An Analytical Study on the Effect of Social Networking Sites on Social Behaviour of Secondary Students

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Abstract

In the world of 21st Century, where Internet is ruling all over the world, everyone has now been dependent on Digitalization. With the advancement in technology, the standard of living has been changed. Every do's & actions in our life is just a single click away from us. Now, Social Networking itself plays a most important part in our daily routine. It provides a huge platform for its users. The users find it convenient and easy to have communication with each other from one corner to other corner of the world. Social Networking Sites is used by every age of people either for their entertainment, communication, social purpose, professional purpose, academic purpose. Use of these Social Media application is affecting in both good and bad ways. Mainly, youngsters and students are getting addicted to it. Young generations are spending most of their time in creating profiles, making connections, playing games, learning new things. Using these websites play their role in many ways in students personal and academic life. Their way of living, talking, behaving has now been controlled by actions of Social Networking Sites and what they do on that platform. The following paper will discuss about the effect of use of Social Networking Sites by school going students and how their behaviour is getting influenced in positive or negative manner. Results showed that students have positive attitude towards social networking use but they admit that addiction to it cause degradation in ethics & values. The following research also analysed that there exist no significant difference in Social Behaviour gender & subject regarding usage of Social Networking Sites.

Introduction

Social networking websites can be defined as Internet & Media assisted technologies which help people to create their profiles, update their daily activities, share their information, exchange and create ideas and thoughts. The following uses of ICT, digital media among the field of education system has raised the standard of education very high. The advancement in teaching-learning process have transformed the level of education into its highest form. The collaboration of National and International education system through digital world is helping education system to update itself and make oneself ready to accept the challenges. Teachers as well as students are preparing themselves to run the teaching process in a smooth way with the help of technology so that the learning of students should be maximized. The main learning

domains i.e. Cognitive, Affective & Psychomotor. Modern education with the inclusion of Science & Technology has upgraded the level of thinking, doing and teaching.

Why do Students use Social Networking Sites ?

In this modern system of education, where the young generations are totally became dependent on Internet. The evolvement of Social Networking Sites has dragged the overall attention of the students towards itself. Students find these websites a major part of living in their life. They have been affecting by its usage either in positive or negative way. Now, the action of students, their doings, happiness and sorrow has been totally depend on the actions that they do on social media websites. It provides them an easiest way of communication either they know them or are fully stranger to them. Students are becoming broad-minded, they started developing respect and sympathy towards different community and people. They get a platform where they can expand and extract their source of knowledge. It helps in collaboration by raising their voice, opinion towards public by twitter, Facebook, Instagram. Although social media websites have a good impact on students life but they also face depression and anxiety, cyberbullying, cybercrimes which leads to negative effects on their lives. The role of Social websites has a major role in changing the behaviour of students and it has changed the lives of people. It has become the most important part of our life. Their mindset and behaving with other people, family and friends has been totally depend on actions of Social Media.

Review of Related Literature

Ebun Yonlonfoun & Tope Omotere (2014)

The study investigates about the influencing of usage of Social Network on acquiring research skills of students who were studying in colleges and universities and enrolled in Educational Management Programme from six Universities og Nigeria. The main aim of the study was to examine that from which source students are generating their ideas, how they are developing research writing creative skills, and what are the sources they assess to qualify research materials. A self-constructed questionnaire was generated, and the data was collected from six hundred students comprising both male and female students. Chi-square (x_2) method was used in order to testing the sifnificance of the null hypothesis. The findings of the study showed that students mostly prefer Wikipedia to search any information and they use major websites such as Facebook, Wordpress & Blogger to enhance their writing skills and generate ideas. Further, recommendations were given regarding improving of research skills.

Dragana Ostic, Sikandar Ali Qalati et.al. (2021)

The following study has focussed about the impact of the use of Social Media Apps on the psychological and social well being of the users. The aim of the study was to shed light on the following trending social phenomenon and the study has covered following fields like Social Isolation, Bonding & Bridging Social capital, and addiction towards smart phones. The study included 940 samples who were social media users in the city of Mexico. To test the hypothesis structural equation modeling was adapted. The findings of the study pointed towards a positive and indirect effect of social media and its applications on the uses on social and psychological well-being. The paper also provided an evidence which state that there exist both positive & negative impact of Social media.

Cogburn Fischer Heinonen, Naslund Steger Bartels (2022)

As social media refers to an online platform where connection with each other have been made for personal touch, interest in academics & career building, maintain real-life relationships, activities etc. The study was a literature review based study where the data was

collected from secondary sources on behalf of the studies which are previously done. The results of the study observed that social mass and media is influencing the life of people. The rising speed of the internet enable people to develop content, share it with other people, have conversation regarding it. The study concluded that as there is advancement in science and technology, the quality of people life has been changing. It has broadened the thinking ability and mindset of people. The study also recommended that people should be aware of how to handle Social Media accounts and how to grasp good aspects of Social Media.

