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Fall 10-2-2019

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IMPACT OF SOCIAL NETWORKING SITES (SNS) ON COLLEGE STUDENTS: A CASE STUDY OF REGIONAL INSTITUTE OF PARAMEDICAL AND NURSING SCIENCE (RIPANS), AIZAWL

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Abstract:

The present study examines the impact of Social Networking Sites on college students of Regional Institute of Paramedical and Nursing (RIPANS), Aizawl. The study focused on the SNSs usage on academic performance, both positive and negative influence, the purpose and problem faced by the students in using SNSs. 150 well-structured questionnaires were distributed to the randomly selected students of RIPANS to find out the impact of using SNSs for their academic performance, out of which 146 students have responded. The collected data is further analyzed and presented in tables followed by charts with interpretation. The findings of the study show that all the respondents are aware with SNSs and used it for sharing information, ideas and opinions regarding academic activity.

Keywords: Social Networking Sites. RIPANS. Academic. Learning. Technology. Students.

1. INTRODUCTION:

With the advent and explosion of technology in the digital environment, the revolution of the academic libraries from print to electronic has influenced the performance of library users. But large number of academic libraries continued to be hybrid in collection and services.

Social Networking Sites provides a collaborative platform for enabling the users in communicating with each members and to create the social relations among the individual to share information and knowledge in the digital environment. The rapid growth of online social networking sites represents an alternative communication platform that necessitates for further research. The social networking sites have flourished and have become part of the internet mainstream allowing. (Alassiri et.al, 2014). Anuradha (2016) stated that "Information and Communication Technology has transform the traditional methods of teaching and learning in the classrooms of the 21st century. The goal is to create students who can become active, independent and lifelong learners rather than inert recipients of information. This new approach to education takes the student beyond the traditional textbook and requires students to develop a combination of skills in computer technology, critical thinking and information seeking strategies". Olaleke (2015) stated that "Teachers and students use online SNS as a means of communication. For instance, most students now use different online SNSs for learning and to

influence student's interest in relation to curriculum content through the use of chat-room, group discussion and quiz within and outside the classroom settings".

The advancement of the internet has brought about a drastic change in the creation of online social networking sites which connect millions of people globally around the world. Social Networking Sites made it easily available for individual to share and exchange ideas and information to different parts of the world. Information and communication technologies are now becoming important tools in supporting the educational learning activities. Therefore, use of internet facilities in education has become more and more important in the teaching and learning processes.

2.   SOCIAL NETWORKING SITES:

Paul (2014) stated that "Social networking has become one of the most important parts in our daily life which enables us to communicate with each other. Social networking tools make it possible for us to be proactive in maintaining, building and protecting our personal brand and help spread word-of-mouth about our books…. A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interests and activities and promotes free flow of information and sharing of resources beyond boundaries". Social networking is an online portal or web services in building social relations among group of individuals. It is one of the most important components of communication system in today's environment. Being an online platform that focuses on building of social relations among a group of people who share common interest, ideas and information, it enables a free flow of information in the digital environment as an important tool in the teaching-learning process.

The computing dictionary gives the meaning of Social Networking Sites as "any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few". According to Srivastava (2012), "Educational Networking" is the use of social networking technologies for educational purposes. Because the phrase 'social networking' can carry some negative connotations for educators for educators, the phrase "educational networking" may be a way of more objectively discussing the pedagogical value of these tools. Web-based social networking services make it possible to connect people who share interest and activities across political, economic and geographical borders". Manjunatha (2013) stated that "A social network is a collection of individuals linked together by a set of relations. Online Social Networking Sites 'Virtually' links individual, who may or may not know each other. They enable rapid exchange of knowledge, high levels of dialogue and collaborative communication through text, audio and video".

