

# Social Networking Activities of University Students

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**Abstract:** The study was conducted on university students to find out their social networking activities and impact of social networking activity on academic achievement of university students. A sample of 50 university students was selected randomly from Cooch Behar District. Self-made questionnaire was administered to measure the social networking activity of university students. Statistical treatments such as mean, SD and t- test were used for data analysis.

**Keyword:** Social Network, Use of Social Networking sites, Gender, Academic Streams, Academic Achievement

**Introduction:** In recent years, significant changes have occurred about the quantitative and qualitative expansion of the Internet, social networks and numbers around the world who use them. Social networks include web sites and applications that allow users to share content, Ideas, opinions, beliefs, feelings, and personal, social, and Educational experience. They allow communication among a wide range of users worldwide. Instagram, Telegram, Facebook, Twitter, Skype and WhatsApp is the most popular and common Used virtual social networks. Many social networking websites, Such as Edmodo, designed specifically for learning. Learning social networks has many benefits Because they provide greater access to information and information resources, lower barriers to interaction and Telecommunications , supports collaborative learning activities, encourage students to learn more Self-learning , increasing engagement and student motivation, increases student engagement with each Other's and their teachers and support active and social learning. In general, the emergence of new technologies such as the Internet and social networks Apart from providing benefits and Global communication standards have improved Some have made threats. When the use of social network is poorly managed, it can have negative consequences at the individual and societal levels.

**Background of the Study:** Moghavvemi, et al. (2018) analyzed student's use of YouTube as a learning tool, their usage pattern and factors influencing them to use YouTube and found that the students use YouTube mainly for entertainment, searching information and to support academic learning. Williams & Adesope (2017) conducted a survey among 300 undergraduate students of the University of Port Harcourt, Rivers State, Nigeria to investigate their attitude towards the use of social networking sites for learning purposes. The study found that students possess a positive attitude towards using social media in education. Tawfeeq Nazir (2014) investigates the use and purpose of accessing Social Networking sites (SNSs) by the students of Srinagar and found that 77% of the students who use social networking sites are at the age group of 16- 18 years. Face book is popular SNSs among 82% of the students followed by Twitter (10%). 40% of Male students spent 60-90 minutes on the SNSs while as 28% Female student spent 30-45 minutes on SNSs. 56% Male students and 64% Female students access SNSs from their mobile devices. 44% Male students and 41% Female students use SNSs for chatting purpose. Most of Male and Female students gets new updates and information sharing like the exam time tables, dates, and

what teacher taught them and what fun did they do in the class. Majority of the students of both genders agree that the use of SNSs improves their English communication skills and increases their general knowledge and current affairs. Madhusudhan (2013) found that most respondents preferred the SNS Face book and Research Gate for academic purposes. Collaborative and peer-to-peer learning were common benefits from SNSs while some expressed concern regarding cyber-bullying and privacy. The majority of respondents finally said using SNSs may be a waste of time. Utpal (2012) found that the instant and widespread nature of social media spread it like a fire in the forest and Information sharing societies is based on the social promotion and practices of the exchanging and sharing knowledge originating from many different societies and help to evolve social revolution.

From all the discussion the researcher found that most of the research has been conducted on some other variables at the school level and only some research work has been done on university students therefore the investigator undertake this research work on university student.

### Objectives of the study:

- 1) To assess whether there is any significant difference in the mean score Locality of the Student.
- 2) To assess whether there is any significant difference in the mean score of Gender.
- 3) To assess whether there is any significant difference in the mean score of Academic Streams.
- 4) To assess whether there is any significant difference in the mean score of Academic Achievement.

### Hypotheses:

- 1) There is no significant difference in the mean score of Locality of the Student.
- 2) There is no significant difference in the mean score of Gender.
- 3) There is no significant difference in the mean score of Academic Streams.
- 4) There is no significant difference in the mean score of Academic Achievement between Male and Female students.

### Operational definition

**Gender:** Gender refers to the characteristics of women, men, girls and boys that are socially constructed. This includes norms, behaviors and roles associated with being a woman, man, girl or boy, as well as relationships with each other (WHO). In the present study gender means include Male and female student.

**Locality of the Student:** Locality is the fact or condition of having a location in space or time (Merriam Webster Dictionary). In the present study Locality of the Student means in which location students are live.

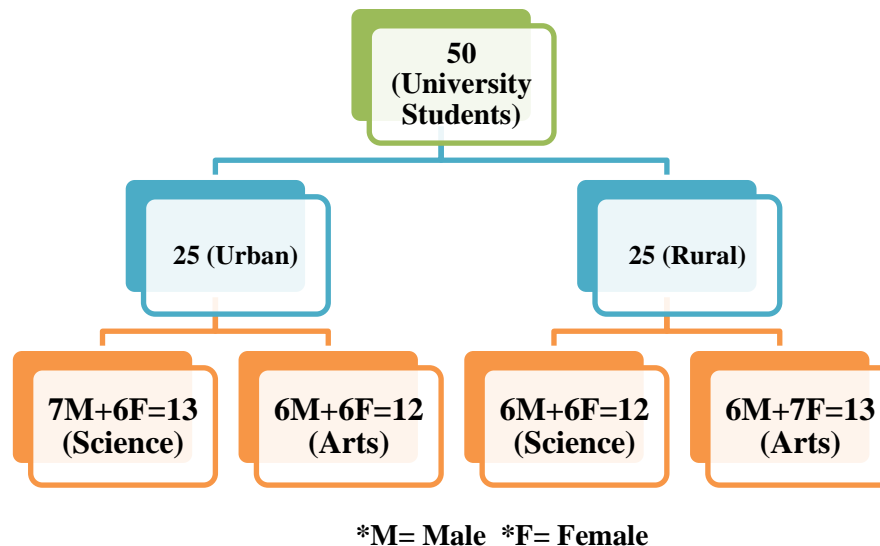
**Academic Streams:** In the present study academic streams means Science or Arts. Basically in which stream students are belong.

