Usage of Social Networking that Impact among the University Students

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ABSTRACT

Facebook is a dynamic tool for teaching, seeking and learning in the 21st century and students are using such type of SNSs (Social Networking Sites) to communication for different purpose, now a day it is true that everyone meet and interact with each other with the help of SNS that change the life style of every one, no doubt that SNSs are most important communication tools to connect people to each other, especially for higher level of students using SN (Social Networking) for educational pursuit, but there seems that SN have also positive and negative impacts for educational purpose, from the different studies it have been found that mostly students are using Facebook for different purpose like as to communicate and connect with friends and family and also create Facebook class group to discusses for educational purpose. This research aimed to investigate impact of Facebook on student's education, the limitation of this research is only students of QUEST (Quaid-e-Awam University of Engineering, Science & Technology) Nawabshah, Pakistan. In this research three major facets have selected that are Facebook engagement, self-esteem and time management from the help of these facts it is found that those students that have Facebook account they are mostly engaged on Facebook and give more time for online social activity that have negative impact on academic performance and the students social activity have measure through simply measure online tool and other data collected by research questioner survey.

Key Words: Facebook Usage in University Negative and Posative Impact of Facebook, Second-Sixth Term.

1. INTRODUCTION

Online SN services allows every user to create a profile for communication within surrounded boundaries, user can create their own profile interact a list of other profile where they want to share information and can see and negotiate their list of information and personal information made by others within the boundaries of online SN like as the, "web-based communication services. The nature and classification of these connections may vary from site to site, user can interact through different type of application, such as add status, blogging, sharing photos/videos [1].

SN is already being widely used in Schools, Colleges and Universities, and Facebook community of users give it incomparable power as a tool for investigation and collaboration between students and adults and, given rapid changes in technology and e-learning, Facebook is in an excellent point to support the way students, teachers and other educators collaborate with each other [2].

SNSs have made a new communication aspect on SN user can freely improve the awareness levels. Communicating with these sites, students can become more experienced, and even more self-aware. Young people in specific may also benefit from SN databases such as YouTube, Google Drive etc. According to an e-Marketer report "Worldwide Social Network Users" raised from 1.47 billion users made in 2012 and in 2013 number of users have crossed 1.73 billion [3]. The

Pakistani users of the SN the Facebook number of users have made 10 million registered users, reported on Facebook ads manager. The Facebook users in Pakistan are between 10.6-11.8 million users of which 3.0-3.4 million are female and 7.4-8.2 million are male [4].

The most popular SN in the world and one of the most visited is Twitter, from the report of twitter every month the visitor of twitter is about 190 million and 65 million twitter users are use their twitter profile every day, other SNSs are also rising growth one of them are Friendster with 50% and Orkut 41% and Bebo 32% growth rate per year [5]. It might be a huge experiment for educators to use SN service such as Facebook as a very important educational tool [6].

2. LITERATURE REVIEW

2.1 Development and Concept of Social Media

Day by day changes of technological have been seen growth strength of users so in the beginning of internet is approximately that shaken has almost compasses of professional, private and social human life [7]. The young peoples who are using internet most of them are students. Students are the using internet to connecting and adding blogs on SN.

The students are enhanced by technology usage for gain knowledge purposes, also gain knowledge from this technology encourages the productivity of teachers and this

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can be improved production to build a strong social capital. Social capital as source made of persons communication and improvement through interactions between them [8].

2.2 Popularity of Social Networking with Number of Users

Internet users who visit blogging site or any SN 10% users' whole time spent on internet the usage of internet 65% on social blog. The top 20 most visited social web sites more than 145 million users scribed. A study was conducted on 1,200 students, one of the most frequently and commonly usage SN is Facebook. In July 2010 it was found that Facebook have made more than 500 million users are registered as active users of Facebook. In 2008 Facebook had crossed 100million users and in June 2010 have crossed to 500million and during the year growing rate was up to 153%. [9].

Other SNSs, such as Twitter about 190 million users visit per month and every day the users' increases 65 million day by day. The emerging of SNSs worldwide earlier Orkut, registered users almost 650,000 users. In Addition of SNSs performance rate of registered growing every year Orkut mostly with 41%, Bebo with percentage 32% and Friendster with 50%, growth frequency per year, Facebook User Base Up 153% [10].

2.3 Facebook Addiction

Some studies have found that students and young people mostly west more time on SN for online chatting, and this can reason that become possible addicts, But they are not habituated to the SN itself, as some users may develop addictions for specific Internet using activities [11].

In 2013 researcher have reported that more than 50% of respondents said they use YouTube, Facebook, LinkedIn and Twitter, SN all the time online. The beginning of Facebook as SN only for Harvard students in 2004, day by day the Facebook is the most popular site used in young people and students. Examiners found that everywhere 99% of college students are using Facebook [12].