3. SCENERIO OF REGIONAL INSTITUTE OF PARAMEDICAL AND NURSING SCIENCE (RIPANS):

RIPANS was established in the year 1994-95 under the North Eastern Council (NEC) initiatives. It is an autonomous body with the approval of the concerned ministries of the Indian Government to provide the need for paramedical, nursing and pharmacy workers of the North Eastern States. The institute was taken over by the Ministry of Health and Family Welfare, Government of India from NEC on 1st April 2007. The institution offered various degree programs including B.Sc Nursing, B. Pharm, B.Sc (MLT), Bachelor of Radiography and Imaging Technology(BRIT), Bachelor of Optometry (B.Optom) and Master of Pharmacy (M.Pharm). All the seats in different disciplines of the institute were distributed among the beneficiary states of North East India as per fixed quota for every year.

RIPANS library was established in the year 1997. In the initial development of the library, due to shortage of books, staff and space the users were restricted and only teaching faculty were allowed to use the resources of the library. During the last few years it was growing and development takes place in its holding, users reading materials. In the present scenario, the library has been computerized. The collection of the library catalogue have been available to the users for searching the needed information through the campus network (intranet) by using Web OPAC. TLSS was used for computerizing the library resources. The library has a total collection of 23214 textbooks and 310 bound volumes.

4. LITERATURE REVIEW:

There are different literatures which study SNS in diverse forms. Brady, Holcomb & Smith (2010) had a survey on use of alternative SNS in higher educational settings. The study was confined to the graduate students in various distance educational courses using Ning for education purposes. The study was based on the attitude of the students towards SNSs as productive online tools in teaching and learning activities. The results of the study shows that SNSs can be used efficiently in distance educational mode as technical tools for filtering online communications among students in distance educational programmes. Haneefa & Sumitha (2011) conducted a survey on perception and use of SNS by the students of Calicut University by collecting data through structured questionnaire from a selected sample of 150 students. The study establishes that majority of the students aware with SNSs and use for friendly communication where Orkut was mostly used SNSs. At the same time, lack of security and privacy are the main distresses of SNSs users. Hamade (2013) have conducted a study on awareness and use of social networking sites among University students. The study revealed that Twitter and Facebook were most commonly used SNS among university students to observe information frequently to have better relation with family, friends as well as in social, political and cultural activities. Manjunatha (2013) studied use of SNS among the 500 students of various colleges in India to focus on the usage pattern of SNS. The findings of the study revealed that SNSs are growing to gain motivation in popularity and usage but have not reached the potentials

matching of the global scenario. It also reveals that the college students are not only techno-savvy and socially active through social networking sites but they also retain social awareness. Gulbahar (2014) studied on the current state of social media usage for education in Turkey. The main objective of the research was to find out designs and effects of social media usage by higher education institutions. The findings of the study shows the awareness of social media as an casual environment used for communication and knowledge sharing by trainers and students were unconscious prospective tools and resources that can be benefited from educational and research activities to obtain genuine knowledge in an information environment.

5.   **SIGNIFICANT AND SCOPE OF THE STUDY:**

Social Networking Sites has becoming an important component in today's teaching and learning environment. Undergraduate college students are those who used more electronic devices and internet facilities in their daily life and mostly depend on it. Therefore, it is very essential to study the impact of SNSs to the students who have taken professional courses and attending class every day.

The study is confined and limited to students of RIPANS in Aizawl offering different disciplines who are in their youthful stage preparing for the future.

6.   **OBJECTIVES OF THE STUDY:**

The objectives of the present study are:
1)   To identify the purpose of using SNSs.
2)   To analyze the use of SNSs on student's academic achievement.
3)   To identify the influence of social networking on student's academic performance.

7.   **RESEARCH METHODOLOGY:**

A survey method of research is found suitable to undertake the present study. Data for the study were collected from primary and secondary sources. A structured questionnaire was framed relating to the study and was circulated to 150 students of RIPANS as sample size under the study to obtained the required information. The collected data was scrutinized, tabulated and analyzed to draw inferences with the help of MS Excel.

8.   **DATA ANALYSIS AND RESULT:**

Based on the responses, the collected data were tabulated, analyzed and interpreted with the help of relevant statistical tool. A structured questionnaire is used for collecting data from the respondents. A questionnaire totaling of 150 was distributed to the students of RIPANS, Aizawl, where 146(97%) dully filled in questionnaire were received respectively. Out of the 150 structured questionnaires distributed to the randomly selected students, a gender-wise response is29 (20%) male and 117 (80%) female respondents.