**Academic Achievement:** In the present study Academic Achievement means student performance in their own specific subject or discipline.

### Methodology

**Method:** In the present study researcher adapted a descriptive research method where survey technique was used for the study.

**Population and Sample:** The population of this study is all the university students of Cooch Behar district who use the social networking sites. Multistage sampling technique used to select the sample for the study. The investigator totally use 50 sample which were selected from urban and rural area where 25 from urban and 25 from rural. Where also 13 science students and 12 arts students belong in urban area and 12 science students and 13 arts students belong in rural area of Cooch Behar District. On the basis of gender 25 from males and 25 from females students were selected as samples.



**Tool used in the study:** To know the Social Networking Activity the investigator used a self made questionnaire which was constructed with the help of some standardized tools.

**Statistical techniques:** To analyze the data the researcher used Mean, Standard Deviation and 't' test for the study.

### Analysis and interpretation of data:

**Table-1: Difference in the mean score of Locality of the Student**

Hypothesis	Variables	Variables Types	N	Mean	SD	P- value	t- value	Remark at 5% level
H <sub>01</sub>	Locality of the Student	Urban	25	73.11	19.52	2.01	6.15	S
		Rural	25	66.26	16.63			

\*S= Significant

**Observation:** Table 1 reveals that total mean score possessed by Urban and Rural students is 73.11 and 66.26. Further, the table shows that t-value is 6.15.

**Interpretation:** After following the manual of the questionnaire, the obtained social network using mean scores is 73.11 and 66.26. The calculated t-value of is 6.15 found to be significant at 0.05 level (p value=

2.01). So, it may be interpreted that there is a significant difference between Urban and Rural students of Cooch Behar District. Hence, Hypothesis 1 which reads as “There is no significant difference in the mean score of Locality of the Student” stands rejected.

**Table-2: Difference in the mean score of Gender**

Hypothesis	Variables	Variables Types	N	Mean	SD	P- value	t- value	Remark at 5% level
H <sub>02</sub>	Gender	Male	25	77.10	15.41	2.01	2.52	S
		Female	25	71.87	23.40			

**\*S= Significant**

**Observation:** Table 2 reveals that total mean score possessed by Male and Female students is 77.10 and 71.87. Further, the table shows that t-value is 2.52.

**Interpretation:** After following the manual of the questionnaire, the obtained social network using mean scores is 77.10 and 71.87. The calculated t-value of is 2.52 found to be significant at 0.05 level (p value=2.01). So, it may be interpreted that there is a significant difference between Male and Female students of Cooch Behar District. Hence, Hypothesis 2 which reads as “There is no significant difference in the mean score of Gender” stands rejected.

**Table-3: Difference in the mean score of Academic Streams**

Hypothesis	Variables	Variables Types	N	Mean	SD	P- value	t- value	Remark at 5% level
H <sub>03</sub>	Academic Streams	Science	25	76.87	22.49	2.01	8.27	S
		Arts	25	66.26	18.76			

**\*S= Significant**

**Observation:** Table 3 reveals that total mean score possessed by Science and Arts students is 76.87 and 66.26. Further, the table shows that t-value is 8.27.

**Interpretation:** After following the manual of the questionnaire, the obtained social network using mean scores is 76.87 and 66.26. The calculated t-value of is 8.27 found to be significant at 0.05 level (p value=2.01). So, it may be interpreted that there is a significant difference between Science and Arts students of Cooch Behar District. Hence, Hypothesis 3 which reads as “There is no significant difference in the mean score of Academic Streams” stands rejected.

**Table-4:** Difference in the mean score of Academic Achievement between Male and Female students

H0 <sub>4</sub>	Variable	N	Academic Achievement (Mean)	SD	p-value	t-value	Remark at 5% level
	Male	25	69.22	15.32	2.01	1.72	NS
	Female	25	74.71	4.72			

\*NS= Not Significant

**Observation:** Table 4 reveals that total mean score possessed by Male and Female student's academic achievement is 69.22 and 74.71. Further, the table shows that t-value is 1.72.

**Interpretation:** After following the manual of the questionnaire, the obtained social network using mean scores 69.22 and 74.71. The calculated t-value of is 1.72 found to be significant at 0.05 level (p value=2.01). So, it may be interpreted that there is no significant difference between Male and Female student's academic achievement of Cooch Behar District. Hence, Hypothesis 4 which reads as "There is no significant difference in the mean score of Academic Achievement between Male and Female students" stands accepted.

**Major findings:** After finishing the different stages of the present study, the Researcher has finally concluded that:

- A significant difference was found between Urban and Rural students. Urban students were use social network maximum than Rural students of Cooch Behar District.
- A significant difference was found between male and female students on their social network uses. Male students were use social network maximum than Female students of Cooch Behar District.
- A significant difference was found between Science and Arts students and Science students were use social network maximum than Arts students of Cooch Behar District.
- Lastly the investigator found that social network doesn't significantly differ between Male and Females student's academic achievement of Cooch Behar District.

**Conclusion:** The researchers concluded that students can explore the subjects that they are interested through online social networking. Students use Facebook, Twitter, WhatsApp, Skype, YouTube, Opera Mini, instagram and WeChat for learning purpose. Students are heavily involved in social media. They use social media to communicate with their friends, teachers and family. It helps to students for more information for their learning; Connects to learning groups and makes academics convenient activities. When using social networking sites, students need to aware for self-security. They should maintain privacy and avoid cyber-crime.

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