Many young people and students of Nigeria are unperceptive users of SNSs, the study have conducted by surveyed level to know the addiction of Facebook usage among the Nigeria university undergraduates and another study was conducted in four universities in south-west, Nigeria study data was collected 1000 of users. In this study most activity of Facebook usage is the 'wall posting' with 31.5% and 'Picture' adding 21%. It is observed that the students are commonly use their Facebook account for making online friendship and updating their profiles, chatting, posting on Facebook wall these activity have engaged students and divert the mind of students from academic study to Facebook activities, university students of Nigeria activity of Facebook with the highest percentage of students activity is meeting people with percentage of 22% and chatting 19% as the highest frequent activity compare by other activities of undergraduates of Facebook, mostly students have was using Facebook for social communication [13].

2.4 Facebook and Academic Performance

The affecting on academic performance is a major problem to find many studies have conducted on this object of academic performance like as effect factors of students such as student characteristics, educational skill, time management skills, study strategies, etc. on academic performance. Study found that student time management is a major roll for academic performance [14].

3. METHOD

The research has conducted as qualitative methodology. It was conducted between the months of January-May 2014, Fig. 1 shows research method design this are two latent variables have selected that are Facebook user and academic performance, on other three variables that are the observed variable one of them is Facebook engagement second is time management and last is self-esteem.
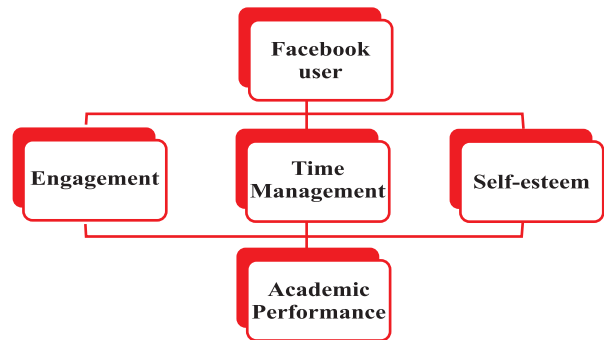

FIG. 1. RESEARCH METHOD

From the observe variable a questionnaire was designed to answer from the students to find the results of tow observe variables that are self-esteem and time management. There were twenty six items in the questionnaire designed that focus on observed variable.

Facebook engagements is also an observe variable that measure by simply measure online tool this tool is an dynamic tool to analysis the total engagement of Facebook in Fig. 2 by the amount of public quantity of information which is accessible by Facebook, virality, popularity and commitment can be measured to offer a better view of stakeholder reactivity, and dialogues on Facebook engagement. Virality is measured by the "share" on Facebook, Popularity is measured by the "likes" on Facebook and commitment refers to the number of comments according to the taxonomy selected for this study [15].

Likes + Comments+Shares=Total Engagement

FIG. 2. ENGAGEMENT ANALYSIS TOOL [15]

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After getting the results of Facebook engagement rate through the simply measure online tool and the results of self-esteem and time management by research questionnaire survey it is also part the this research to collect the students' academic results of four batches that 6-9 Information Technology, Computer Science and Mathematics Departments and these batches of students was Facebook non-user and other four academic results of 11-14 these students are Facebook users they have Facebook accounts.

The purpose of this study to explore the general impact of Facebook on academic performance of students it have positive as well as negative impacts on academic performance, in Fig. 3 when completion first step to analyse the Facebook engagement rate students of 11-14 Batches after getting whole academic results from examination branch 11-14 and 6-9 Batches, Final step is to compare the academic results of 11-14 Batches those students using Facebook in other side 6-9 it the students of Facebook non-users batches.
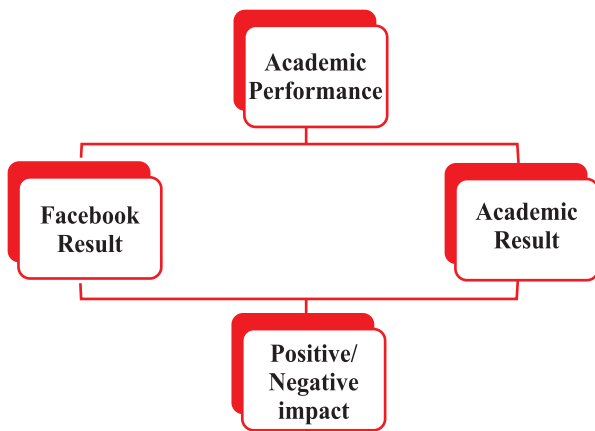

FIG. 3. ACADEMIC PERFORMANCE

4. RESULTS

The results of this study are only focused on to investigate the effect of Facebook on students of science faculty of QUEST, the variable of time management and self-esteem questionnaire survey results found that 10% of students are checking their Facebook ID more than 6 time a day and 9% have 3-6 time a day and above 48% students checking their own profile 1-3 time a day and 21% have less than once a day and less than 10% are weekly, mostly students are spent their time on Facebook IDs there is above 58% students are spent 1 hour and 28% spent 2-3 hours, less than 05% are spent 3-4 hours every day, for the academic spending time of student there is above 19% of students not study every day and 14% of students gives 1 hour for study, less than 10% spending more time for academic purpose, the results of accessing Facebook during study that is above 66% students checking profile and interact with friends beside that 25% student never checking accessing Facebook during study, most students are also admitted that they have addiction of Facebook.

