



## IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF POST-GRADUATE STUDENTS IN RAYALASEEMA REGION OF ANDHRA PRADESH

G.Gangadhara\* Prof.G.Vidya Sagar Reddy\*\*

\*Ph.D Research Scholar, Dept. of Adult Education, S.K. University, Anantapuramu.A.P.

\*\* Professor (Rtd), Dept. of Adult Education, S.K. University, Anantapuramu-A.P.

### Abstract

Social network sites are actually web based services which allow people to (one) create a semi-public or public profile within a bounded system, (two) articulate a listing of various other people with whom they write about a connection, and (three) view and even traverse the list of theirs of connections and those made by others within the system. The nature and nomenclature of these connections could differ from site to site. Social media are more and more worn by individuals in all walks of human life. The customers are also enabled to recognize others in the system with which they've a relationship. The social network web sites tend to be created to be generally accessible. These web sites are actually growing in popularity all over the world according to recent empirical evidence. This development has caused numerous companies to commit money and time in creating, promoting, purchasing, and advertising SNSs. The rise of SNSs indicates a change in the business of internet communities. The social media scholarship has emerged from diverse disciplinary and methodological traditions, handles a range of subjects, as well as builds on a big body of CMC research. In the current times, social media access, social media use patterns, social media benefits, social media threats and social media opportunities are actually put through scientific evaluation all over the world. The social media program in higher education mainstream also assumes great significance from research and development point of view.

### Introduction

There's been a growing concern with the past couple of years relating to social networking use among senior secondary school pupils, and the influence of its impact on their training and daily life. Today's younger generation is actually totally hooked on social networking, and this digital landscape has placed increased strain on teenagers. Previously, communicating and free sharing of thoughts involving people was restricted because of to distances, these days despite having the barriers of religion or nationality, the flow of info as well as understanding is continuing through the brand-new globalization of social networking. On the bases of the influence of its, advantages & demerits this particular analysis is actually carried through to be able to spotlight the potentials of social networking in the academic environment by collaborative learning and enhance the students' academic performance. Nevertheless, this particular study is designed to look at the adverse and constructive factors which impact on students' minds and just how these helped pupils to discuss negative and positive aspects with other people. It's increasingly apparent that social media websites as well as the uses of theirs contained enormous advantages for too as chances to faculty pupils as well as the implications of theirs on students' emotional adjustment or maybe learning actions aren't properly understood. The thesis probe empirically into the effect of social networking on the belief as well as performance of youth in faculty training in a metropolitan environment has applied, sociological, and contemporary relevance. The manuscript gives empirical insights into institutional bonds & synergies, circuits as well as networks which bind the folks, particularly the youth of condition and today the identity of theirs along with ideologies.



This particular study investigated the effect of social networking on academic performance as well as psychosocial behaviour of secondary school pupils. Collected information was examined using descriptive stats of standard deviation as well as mean. To this conclusion, the study recommended that social networking can be utilized for academic purposes as well; social network websites must be widened and brand new pages must be produced to boost academic tasks, stay away from setbacks in the students' academic performance; and pupils must be monitored by parents and coaches on the way they use social networking websites. The study found among others which, social networking consumption has negative impact on academic performance as well as psychosocial behaviour. It thus advised that parents, teachers, informative psychologists must pay even more attention to their student's mindset on these platforms as well as prepare them on time management as not to waste far too much of their time chatting, they need to focus on the studies of theirs.

### **Research Design**

The main goal of the current study was examining the effect of social media sites on the Rayalaseema university students that are pursuing higher education. The social media behavior, gratifications, uses, use patterns, and association had been systematically evaluated from the perspective of higher education management. The current study was planned and conducted in 3 stages. In the very first stage, a pilot study was done to be able to look at the feasibility and appropriateness of the resources and methods of the study. In the 2nd stage, interview schedules have been designed and mastered to obtain authentic primary details from the Rayalaseema university students. In the third stage, appropriate scientific statistical analysis methods have been followed to ensure systematic data analysis and interpretation. Overall, the current study approached the issue through a systematic survey method which fits into the context of the existing investigation. Before administering the interview routine to the ultimate respondents of the study, a pre test was done in Ananthapuramu, a non sample area. Some Rayalaseema university students and research scholars have been invited for the goal of doing interview and filling the job interview schedule. The contents of the job interview schedule had been subjected to suitable adjustments and modifications to be able to stay away from inconvenience and ambiguity in the light of pre-test.

