

Impact of Social Networking Sites on Educational System: In Case of Students and Teachers of SGBAU Amravati, Dr. BAMU Aurangabad, SRTMU Nanded and Solapur University Solapur M.S. in India

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ABSTRACT

Social networking sites worked as a communication technology. Now which is widely useful in educational system, these technologies give the right way for different educational activities as well as collaborations. Teachers and Students of SGBAU Amravati, Dr. BAMU Aurangabad, SRTMU Nanded and Solapur University, Solapur, M.S. in India are regularly used these technologies for various educational issues. Also we have to determine the impact of social networking on educational system. We select the sample by survey method and explain the how social networking technology can impacts differently on educational system? Finally compare and analyze the statistical results of collected data from different places using SPSS.

Key Words : Social Networking Sites, Social media in education, SPSS, facebook, Twitter, Google, Whatsapp, Blog, Flicker, Teachers and Students

INTRODUCTION

In the 21st century social networking is playing a vital role in the lives of people, it has revolutionized, the way one used to live now; it has its mark on every fact of the world. One can't now imagine a world without social networking. Every field of human activity, may it be his daily life, official life, everything is now influenced under the cover of social networking." A social system is a society, organization, group or other social entity consisting of interdependent people, events and behaviors' (Sproull and Kiesler, 1988). The networking that occurs influences an individual's thoughts, feelings and ideas and is an essential element of human interaction (Tyson, 2009). Social networking is becoming the most popular method of communication in the world. People use social networking to stay connected with their family, friends

and to explore what is happening in the world around them. Social networking is very common now a day. Using social networking communication became easily.

Today there is a vast area of information and knowledge on different aspects of the scientific world over the net. The materials are ready on numerous websites which are useful and helpful for experts and scholars who are working in various fields of sciences. Social networking sites can be developed and implemented at the all field. All fields in educational system occupies by social networking. Higher education institutions have jumped on the bandwagon and embraced social media technology in order to stay connected with millennial generation of prospective and current students. (Faculak, 2012). The social networking websites are gaining wider acceptability and usability among university student and trainers. It also becomes perhaps the most

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popular connective tool among students, faculty and staff across distributed campuses (De Andrea *et al.*, 2011). In the various educational places *i.e.* universities high school, workshops, seminars, library, and tuitions.

The entry of technology in education then the evolution has taken place in educational system. Through the social networking the educational system will step in a new era of educational and research processes, leading to better qualification and progressively increasing knowledge skills.

Social networking and education:

The use of online social networking educational activities has become commonplace in today's higher education (Hamid *et al.*, 2014). The social networking sites having a conversation, participation, openness, connectedness and community capacity, to facilitate the educational activities these capacity is useful for educational system. By using various social networking sites universities and colleges have to do to achieve intended goals of using up-to-date technologies in every day classes.

Today the social networking site enters in educational system rapidly. It changes the way of educational system. The social network is not a children's toy, but as dominate tool, it should be accommodated in education process in universities (Adonov *et al.*, 2015). Social networking sites as a current source of information. It is important to student's attitude and students know how to use various SNS correctly for each situation (Social media and higher education lit. review, 2010). Social networking used in education for various purposes, for career planning, academic planning, taking admission, college transfer planning, exam schedule and all educational opportunities and programs.

The utilization and success of social networking sites in educational system depend on the all departments and students used social networking in all educational field, *i.e.* Admission department, different subject department, library. The most common social networking site utilized by college and universities is Facebook. Blog, Twitter, LinkedIn, MySpace, Twitter, YouTube, Google.

Role of social networking sites in education:

Now a day social networking technology enters in educational system. The fastest-growing and most popular social networking technology that is useful for various educational activities. Teachers and students are using

this new technology for educational activity. Schools, Colleges, higher education institutions can easily adopted to use the social networking in their work. Growth of social networking sites increases day by day. Facebook, YouTube, MySpace, LinkedIn, Google site, Blog, Twitter, Wiki etc., Social networking sites are useful in educational system.

The popular social networking site originally launched in February 4, 2004 exclusively for Harvard students, at Harvard, it then expanded IVY league universities and high school students and currently to anyone the age of thirteen (Reubben, 2008). Then after short year Facebook grew from university into a worldwide social networking site. Facebook is a social networking website initially builds for college communities. It is organized around social networks corresponding to schools and recently other institutions and locales (Walther *et al.*, 2008). Facebook is effective tool for college students, friends, teacher staff and other people. Ellison, steinfeld and Lampefound that 94 percent of their college students were users of Facebook spending an average of 10 – 30 min on the site and having 150-200 friends. Now a days, weblog and blog are spread all over the world. It gives lot of benefits to the educational system indicative of its growth by 2004. Blogs are the most used social networking sites by students for various tasks and to create content and add comments. Twitter impacts on academic performance show positive effects. Twitter helps to students in learning process then learning process become an active. Twitter helps student to gives update information's, news daily. Twitter used for educational activities *i.e.* asking question, book discussion, group project work. Through the twitter contact between students and teachers are improving day by day. Twitter is simple and fast way to stay close each other so twitter is well educational tool. Also, in sports twitter useful for students. Additionally, many NCA member institutions have implored student athletes, coaches and athletics offices to utilize twitter and Facebook as platform to engage with fans (Watson, 2009). Now, number of students and teachers agreed that twitter is effective tool in education.

You Tube create interest in students learning activity because educational videos are in the form of audio-visual, so this is useful to nursery student to university student. Today all educational related tips, notes, lesson, syllabus, question papers, books, answer keys, available on You-Tube in the form of video. This is mostly useful

to distance education students. YouTube gives realistic feel to students and get a perfect position in university. Establish a library YouTube account and make fun and informative videos about library services and databases and create virtual tour of the building for our distance education students (Social media and higher education lit. review, 2010). In this manner today YouTube is important tool for educational activities.

