

Critical Study of Social Networking and its Effect on Education System in Case of Undergraduate Students and Teachers of SGBA University, Amravati, M.S. in India

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ABSTRACT

Social networking sites (SNS) are one of the latest examples of communication technology such as Facebook, twitter, YouTube, Blog, Google, MySpace, etc. These technologies are widely entered in education system which gives the right way for educational communication, activities and collaboration with other faculty. Today students use these technologies regularly for various purposes. I like to work on critical study of social networking and to determine the impact of social networking on education system of undergraduate's students of different faculties like Science, Arts and commerce and faculty members (teachers) of Sant Gadge Baba Amravati University, Amravati. We collect the sample of 70 undergraduate students and 25 teachers from different faculties by survey method. We explain that how social networking technologies can impact on education system and analyze the statistical results of collected data from different places. Finally we conclude that social networking sites are very useful, time consuming and effective if they are used properly and carefully.

Key Words : Social networking sites, Education system, Facebook, Twitter, Google, whatsapp, Blog, Flicker, U.G. 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. Now anyone cannot imagine a world without social networking. Every field of human activity, it may 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 Kiesler¹). The networking influences an individual's thoughts, feelings and ideas which are an essential element of human interaction (Jason 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 nowadays. Our communication becomes easy by using social networking.

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 education system occupied 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 (Natalie Faculak, 2012). The social networking websites

are gaining wider acceptability and usability among university student and trainers. It also becomes perhaps the most popular connective tool among students, faculty and staff across distributed campuses (David C. & De Andrea, 2011). In the various educational places i.e. universities, high schools, workshops, seminars, library, and tuitions.

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

Social networking and education:

The use of online social networking educational activities has become commonplace in today's higher education (Surya Hamid, 2014). The social networking sites having a conversation, participation, openness, connectedness and community capacity. These capacities are useful for education system to facilitate the educational activities. 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 education system rapidly. It changes the way of education system. The social network is not a children's toy, but as dominate tool, it should be accommodated in education process in universities (Venko Adonov, 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 such as 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 education 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, and Google.

Role of Social Networking Sites in Education:

Now-a-days social networking technology enters in education system. This is the fastest-growing and most

popular social networking technology that is useful for various educational purposes. Teachers and students are using this new technology for educational purposes. 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 education 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 (Joseph b. Walther, 2008). Facebook is effective tool for college students, friends, teacher staff and other people. Ellison, steinfeld and Lampe found 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 give update information, daily news. 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 very effective educational tool. In sports also twitter is 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 creates 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 education related tips, notes, lesson,

syllabus, question papers, books, and 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. In this way we explain, how can social networking sites play an integral role in education?

Study purpose:

This research has reported impact of social networking on education system of undergraduate's students and teachers of different faculties like Science, Arts and Commerce of Sant Gadge Baba Amravati University, Amravati. The main objective of this research is to observe the current changes in education system and to observe the effect of Social Networking on education system in case of Undergraduates students and teachers of SGBA University, Amravati.

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 (Danah m. Boyd, 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 (N. Sampathkumar, 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 (Danah Boyd, 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 May05, 2003. It was basically business-

oriented social networking service (T.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 (Jyson 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." (T. 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 (Jason Tyson, 2009). The face of online social networking sites i.e. Facebook developed in 2004 by Harvard undergraduate Mark Zuckerberg (Paul A. Tess).

In this manner simultaneously YouTube, Yahoo, Twitter, Instagram, Printenst, Google, Flickr, Tumblr these social networking sites create one of the biggest Internet history in our system. And 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 field of our life.

SNS and students:

Now college student generation is known as "Net-Generation". In this generation various net related tools are used for communication and connections. In information age all of the students have positive attitude towards the use of social networking sites as a support tool in education. They known as it very for every student had different benefits from this environment. Social networking site is powerful network for knowledge sharing. These sites are increasingly visible in higher education. It is useful to the students as well as teacher. Numbers of students are believed that the social networking sites can positively affect their educational experiences. The use of online social networking for higher education has the potential to enhance the teaching

and learning experiences of both lecturers and students (Surya Hamid, 2014).

There are specific educational sites which have content sharing, rating and other features. In education settings appear that the successes of classroom educational activities depend on how well learners are socially connected to the social networking. Social networking sites are currently being used by students to discuss education at all academic levels (Munoz c. and Towner T, 2010).

Mostly the college aged students and higher education institutions students are using social networking sites like Facebook, Blog, Twitter, Flickr, MySpace daily. College age students of 18 to 29 years of age the popular social networking site allows individuals to create personal profiles follow and interact with family, friends and fan pages used by business, organization and higher education institutions (Natalie Faculak, 2012).

The social networking sites have useful to create student study group, it provides educational information for research work and it support the distance education and campus-based education. These social networking sites are attracted the attention of students, so this factor is useful for learning process of students. Lenhart, Purcell, Smith and Zickuhr (2010) found that 72 percent of all college students have a social media profile with 45 percent of college students using a social media sites at least once a day.

Social networking sites and students bonding are very close and day by day this bonding becomes strong.

Current use of social networking sites among college students:

In the education system social networking sites help to build common opinion and can spark healthy discussion about various related topics. Many users of social networking sites are of college age and recent ventures have started explicitly catering to the college crowd and some cases to specific colleges. (Ralph Gross, 2005). Now various social networking sites are available, which are useful in educational activities. These social networking sites are biggest part of education system.