### **Data Collection**

#### **Primary Data Collection**

Primary data had been collected through structured, structured and standardized interview schedules which were administered to the Rayalaseema university students. It wasn't feasible to approach all of the SK university, Rayalaseema university, Yogivemana university and SV university research scholars and students that are actually pursuing higher education due to monetary constraints and time. Incidental sampling, stratified sampling and purposive sampling techniques have been implemented in choosing the respondents. These ways of choice as well give significantly appropriate results. Besides survey method, non participant observation, informal discussions and secondary data analysis were also followed by the researcher. The whole study was exploratory in nature.

#### **Secondary Data Collection**

The current study was also systematically carried out on the foundation of pertinent secondary details offered in various forms like theses, dissertations, books, professional journals, proceedings of international and national seminars and conferences, other publications and media reports connected to the analysis topic.



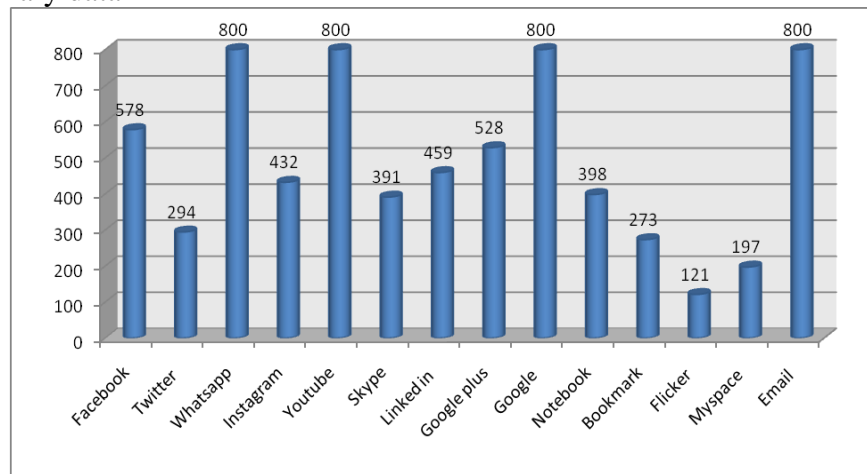
### Computation of Data

The main information gathered from the survey on the effect of social media on the SK university, Rayalaseema university, Yogivemana university and SV university students that are pursuing higher education. The main information was consolidated and computed by making use of descriptive analysis which consisted of frequency counts and percentage distribution. These methods discovered the connection between the dependent and independent variables considered in the study.

**Table-1, Type of social media have been using by the sample respondents**

| S.No | Social network | Frequency | %     |
|------|----------------|-----------|-------|
| 1    | Facebook       | 578       | 72.00 |
| 2    | Twitter        | 294       | 37.00 |
| 3    | Whatsapp       | 800       | 100   |
| 4    | Instagram      | 432       | 54.00 |
| 5    | Youtube        | 800       | 100   |
| 6    | Skype          | 391       | 49.00 |
| 7    | Linked in      | 459       | 57.00 |
| 8    | Google plus    | 528       | 66.00 |
| 9    | Google         | 800       | 100   |
| 10   | Notebook       | 398       | 50.00 |
| 11   | Bookmark       | 273       | 34.00 |
| 12   | Flicker        | 121       | 15.00 |
| 13   | Myspace        | 197       | 25.00 |
| 14   | Email          | 800       | 100   |

Source: Primary data



**Table -2, Opinion of the respondents on social networks takes away from their study timing**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 415       | 52.00 |
| 2    | Agree             | 165       | 21.00 |
| 3    | Neutral           | 86        | 11.00 |
| 4    | Disagree          | 76        | 09.00 |
| 5    | Strongly disagree | 58        | 07.00 |
|      | Total             | 800       | 100   |

Source: Primary data



The researcher was used five-point scale on the statement like “Spending time on social networks takes away from my study timing”. According to response from the respondents, 52 per cent of the respondents have stated that strongly agreed, 21 per cent reported that just agreed, 11 per cent have stated neutral opinion, 11 per cent was stated their opinion from disagreed to strongly disagreed.