8.1 Awareness of Using SNSs:

Social Networking Sites are the most important tools for sharing information and communication in the present environment. It plays an important role in the digital environment and is the most commonly used technology at present day. The present study reveals that all the respondents (100%) of RIPANS students in Aizawl are aware with SNS and used it for various purposes.

8.2 Time Spend on Using SNSs:

Social Networking Sites are now becoming the most important tools for sharing information in every day's life. The study reveals that most of the respondents 107(73%) spends more than 4 hours on using SNSs, 19(13%) spent 2 to 4 hours in a day, 16(11%) respondents are always online and only 4(3%) respondents used 1 to 2 hours a day. This data is presented in figure below:
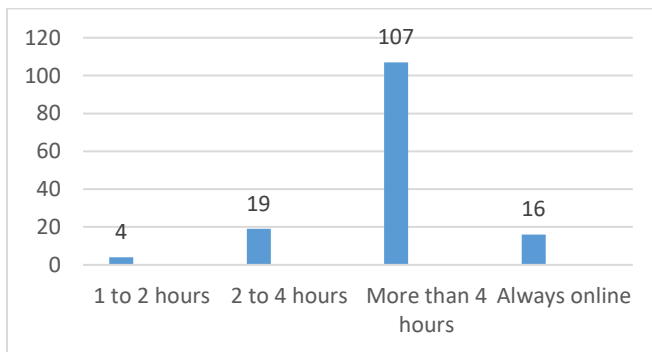

Figure 1: Time spend on using SNSs by the respondents

8.3 Devices Used for Accessing SNSs:

SNS can be accessed by various electronic devices. Most of the students 119(82%) of RIPANS used Smartphone for accessing SNSs. The study reveals that 16(11%) respondents used desktop for accessing SNSs, 9(6%) respondents used Laptop and only 2(1%) respondents used tablet for accessing SNSs.
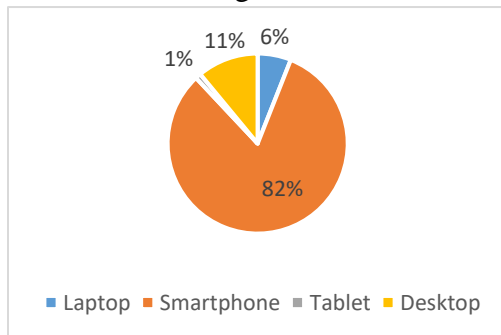

Figure 2: Devices used for accessing SNSs by the respondents

8.4 Types of SNSs Used by the Respondents:

The respondents use several types of Social Networking Sites. The present study brings out the most commonly tools used for SNSs by the respondents. It has been observed that most of the students of RIPANS used more than one SNSs and total SNSs used by 146 students is 435. All the respondents 146(100%) used WhatsApp which is the most commonly used SNSs followed by Instagram with a total of 87(60%), 41(28%) used YouTube, 19(13%) used Google+ and 3(2%) used snapchat. This data is presented with table 1 as shown below.

Table 1: Types of SNSs used by the respondents

Types	No. of Respondents (N=146)
Facebook	139(95%)
WhatsApp	146(100%)
Instagram	87(60%)
YouTube	41(28%)
Google+	19(13%)
Snapchat	3(2%)

Source: Survey data

8.5 Purpose of Using SNSs by the Respondents:

SNSs can be used for different purposes like communicating, sharing, making friends and developing ideas, etc. The study reveals that most of the respondents has more than one purposes in using SNSs. Majority of the respondents 137(94%) used SNS for sharing photos and videos, 133(91%) used SNS for entertainment, 127(87%) for finding information, 92(63%) for finding new friends, 87(60%) to contact with friends, 68(47%) for keeping up-to-date and 31(21%) for academic purposes. This data is presented in table below:

Table 2: Purpose of using SNSs by the respondents

Purpose	No. of respondents (N=146)
To contact with friends	87(60%)
To find new friends	92(63%)
For entertainment	133(91%)
For finding information	127(87%)
For keeping up-to-date	68(47%)
Academic purposes	31(21%)
For sharing photos and videos	137(94%)

