

4. Students' Perspective towards the Use of Social Media as an Educational Tool – A Study with Reference to Mumbai Region

Prof. Sandesha Shetty

Bunts Sangha's S.M. Shetty College of Science, Commerce & Management Studies,
Opposite Jalvayuvihar, Hiranandani Garden, Powai, Mumbai-76.

Abstract

Social Networking Sites (SNSs) have created a new social dimension where individuals can increase their social awareness by keeping in touch with old friends, making new friends, dispensing new data or products and gathering information in other aspects of everyday life. This helps individual to become more knowledgeable, which is very beneficial for students. This research attempts to obtain students' perceptions about social media as an educational tool. We conducted a preliminary survey of a group of student to gather initial findings on their use of social networking sites and its influence on their academic performance. This study found that the majority of respondents agreed that social media is an educational tool that should be utilised by teachers for the purpose of education.

Key Words: Social Media, Academic Performance, Educational Tool

Introduction

The Internet is more than just a means of seeking information. People have discovered that the Internet can be used to connect with other people for business or commercial purpose, to make new friends, or to reawaken old friends and long lost relatives. The emergence of social networking sites simplifies the process because they do not require advanced internet knowledge or experience and are made up of a wide array of different formats and topics. With such extensive acceptance, it is no surprise that Social Networking Sites have impacted the way people live and socialize.

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment

industry (Asur and Huberman, 2010). In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate (Oberst, 2010).

Martn, (2008) & Lusk, (2010) share the same concept of social media. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. However for the purpose of this study social media is captured within the use of internet through Facebook, Whatsap, Twitter, Skype, MySpace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users. The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007) Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

How to Use Social Media as Learning Tool

1. Creating a Facebook group for the class
2. Use of blogging for students' homework assignments
3. Use of twitter for bringing fun into the classroom
4. Browsing for educational resources
5. Use of You Tube for the flipped classroom concept

Review of Literature

According to Junco al et (2010), social media are a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing. The growing dimension of the use of social media among the youth of today cannot be over emphasized. Over the years, social networking among second cycle students has become more and more popular. It is a way to make connection not only on campus, but with friends outside the school. Social networking is a way that helps many people feels as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are not being affected by how much time is spend on these sites (Choney, 2010).

Many researchers such as Choney (2010), San Miguel (2009) and Enriquez (2010) studies on students' use of the social media sites revealed a negative effect of the use of social media sites on students' academic performance. Nielsen Media Research study conducted in June 2010 stated that almost 25% of students' time on the internet is spent on social networking sites (Jacobsen & Forste 2011). The American Educational Research Association conducted a research and declared at its annual conference in San Diego California (2009) that social media users study less and generate lower grade. (Abaleta et al, 2014).

Boyd and Ellison (2007) defined social network sites as public web-based services that allow users to develop a personal profile, identify other users ("friends") with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly. Individuals may choose to send private messages, write on other user's walls, organize social activities, and keep informed about other user's daily activities. However, users can limit themselves on what information they would like to share publicly with others. Some items they may choose to include are: pictures, favorite books and movies, birthday, relationship status, and location (Tufekci, 2008).

Need for the Study

On the basis of the reviewed literature, there seems to be a lot of work done in the area of social media and its effect on children and adolescents. Various studies have also investigated the feeling of students and their general attitudes toward e-learning. However, despite the fact the change in technology impinges upon a change in learning and teaching styles also, there had been lack of studies that focus on understanding the students' perspective towards the use of social media in education. Also, there seems to be a limited research done to understand the relationship between students' attitudes towards usage of social media and their academic performance specifically in the Indian context. There is a scarcity of research on social media usage in education in India and due to this the present study is needed.

Objectives of the Study

1. To understand the students' perspective towards the use of social media in education.
2. To investigate the relationship between students' beliefs and attitude towards social media use in education and their academic performance.