Dian Kusumajati, Rina Chairiyani (2020)

Stated in their study the importance of Social Media Networks in their community. The following study was done to measure the effects of Social Media Networks on the human values and their behaviour of respective students. The sample was selected from a University situated in Jakarta. Quantitative data was collected from 473 adolescents students. The outcome of the study showed that, a) there exists a relationship between social network and media usage time & human values of students. The findings concluded that the higher the time spent on social media websites will gradually increase the influence of these technology on human lives and students will be getting more and more involved in Social media activities.

Khairuddin Hashim & Laila Al-Shargi (2016)

Explained the relevancy of internet and social mass media networking usage in our society and why and in which way it has influence our culture. The study has investigated about similarities as well as differences in the views of student and faculty and what are there perception towards usage of social networking websites and how it affects Social Behaviour. The sample consists of 507 faculties of all gender and respective age and 2605 male & female students. Results revealed that there is a similarity in mindset of both students teacher regarding internet & technology use. The study also elaborate the advantages and negative sides which are the disadvantages regarding use of social media use and what are the concern regarding usage of these platform and how to eradicate it.

Jaffar Affas & Aman Jaffar (2019)

Investigated in their study the role of Social Media on university students learning behaviour and how it aids in achieving sustainable education goal. The focus of the research is to measure the adverse and good effect of social networking & media on basically students. The researcher used cluster method of sampling and selected samples from five different regions and valid response was collected from 831 students out of 1013 questionnaires that were distributed to students. Results revealed that students have more adverse effect in their behaviour rather than positive behaviour.

Objectives of the study

1. To study the influence of Social Networking sites on Social Behaviour of Secondary level students.
2. To compare the influence of Social Networking sites on Social Behaviour of male & female students.
3. To compare the influence of Social Networking sites on Social Behaviour of Science & Commerce students.

Hypothesis of the study

1. First objective is exploratory in nature, so no hypothesis will be framed.

2. There is no significant difference in Social Behaviour of Male and Female students studying through Social Networking Sites.
3. There is no significant difference in Social Behaviour of Science & Commerce students studying through Social Networking Sites .

Research Methodology

In the following study, the researcher has selected descriptive survey research design for collection of data through questionnaire. For obtaining data, the researcher has constructed a questionnaire which measures Social Behaviour on Social Networking Scale (SBSNS) which consisted of five dimensions namely: (i) Participation, (ii) Interaction with Peers & Teachers, (iii) Adaptive Behaviour, (iv) Social Responsibility, (v) SNS friendliness. The data was collected from six schools of both ICSE & CBSE board and sample consists of two hundred secondary students using stratified random sampling method. The scale comprises of forty items. After collection of data from the respondents inferential statistics was calculated by applying t-test, mean, standard deviation of the obtained data.

Data Analysis and Interpretation

Objective 1

To analyse the influence of Social Networking Websites on Social Behaviour of Secondary Level Students.

Table 1.1 *Showing Influence of Social Networking sites on Social Behaviour*

S.No.	Influence of Social Networking Sites	Grade	Total Perspective Students(N)	Percentage
1.	Extremely Favourable	A	08	4%
2	Highly Favourable	B	20	10%
3	Positively Favourable	C	105	52.5%
4	Moderate Favourable	D	67	33.5%
5	Unfavourable	E	00	00
	Total		200	100

From table 1.1 it can be described that mostly students show positively favourable attitude towards the usage of Social Networking sites and it is affecting their prosocial behaviour. Sixty seven students among two hundred samples show moderate favourable attitude which means that they are getting affected both in positive and negative way and they agree that social websites helps in modification of their behaviour and somewhere they are feeling negative effects too, while some students were favoring extremely and highly favourable attitude and they are happy with the use of social networking sites. it can also be inferred that use of social networking applications leads to change in behaviour among the students as many students inhibit violent behaviour, some imbibe sympathy, kindness, helping each other by getting involved in the activities of social media as a social worker. Students feel confident in expressing their idea and thoughts to everyone on social media platform and get motivation by getting appreciation from people on their work while some students suffer from anxiety, depression and low self-esteem for getting trolled on their action what they perform on these platforms. Therefore, students possess mix behaviour towards the use of social networking websites and their connections with the people on social networking sites.
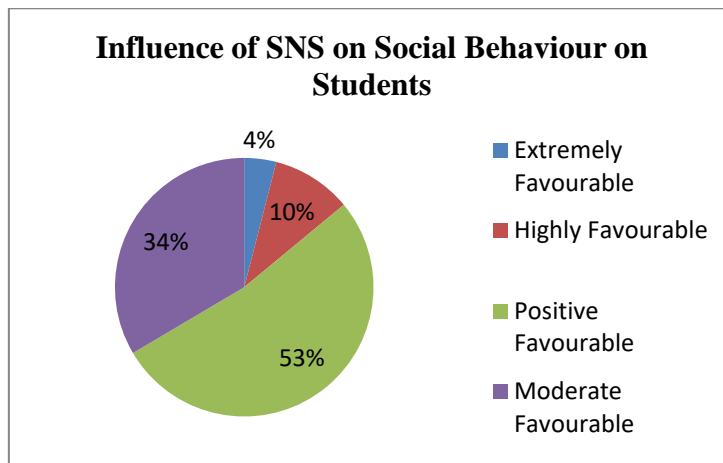
Figure 1- *Pie graph Showing % of Behaviour of students by using Social Networking Sites*