8.6 Positive Influence of SNSs:

SNS can have positive influence to the users. From the study the respondents has the benefits of using SNSs for academic purposes as well as for social interactions. The study reveals that majority of the respondents 69(47%) used SNSs for sharing information, 23(16%) for sharing knowledge, ideas and opinions, 17(12%) for maintaining existing relationship, 16(11%)

for communicating with friends relating to academic interest, 12(8%) as a platform for reconnecting with lost friends and only 9(6%) of the respondents has a perception of using SNS for communicating with faculty members. This sis shown in figure below:
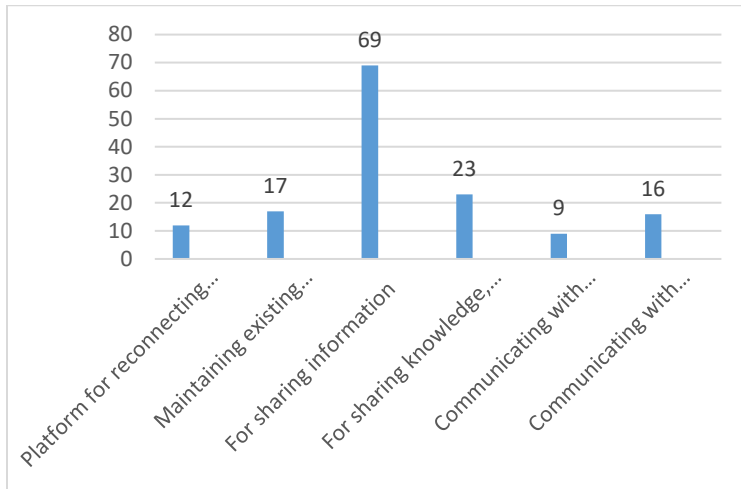

Figure 3: Positive influence of using SNSs by the respondents

8.7   Negative Influence of SNSs on Students Performance:

Using of SNSs can also give negative influence which effect on the student's performance. The study reveals that most of the students 67(46%) used SNS on non-academic activities. 41(28%) respondents spent more times on social media than reading books. 26(18%) respondents used social media which results in lower performance on their academic activities and only 12(8%) respondents has a bad influence regarding engagement on learning.
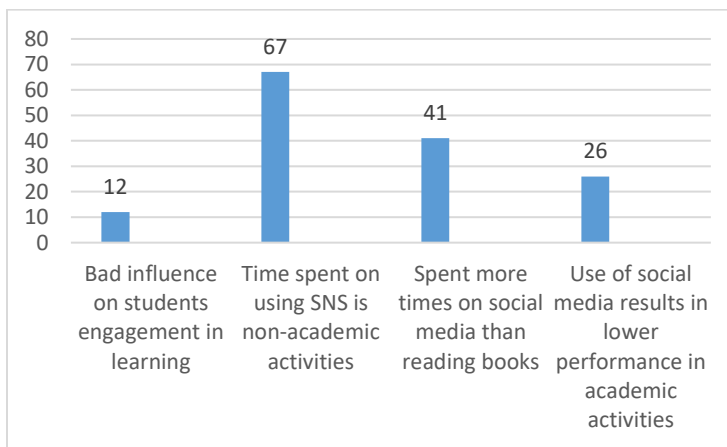

Figure 4: Negative influence of using SNSs by the respondents

8.8   Benefits of Using SNS in Academic Performance:

SNSs can be used as an important source of information and can be used for spreading wrong information. Figure-5 below shows about the benefits of using SNS regarding to the

academic performance of the students of RIPANS. It is observed from the study that majority of the respondents 73(50%) has the benefits of using SNS in developing their general knowledge and current affairs. 39(27%) respondents has the benefits of using SNS which helps them on online learning and only 12(15%) respondents has the benefits of using SNS which decreases their inferiority complex of talking and writing. The following figure clearly shows this study.
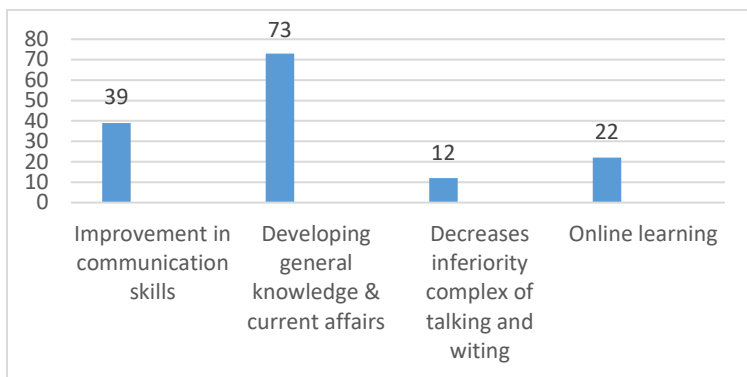