Hypotheses of the Study

1. H_0 : Social Media is not a best way for a teacher to reach the students

- H_1 : Social Media is a best way for a teacher to reach the students
- 2. H_0 : Social sites have a negative impact on students
- H_1 : Social sites have a positive impact on students

Research Methodology

Universe	Mumbai
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire by online sites (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling
No. Of Sample Respondents	291
Method of Data Analysis	Chi-square test, Likert's Scale

Analysis and Interpretation of Data

Table 1: Division of sample respondents

	Male	Female	Total
Graduates	106	108	214
Post Graduates	30	47	77
Total	136	155	291

(Source: By Primary Data)

A set of preliminary questionnaires consisting of 16 questions were randomly distributed to 291 undergraduate and postgraduate students of Mumbai region. Responses from female are more comparing to male.

Table 2: Time spent on social media site per day

Response	Frequency	Percentage (%)
5-10 Minutes	25	8.59
10-30 Minutes	48	16.49
30 Minutes- 1 Hour	72	24.74
1-2 Hours	63	21.65
2Hours Above	83	28.53
Total	291	100

When respondents were asked how much time they spent on their social media sites, 208 of the respondents representing 71.47 % indicated that they spent less than two hours, 83 respondents representing 28.53 % spend more than 2 hours a day on the social media sites.

Tool used for Data Collection

The tool used for data collection was a 16 item questionnaire developed by the researchers. The questionnaire included student's personal information, use of social media as an educational tool and the influence of social sites on students' academic performance.

The Likert's method of summated ratings was used and the weightings on the five point scale were Strongly Agree (SA) = 1, Agree (A) =2, Undecided (U) =3, Disagree (D) = 4, Strongly Disagree (SD) = 5 for positive statements.

Table 3: Social sites has a positive impact on students

Particulars	Male	Female
Strongly Agree	78	84
Agree	30	32
Neutral	09	03
Disagree	16	30
Strongly Disagree	03	06

(Source: By Primary Data)

Data Analysis

The null hypothesis for sub samples was tested by employing Chi-Square at 5% level of significance.

1. H_0 : Social Media is not a best way for a teacher to reach the students

H_1 : Social Media is a best way for a teacher to reach the students

calculated value (p-value)	0.04555555	cal. Value < Table Value We reject H_0
Table Value	0.05	
Here in our observation 0.04555555 < 0.05	hence we will reject H_0	

H_1 : is accepted which claims that Social Media is a best way for a teacher to reach the students

Conclusions and Recommendations

Conclusion

The result from the findings of this study showed that, though social media have positive impact on students' academic performance. For instance, students can form online communities in order to plan for a project, have group discussions about class material, or use the Social

networking sites(SNS) as a way to keep in contact when a student who has been absent needs to be updated on current academic information.

The results of this study suggest that lecturers should come up with a template on how their students can maximize the benefits of Social media that school management should incorporate rules and regulations on the use of social media in the school, that the government should put in place adequate control measures to regulate their use among students and lecturers.

Recommendations

In the light of the findings of this study, the following recommendations are made:

1. Students should be educated on the influence of Social media on their academic performance.
2. Students should be monitored by teachers and parents on how they use these sites.
3. Teachers should ensure that, they use the social media as a tool to improve the academic performance of students in schools.
4. The students should create a balance between chit-chatting and academic activities.
5. The use of Social media network by students should focus on the academic relevance of those sites instead of using them for negative purposes.

References

1. H.Vaughn, C. a. (2008). Social networking: Communication revolution or evolution? Bell Labs Journal, 13-17.
2. Abaleta, A. B, Centaza, S.M, & Calimlim, M. E. (2004). Impact of Social Networking on the Academic Performance of College Students in Anellano University- (Unpublished Dissertation) pp. 1-19
3. Steyer James (2009), "Is Technology Networking Changing Childhood?"- A National Poll by Common Sense Media, San Francisco
4. Boyd D (2007) Social network sites: Public, private, or what? Knowledge Tree, 13(1), 1-7.
5. N.B. Ellison, C. Steinfield, and C. Lampe, The benefits of Facebook "Friends": Social capital and college students' use of online social network sites. Journal of Computer-Mediated Communication, 12(4), p1143-1168, 2007.
6. Prashant K Mathur (2012). Social Media and Networking: Concepts, Trends and Dimensions, New Delhi: Kanishka Publishers, Distributors.