Wiki is good source of information. Wiki site used to students for update the information for teaching-learning process and also utilized in different educational activity. Wikis are the integrant part of web 2.0 Technology and having collaborative features. It gives active learning opportunities to the students. In this way we explain, how can social networking sites play an integral role in Education?

Background of social networking sites:

The first recognizable social network site launched in 1997, Six Degrees.com allowed users to create profiles, list their friends and beginning in 1998, Surf the friends lists. Each of these features existed in some form before Six Degrees of course (Boyd and Nicole, 2007) Six Degrees are useful to help people to connect with and for sending messages. While Six Degrees attracted millions of users, it failed to become a sustainable business in 2000, the service closed looking back its founder believes that Six Degree was simply ahead of its time (Sampathkumar *et al.*, 2013). In 1999, Live Journal listed one directional connection on user's pages, Live Journals created suspects that he fashioned these friends after instant messaging buddy lists (Boyd and Nicole, 2007).

The next in 2001 the Ryze.com site was launched to help people leverage their business networks. LinkedIn was founded in by Reid Hoffman, but it was officially launched on May 05, 2003. It was basically business-oriented social networking service (Qureshi, 2016). Between 2002 and 2004 these social networks emerged as particularly popular sites and their accessibility and features helped networking online reach mainstream users across the globe. Friendster.com. was first established in 2002 and experienced a small initial growth in 2003, during which the search engine site, Google attempted to purchase and develop the site (Tyson, 2009).

After sometimes-new sites are found, Myspace co-founded by Cheri's Wolfe and Anderson in 2003, was an early addition to the social networking field. Boyd and Ellison (2007:38) note: "MySpace was considered as the

leading social networking site, and consistently beat out main competitor Facebook in traffic" (Qureshi, 2016). MySpace is useful site.

The most popular social networking site is Facebook, originally created by a college student to connect Harvard students across their own campus. Other school could join, and business and other organization were added for people to connect to others they work with in early 2006, later that year, Facebook opened to the non-US college community (Tyson, 2009). The face of online social networking sites *i.e.* Facebook developed in 2004 by Harvard undergraduate Mark Zuckerberg (Tess Poul, 2013).

In this manner simultaneously YouTube, Yahoo, Twitter, Instagram, Printenst, Google, Flickr, Tumblr, *viz.*, social networking sites create one of the biggest internet history in our system. Day by day scientist launched new useful sites which are important to our daily life. Social networking sites becoming a great tool for today's generation, it spread easily and quickly in various fields of our life.

METHODOLOGY

The systematic and scientific research is important step of methodology. Methodology is a good way for solving a problem with a specific component such as methods, tools and techniques. In this proposed research work we have select the probability sampling method for the region selection as well as non-probability method for teacher and student selection.

In this research work we have to study the impact of social networking sites on educational system for Students and Teachers of SGBAU Amravati, Dr. BAMU Aurangabad, SRTMU, Nanded and Solapur University, Solapur's of different faculties like Science, Arts, and Commerce. Initially we have collected the data by using questionnaire. In this research work we collected the total 505 data from different places.

RESULTS AND DISCUSSION

In this research work we have collected total 505 different data and this data are analyzed by using SPSS software, the results are given from Table 1, 2 and 3 show the results as per question number 5, 9 and 17. In given below table number 1 we have shows the Name of university and their frequency of Teacher and Students respondent and their percentage as per question 17.

Table 1 : Q.17 Name of the University and their frequency of teacher and students respondent and their percentage

Name of University	Frequency	Per cent
BAMU_Students	100	19.8
BAMU_Teacher	25	5
SGBAU_Students	99	19.6
SGBAU_Teacher	25	5
Solapur_Students	100	19.8
Solapur_Teacher	22	4.4
SRT_Students	100	19.8
SRT_Teacher	34	6.7
Total	505	100

Table 2 : Gender * Q.5 Educational changes occurs due to Social networking site

Gender	Yes	No	Total
Male	230	43	273
Female	206	26	232
Total	436	69	505

From the Table 2 we have shows the opinion about the educational changes are occurs due to social networking site among the male and female respondent's of Dr. BAMU, Aurangabad, SGBAU, Amravati, SRTMU, Nanded and Solapur University.

From the Table 3 we have shows the ratio of male and female respondents are mostly used social networking sites for non-educational purpose of Dr. BAMU, Aurangabad, SGBAU, Amravati, SRTMU, Nanded and Solapur University.

Table 3 : Gender * Q.9 Social networking site for non-educational purpose

Gender	Yes	No	Total
Male	220	53	273
Female	183	49	232
Total	403	102	505

Conclusion and future scope:

Today Social networking sites play a key role in educational activity, so it is most useful for educational purposes. Websites become more popular, it would be a worthy topic to research. There should be a more research done on impact of social networking on education. The social networking patterns are largely consistent with those mentioned in previous research, with respect to impact of social sites on Indian students and teachers. The benefits of social networking sites are in development, building self-identity, developing relationships and

acquisition of social communication, technical skills and research and development.

Based on this research work, we suggest the following:

- Recommendation to college and university authorities to pass the regulation or norms on the use of cell phones during their lectures and practical without their exam.

- Also, recommendation to the Ministry of Electronics and IT (Meity, Govt. of India) and Rashtriya Uchcharat Siksha Abhiyan (RUSA).

- Teachers are adopting the new techniques and use of social sites in their teaching purposes. For future research there is a need to increase the data size and different Universities data in Maharashtra State. This study is needs to overcome the limitations of judgments the data and accuracy to identify the data, using such methods if population is very huge.

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