Fig. 4 shows the result of Facebook engagement that have

measure through simply measure the overall Facebook activity of students 11-14 Batches.
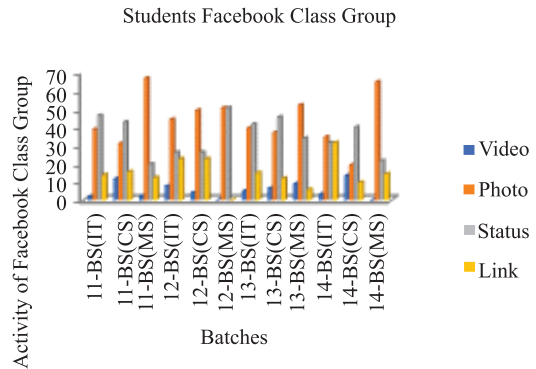

FIG. 4. FACEBOOK ANALYSIS

Research study have find out that Department of Information Technology 11-Batch averagely number of post per year are 172 most common post have seemed status update 46%, Department of Computer Science 11-Batch have averagely 146 posts updated averagely per year and status update is commonly seemed and the Department of Mathematics 11-Batch have only 81 averagely posts have uploaded and photo upload most common post have been seemed. The results of another batch is 12-Batch of Information Technology students have 220 posts have upload averagely and photo are commonly seemed, Computer Science 12-Batch have post 402 in Facebook group photo have seemed common and 12-Batch of Mathematics student post less than 24 posts have been analysed, the third batch is 13-Batch of Information Technology the number of posts are averagely 180 posts per year and status update have seem commonly from the 13-Batch of Computer Science found that 101 post averagely per year in this group status update also seemed common, mathematics 13-Batch averagely 45 posts per year and photo upload seemed common and the last batch only analysis the duration of 4 months because this research have conducted from May 2014 to the results of 14-Batch on Information Technology have 32 posts have been post averagely per months and the group computer science 14-Batch activity posts are 83 per month averagely from the 14-Batch of mathematic nothing seem any activity.

The data in Table 1 shows the overall Facebook engagement results of that is department wise. The Information Technology Facebook posting ratio is 175 posts are posted per year and 12 students are the interaction numbers per post these numbers have calculated on the basis of four batches of Information Technology 11-14 Batches of Information Technology and Computer Science 11-14 Batches Computer Science have uploaded 143 posts and 13 is the interaction numbers and the last result is the mathematics of 11-14 Batches have 51 posts only and 5 interaction numbers per post of four bathes.

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TABLE 1. FACEBOOK WALL POSTING OF STUDENTS

Departments	Average of 4 Groups Posts/Year	Average of 4 Groups Interaction/Post
Information Technology	175	12
Computer Science	143	13
Mathematics	51	5

The data in Table 2, shows the overall annual academic passing ratio of students of both department the results indicate that information technology 6-9 Batches that are Facebook Non-users passing percentage is 87.14% and 11-14 Batch of Information Technology is Facebook user batch percentage is 54.24% and Computer Science 6-9 Batches is Facebook Non-users passing percentage is 77.54% and 11-14 Batches of Computer Science Facebook users batch percentage is 49.58% and last is mathematics 7-9 Batches are Facebook Non-users passing percentage is 72.03% and 11-14 Mathematics Batches are Facebook users batch have percentage of 60.10%.

The comparison of both results indicated that the Facebook results rats of Information Technology and Computer Science is high and Mathematics is low and academic results of Information Technology and Computer Science is low and mathematics is high, finally it is observed that high usage of Facebook have negative impact on academic performance

TABLE 2. ACADEMIC RESULT OF STUDENTS

Departments	Batch 6-9 (Facebook Non-Users) (%)	Batch 11-14 (Facebook User) (%)
Information Technology	78.14	54.24
Computer Science	77.54	49.58
Mathematics	72.03	60.10

5. CONCLUSION

The result of three observed variable that have been analysed and also applied the comparative study of Facebook user and non-user for knowing the aim that is an impact of Facebook on students' academic performance. The results of this research study established that there is negative impact of those students that are using Facebook; Study examined the relationship between Facebook usage intensity and academic performance of QUEST students. After getting all results we come to know that higher usage of Facebook results in lower academic performance.

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