Today universities, institutes, schools have realized that social networking sites having a large potential to generate students, so they are using social networking for educational purposes. YuTian Vogel and Kwok (2010) suggest that social networking sites offer a unique opportunity to promote socialization to the college

environment (David C. De Andrea, 2011). The most popular social networking sites utilized by college aged students and higher education institutions include Face book, Twitter, YouTube, Flickr and Blogs (Natalie faculak, 2012). Given Table 1 Consider the importance of social networking sites in educational activities and the sites name.

Table 1 : Importance of social networking sites in educational activities and sites name

Name of the Sites	Importance
Facebook	<ol style="list-style-type: none"> 1] To create group for discussion. 2] Privately communicate with teacher's friends and students. 3] Educational wall, post, events, notes, news, is useful to students.
Twitter	<ol style="list-style-type: none"> 1] Uploads educational tweets. 2] Important place in online courses use as discussion medium for faculty and students. 3] Student gets current knowledge easily.
Blog	<ol style="list-style-type: none"> 1] Useful to develop technical and cognitive skill in student. 2] It is an online journal useful to the students. 3] Useful for educational tasks to create content and add comments.
Wikipedia	<ol style="list-style-type: none"> 1] Useful for teacher and students in collaborative project. 2] Largest encyclopedias useful for student to get worlds information. 3] For update the latest various types of information.
Google	<ol style="list-style-type: none"> 1] All subject related material provides to student within a second. 2] All worlds' universities and Research and development centers information are available.

This table shows that the importance of social networking sites for students. Researchers from the pew research centers Internet and American life project found that between 67% and 75% of college aged young adults used social networking websites (Jones & Fox, 2009; Lenhart, 2009). In late 2010 an EDUCASE Center for applied Research (ECAR) study of 36,950 students from 126 US universities and one Canadian university revealed that of 90% of students who used social networking sites, 97% said they used Facebook (Reynol Junko, 2012). To illustrate, EDUCASE (2011) found that 26.9 percentage of students surveyed spend six-ten hours on SNS a week (Smith, et al, 2008). Approximately, 66 percent access a social network daily (Smith, et, al, 2009)(Munoz,C. & Towner,T.,2010). The Higher Education Research

Institute (HERI 2007) reported that 94% of first year college students use social networking websites, and data from a survey by Mastrodicasa and Kepic (2005) showed that 85% of students at a large research university had accounts on Facebook, the most popular social networking sites (R. Junco, G. Heiberger & E. Loken, 2010).

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 and non probability method for teacher’s and student’s selection. We select 70 Undergraduates students and 25 teachers randomly.

In this research work to study the impact of social networking for education system of undergraduates students and teachers of different faculties like Science, Arts and Commerce of Sant Gadge Baba Amravati University, Amravati. Initially we used questionnaire for data collection. We distribute the questionnaires’ for students and teachers by manual system and through the E-mail. The sample questions are given below:

- Do you perfect using social networking sites for educational purpose?
- Are you agree, with the changes are occurs in educational system due to social networking?
- What do you think about excess use of social networking sites, its impacts on the intellectual and psychological power of users?
- Are you satisfied using social networking sites for educational purpose?
- Scholars need to learn new technology in social networking, which they don’t know?
- Do you think social networking is so time-consuming? Finally all the data has collected and then analyzed and interpreted by SPSS Statistical tool.

RESULTS AND DISCUSSION

This study reported the impact of social networking sites for Sant Gadge Baba Amravati University, Amravati’s Undergraduate Students of different faculties like Science, Arts, and Commerce and faculty members (Teachers). The proposed research we have considered the 06 questions it’s related to our objectives of the research. We have selected the sample by survey method

and explain how social networking technology can impact on educational system. Finally compare & analyze the statistical results of collected data from different places.

So, the comparison of this data among the different faculties of student as well teachers are quite interesting.

Today’s 95.71% of SGBA University Undergraduates students & 92% SGBA University teacher’s are using social networking sites perfectly for educational purpose. 95.71 % of SGBA University Undergraduates students and 100% of university teachers are agree with the changes are occurs in educational system due to the social networking. 82.85% of Undergraduates students and 88% of Teachers are thinking about excess use of Social Networking sites its impact on the intellectual and psychological power of users.

97.14% of SGBA university Undergraduates students are satisfied with using Social Networking Sites for educational purpose while 92% teachers are satisfied by this. 97.14 % Undergraduates students as well as 48% of Teachers are thinking that Scholars need to learn new technology in Social Networking which they don’t know. 55.71% of Undergraduates students and 4% of Teachers are considered that Social Networking is so time consuming.

In given Table 2 shows that undergraduate student ratio and Table 3 shows that teachers ratio as per different

Table 2 : UG student ratio of Sant Gadge Baba Amravati University, Amravati (M.S.) India

Q. No	Total Respondent	Positive response	%
3	70	67	95.714
5	70	67	95.714
7	70	58	82.857
11	70	68	97.142
8	70	68	97.142
10	70	39	55.714

Table 3 : Teachers ratio of Sant Gadge Baba Amravati University, Amravati (M.S.) India

Q. No	Total respondent	Positive response	%
3	25	23	92
5	25	25	100
7	25	22	88
11	25	23	92
8	25	12	48
10	25	1	4

six questions are set in our objectives.

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 the 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.

By studying this research we conclude the following: Most of the undergraduates students of SGBA University Amravati are using Social networking sites and show positive attitude with this use in education system. *Social networking sites are impacted very effectively and positively on teachers of SGBA University Amravati.

– Social Networking Sites are impacted intellectually and psychologically on users.

– Most of the UG students think that scholars need to learn new technology in social networking sites whereas teachers don't agree with this.

Based on this research work, we suggest the following Future Scope:

– 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 UchchatarSiksha 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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