Figure 5: Benefits of using SNSs by the respondents

8.9 Satisfaction Level of Using SNSs:

SNSs help in easy communication from different parts of the world. The satisfaction level may depend on how a user used it according to his needs. It is observed that most of the respondents 97(66%) were satisfied in using SNSs, 33(23%) were highly satisfied, 10(7%) respondents were less satisfied in using SNSs and only 6(4%) respondents were not satisfied in SNSs.
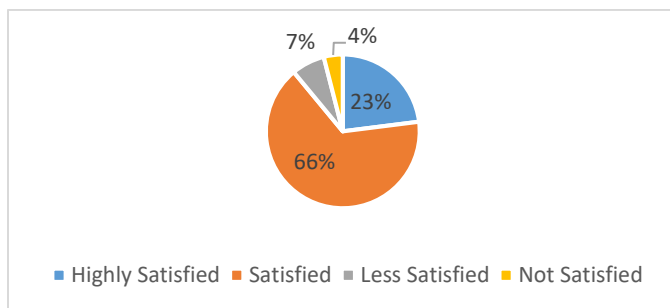

Figure 6: Satisfaction level of using SNSs by the respondents.

8.10 Problems in Using SNSs for Academic Performance:

Table- 3 shows the different problems associated in using SNS for their academic performance of the students of RIPANS. It has been observed from the study that majority of the respondents 74(51%) have problem relating to slow connectivity on the internet. 22(15%) respondents have problems regarding lack of awareness about using the resources. 19(13%) respondents were unfamiliar with resources available, 18(12%) have problems in the resources not useful their academic purposes while 9(6%) respondents have problems regarding lack of

time and only 4(3%) respondents have technical problems in using SNSs for their academic performance.

Table 3: Problems of using SNSs by the respondents

Problems	No. of respondents
Unfamiliar with resources available	19(13%)
Technical problems	4(3%)
Lack of awareness about using the resources	22(15%)
Lack of Time	9(6%)
Slow connectivity on the internet	74(51%)
Not useful for academic purposes	18(12%)
Total	146(100%)

Source: Survey data

9. Conclusion:

With the advancement of Information Technology, Social Networking Sites has now becoming an important tool for communication and dissemination of information in various parts of the world. SNSs helps us in sharing information, exchange ideas and thoughts, sharing opinions related to several topics and easy dissemination of information to different countries which allows to connect users to new people who have common interest. The study revealed that the students of RIPANS are all aware with SNSs and most of the students used SNSs for various purposes for finding information, for sharing information, opinions and exchanging their ideas and thoughts. Most of the students have the benefits of using SNSs in developing general knowledge and improvement in their communication skills. Most of all the students are familiar in using Facebook, WhatsApp, Instagram, YouTube and Google+ and it is also noted that most of the respondents used Smartphone in accessing SNSs. The study also revealed the positive and negative influence of using SNSs by the students of RIPANS and majority of the students have a positive influence relating to sharing information, knowledge, ideas and opinions and communicating with their friend relating to their academic interest. The study also revealed the negative influence regarding their time spent on using SNSs in non-academic activities and spent their times more on social media than reading books and results in lower performance on their academic activities.

The present study suggested that SNSs have created impact on the academic performance of students over the past decade. Awareness program regarding the use of SNSs for the academic activities of the students should be made where the faculty and students can share information and interact with each other. The awareness program should also be made regarding how to use the resources available on the internet and program regarding computer knowledge and skills for improving the students aware about ethics to use SNSs.

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