**Table -3, Opinion of the Post-Graduate students on distract of their study through social network**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 376       | 47.00 |
| 2    | Agree             | 131       | 16.00 |
| 3    | Neutral           | 146       | 18.00 |
| 4    | Disagree          | 112       | 15.00 |
| 5    | Strongly disagree | 35        | 04.00 |
|      | Total             | 800       | 100   |

Source: Primary data

The researcher has put a statement like “Online social network distracts me from my studies” and collected opinion from the respondents. According to the respondent responses, 47 per cent of the respondents have been stated that strongly agreed, 16 per cent of them have stated just agreed, 18 per cent of them stated neutral opinion, 15 per cent of respondents stated negative opinion and only four per cent have strongly disagreed.

**Table -4, Social network affected on academic performance of PG students**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 138       | 17.00 |
| 2    | Agree             | 256       | 32.00 |
| 3    | Neutral           | 192       | 24.00 |
| 4    | Disagree          | 160       | 20.00 |
| 5    | Strongly disagree | 54        | 07.00 |
|      | Total             | 800       | 100   |

Source: Primary data

The unlimited access to social networks has affected academic performance of any individuals in present days. According to the above statement, 49 per cent of the respondents responses range from strongly agreed to agreed, and 27 per cent of the respondents stated their opinion from disagreed to strongly disagreed. It is quite interestingly found that 24 per cent of the respondents have stated neutral opinion.

**Table -5, Social media platform increase communication & perceptual skills**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 146       | 18.00 |
| 2    | Agree             | 372       | 47.00 |
| 3    | Neutral           | 96        | 12.00 |
| 4    | Disagree          | 152       | 19.00 |
| 5    | Strongly disagree | 34        | 04.00 |
|      | Total             | 800       | 100   |

Source: Primary data



The researcher has come to know the engage in academic discussion on social media platform increase communication and perceptual skills. The respondents has given responses on above statement, 18 per cent of the respondents has reported that strongly agreed, 47 per cent of the students have stated just agreed, 23 per cent of the respondents expressed their opinion ranges from disagreed to strongly disagreed, and only 12 per cent of the respondents have stated neutral opinion.

**Table -6, Opinion of the respondents on share more personal information than academic matters**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 356       | 44.00 |
| 2    | Agree             | 137       | 17.00 |
| 3    | Neutral           | 136       | 17.00 |
| 4    | Disagree          | 96        | 12.00 |
| 5    | Strongly disagree | 75        | 09.00 |
|      | Total             | 800       | 100   |

Source: Primary data

The table 6 reveals that the five scale point scale was used in collection of opinion from the sample respondents in four universities of Rayalaseema region. It can be noticed that the students have been using whatsapp to share the information with friend about personal matter not for subject/academic matters. Among the students opinion on the statements. Majority of the respondents have been stated positive opinion, that indicates 61 per cent, 17 per cent of the respondents have been given neutral opinion and 21 per cent of the respondents opined from disagreed to strongly disagreed.

Finally it can be concluded that majority of the respondents have stated positive opinion on above statement. It can be further concluded that majority of them have been sending unnecessary matters to their friends not for the academic relevant matters.

**Table -7, social media have positive increased their grade points**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 146       | 18.00 |
| 2    | Agree             | 115       | 14.00 |
| 3    | Neutral           | 262       | 33.00 |
| 4    | Disagree          | 196       | 25.00 |
| 5    | Strongly disagree | 81        | 10.00 |
|      | Total             | 800       | 100   |

Source: Primary data

The statement was given to the university students like “Social media have impacted any grade point average expand positively”. It is noticed from the above table that 32 per cent of the respondents have been stated that, agreed to strongly agreed, 33 per cent of university students have stated neutral opinion and majority of the respondents have stated negative opinion i.e., disagreed to strongly disagreed.

It can be inferred that majority of the respondents have been using social media and it is not positive impact on University Post-Graduate student in the Rayalaseema Region of Andhra Pradesh.



**Table -8, Follow the latest developments through social media in the student’s specialization**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 246       | 31.00 |
| 2    | Agree             | 134       | 17.00 |
| 3    | Neutral           | 215       | 27.00 |
| 4    | Disagree          | 94        | 12.00 |
| 5    | Strongly disagree | 111       | 13.00 |
|      | Total             | 800       | 100   |

Source: Primary data

Social media have been playing predominant role in development of student career as well as common people. The table 8 discloses that the opinion of the university students on latest development of their fields through social media. The respondents of PG students, 48 per cent of the sample respondents have been stated their opinion is strongly agreed to agreed, 25 per cent of the post-graduate students have stated from disagreed to strongly disagreed. It can be further found that 27 per cent of the students did not respond, i.e., neutral opinion.