From the above figure it is illustrated that most students show positive favourable attitude towards their Social Behaviour while using Social networking sites. It means that their perception towards using these websites is good and they are taking advantage of it. But some students feel that social media is not so good as they feel that they are deviating from their track and finding themselves lost in the world of Social Media. Though, the figure also shows that social networking sites are also helping them in their behaviour modification.

Hypothesis 2 – There is no significant difference in Social Behaviour of Female and Male students studying through Social Networking Sites.

Table 1.2 *Showing significant difference between social behaviour of female and male students using Social Networking Sites.*

Gender	N	Mean	SD	df	t- value	Level of Significance at 0.05
Male	100	142.6	35.73	198	1.04	Not Significant
Female	100	134.64	38.51			

The calculated value of t is 1.04 and found to be not significant at 0.05 level of its significance as the tabulated value is (1.96) which is more than the calculated and obtained t-value, so the null hypothesis is said to be accepted. Thus, it is finalized from the data that there exist no significant difference among the social behaviour of male and female students who are using social networking sites use. The findings inferred that gender plays no significant role in changing behaviour of students. Both gender whether they are female are getting involved in the use of networking websites and find it interesting to use as they can get connected with their family and friends whether they are school friends or long distance friends and they feel good to stay connected with each other.

Hypothesis 3 – There is no significant difference in Social Behaviour of Science and Commerce students studying through Social Networking Sites.

Table 1.3 *Showing significant difference between Social Behaviour of Science and Commerce students using Social Networking Sites.*

Subject	N	Mean	SD	df	t- value	Level of Significance at 0.05
Science Students	100	131.25	12.33	198	0.02	Not Significant
Commerce Students	100	129.63	10.79			

The Calculated value of t is 0.02 which is found to be not significant at 0.05 level of Significance as it is clear that it is smaller than the tabulated value which is 1.96 and thus null hypothesis for this statement is accepted. It can be concluded from the above data there is a no significance difference in their social behaviour of science as well as commerce students who are studying with the help of social networking sites. the result explains that students no matter which subject they study are using social media websites and are getting influenced by it and noticing change in their behaviour in positive and sometimes negative way too. Science and Commerce students exhibit more or less same mindset regarding its use and both the disciplines show both positive and negative effects towards the outlook of internet and digital world.

Conclusion

The findings of the study gives a conclusion that social networking and media plays a crucial role towards the life of students. The study concluded that majority of the students shows positive opinion towards usage of social media while showing favourable attitude. Dragana Ostic et.al. (2021) found in their study that users exhibits a direct and a positive favourable attitude towards the use of mobile ans social media. It is also observed that gender plays no role in the behaviour of students who are using social applications, Khairuddin Hashim & Laila al-Sharqi (2016) concluded in their research that students of both genders use social media for enhancing their skills and both genders have somewhat equal mindset regarding social media use. It is also concluded in the study that subject also show no difference while using social websites. Rina Chairiyani (2020) explained in their results that more the time students related to any subject spent in using media increases the influence on it in their behaviour. They are distracting towards their goal. Usage of social media has caused them addiction to it. They are spending most of their time in scrolling these websites official pages, making reels and videos, due to which they get delay in their academic work. They avoid face-to-face social gatherings. They started making friends with unknown person which sometimes lead to bad results. Despite of negative results regarding usage of internet and its applications students also agree that Social Networking Sites has proved helpful in making connections with their old and new friends. They can clear their doubts, showcase their creativity, participate in different online programmes related to academics and co-curricular activities. Thus it can be concluded that Social Networking Sites can be used in both positive and negative way. Its time for us to understand how to use it and the kind of priority we give to these websites is okay or not and its high time to be aware to use these networking websites in a useful way.

Suggestions

(i)   Students related to any gender should show extreme favourable behaviour towards use of social networking and for that they should be aware regarding the pros and cons of using Social Networking Websites and utilize the resources in best possible way.

(ii)   Students of different disciplines and subjects should limit the usage time of Social Networking Sites and they should try to avoid the negative side of Social Media by keeping themselves busy in doing productive work and show positive effect in their behaviour.

(iii)   Teachers should teach students about more and more good side of Social Media and how to utilize maximum useful resources.

(iv)   Teachers should imbibe ethical values among their students so that students should learn good habits and eradicate negative influence of Social Media.

(v)   Parents should track their wards actions by checking their phones and with whom they are hanging out.

(vi)   Its responsibility of parents to educate their wards about happenings in the surroundings and educate them good and positive features of Social Media.

Acknowledgement

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