mobile Phone Data Plan for Social Networking Sites Used by Higher Secondary Level Students in Nanded District

Sr. No.	Mobile Phone Data Plan	No. of Respondents	Percentage
1.	Unlimited Data Plan	152	76.00
2.	Limited Data Plan	48	24.00
	Total	200	100.00

Thus, it can be noted that the highest (76%) student respondents have reported that mobile phone data plan for social networking sites used by them is unlimited data plan, while the lowest (24%) student respondents have reported that mobile phone data plan for social networking sites used by them is limited data plan.

5.5 Frequency of Checking of Social Media in Classroom by Higher Secondary Level Students in Nanded District

This is one of the important aspects of Higher Secondary level students in Nanded District. The Researcher has asked question to the student respondents regarding frequency of checking of social media in classroom by them.

All the sample student respondents were answered the question. Their responses are recorded and tabulated in the following table.

It can be seen from the above table that out of the sample of 200 student respondents, 92 (46%) student respondents have reported that they do not check social media in classroom, 58 (29%) student respondents have reported that they check social media in classroom for less than 5 times, 38 (19%) student respondents have reported that they check social media in classroom for 5 to 10 times, while 12 (6%) student respondents have reported that they check social media in classroom for more than 10 times.

Table 4.2.38 Frequency of Checking of Social Media in Classroom by Higher Secondary Level Students in Nanded District

Sr. No.	Frequency of Checking of Social Media in Classroom	No. of Respondents	Percentage
1.	No	92	46.00
2.	less than 5 times	58	29.00
3.	5 to 10 times	38	19.00
4.	more than 10 times	12	06.00
	Total	200	100.00

Thus, it can be noted that the highest (46%) student respondents have reported that they do not check social media in classroom, while the lowest (6%) student respondents have reported that they check social media in classroom for more than 10 times.

5.6 Response regarding Availability of Wi-Fi in School/College by Higher Secondary Level Students in Nanded District

This is one of the important aspects of Higher Secondary level students in Nanded District. The Researcher has asked question to the student respondents regarding availability of wi-fi in their school/college.

All the sample student respondents were answered the question. Their responses are recorded and tabulated in the following table.

It can be seen from the above table that out of the sample of 200 student respondents, 64 (32%) student respondents have reported that Wi-Fi facility is available in their school/college, while 136 (68%) student respondents have reported that Wi-Fi facility is not available in their school/ college.

Table 4.2.41 Response regarding Availability of Wi-Fi in School/College by Higher Secondary Level Students in Nanded District

Sr. No.	Response regarding Availability of Wi-Fi in School/College	No. of Respondents	Percentage
1.	Yes	64	32.00
2.	No	136	68.00
	Total	200	100.00

Thus, it can be noted that the highest (32%) student respondents have reported that Wi-Fi facility is available in their school/college, while the lowest (68%) student respondents have reported that Wi-Fi facility is not available in their school/college.

VI. CONCLUSION

1. It is found that the highest (63%) student respondents are male, while the lowest (28%) student respondents are female. (Table 4.2.1)
2. It is found that the highest (82%) student respondents have reported that they use internet, while the lowest (18%) student respondents have reported that do not use internet. (Table 4.2.18)
3. It is found that the highest (41%) student respondents have reported that type of social media used by them is WhatsApp, while the lowest (41%) student respondents have reported that type of social media used by them is other than the specified. (Table 4.2.23)
4. It is found that the highest (76%) student respondents have reported that mobile phone data plan for social networking sites used by them is unlimited data plan, while the lowest (24%) student respondents have reported that mobile phone data plan for social networking sites used by them is limited data plan. (Table 4.2.30)
5. It is found that the highest (46%) student respondents have reported that they do not check social media in classroom, while the lowest (6%) student respondents have reported that they check social media in classroom for more than 10 times. (Table 4.2.38)
6. It is found that the highest (32%) student respondents have reported that Wi-Fi facility is available in their school/college, while the lowest (68%) student respondents have reported that Wi-Fi facility is not available in their school/college. (Table 4.2.41)

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