**Table -9, Opinion of the respondents on receiving information through social media without consultant any one**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 456       | 57.00 |
| 2    | Agree             | 195       | 24.00 |
| 3    | Neutral           | 82        | 10.00 |
| 4    | Disagree          | 48        | 06.00 |
| 5    | Strongly disagree | 09        | 01.00 |
|      | Total             | 800       | 100   |

Source: Primary data

Table 9 offers the view point of the university students about collecting the information through the social media without consulting any other sources completion of my job/assignment. A large portion of the university post-graduate students have strongly agreed and that represents 456 respondents (57 per cent), followed by just agreed (24 per cent) neutral (10 per cent), disagreed (6 per cent) and strongly disagreed (01 per cent) respectively.

**Table -10, Social media have negative impact on writing skills of respondents**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 516       | 65.00 |
| 2    | Agree             | 146       | 18.00 |
| 3    | Neutral           | 50        | 06.00 |
| 4    | Disagree          | 25        | 03.00 |
| 5    | Strongly disagree | 63        | 08.00 |
|      | Total             | 800       | 100   |

Source: Primary data





Number of social media channels were coming and rendering their services from one person to another, one organization to another, one nation to another. When social media enter into the society, majority of the people has leaving some of the activities of things in the society, such as radios, watches, note books, pens, text books, etc especially in higher learning institutions like universities. A lot of the university students did not write any notes time-tables, question, answer, any other material due to lack of writing skills, they did not suit some of the jobs in the society. Hence, it is proved from the above table 10.

**Table -11, Engaging in academic forums on social media often confuses of PG students**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 246       | 31.00 |
| 2    | Agree             | 134       | 17.00 |
| 3    | Neutral           | 256       | 32.00 |
| 4    | Disagree          | 49        | 06.00 |
| 5    | Strongly disagree | 115       | 14.00 |
|      | Total             | 800       | 100   |

Source: Primary data

When conducting any academic forum through social media some of the respondents have understood, some people did not understand and some of them confused. According to the above statement, the researcher has collected opinion from the respondents and presented like 48 per cent of the university students respondent responses ranges from strongly agreed to just agreed, 20 per cent of the respondents have expressed negative opinion, and 32 respondents represents 256 have not given any response, i.e., neutral opinion.

**Table -12, Without social media you can perform very well**

| S.No | Opinion           | Frequency | %     |
|------|-------------------|-----------|-------|
| 1    | Strongly agree    | 276       | 35.00 |
| 2    | Agree             | 144       | 18.00 |
| 3    | Neutral           | 246       | 31.00 |
| 4    | Disagree          | 115       | 14.00 |
| 5    | Strongly disagree | 19        | 02.00 |
|      | Total             | 800       | 100   |

Source: Primary data

One of the statements given to the university post-graduate students like “I can perform well in my academics even if I stop using media”. After seeking the opinion from the respondents, analysed and presented in table 12. It can be demonstrated that half of the percentage of the respondents gave positive opinion, that indicates 53 per cent, 16 per cent represent 134 respondents has stated negative opinion and 31 per cent of them neutral opinion.

### Conclusions

The social network is played a key role especially in post-graduate students for acquiring knowledge both theoretical and technological skills. But, actually observed in the present study area, number of students was wasted their study time, and also addicted for various games. In another dimensions, PG students have been preparing own notes, improving communication and life skills, updating their



knowledge without any supporting. So, the social media will always positively impact on human being, but unfortunately, misusing by the people, the main purpose was collapse.

### **References**

1. Adamic, L.A. (1999) the Small World Web, in Proceedings of the ECDL. Lecture Notes in Computer Science 1696, Berlin: Springer-Verlag.
2. Tam, Donna (2012, December). Developing nations adopting social media quickly. Donna Y Tam.
3. Kuhle, Alexandra (2012, February). Social Media's Impact on Developing Countries. Student Blog Posts 8 Stephanie (2010, May 21). The impact of Social Networks on developing countries.