



SIGNIFICANCE OF FACEBOOK IN THE ACADEMIC PERFORMANCES OF POST GRADUATE STUDENTS

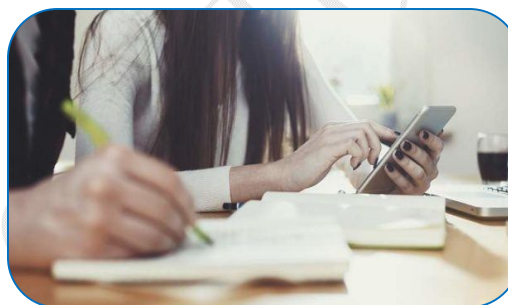
S. Tamilmozhi¹ and Dr. S. Thangarajathi²

¹Research Scholar, Department of Educational Technology, Bharathiar University, Coimbatore, Tamil Nadu.

²Assistant Professor, Department of Educational Technology, Bharathiar University, Coimbatore, Tamil Nadu.

ABSTRACT :

Social media is an effective communication and information tool in this modern society. It is a powerful information transfer mode to large spectators. These multi-usage communication platforms have managed to occupy certain space in every one's life in the contemporary world. Now-a-days, people exploit the social media platforms to acquire and share latest news, updates, information about social events. The Facebook, Twitter and Instagram are the well-known social networks have users are in all age groups, in which the student's community hit the top in the record. They are using these information platforms for entertainment and other social activities in addition to their studies. The highest usage of the social media by college students significantly affects their personal and academic performances in great extent. It is essential to analyze the impact of these information daises in order to improve the learning methods, education processes, communication proficiency and group efforts of students along with their personal skills. This present study involved interrogate with post graduate students from various disciplines of Bharathiar University and affiliated colleges in Coimbatore district about the usage of these communication tools in their day today life, in particularly their academic practices. The findings reveal the effects of the high usage of Facebook in student's social activities and explore the positive and limiting factors that influencing student's academic performances which can help to develop clarity in effective utilization of this online social networks in future.



KEYWORDS : Facebook, Social Media, Academic Performances, Post Graduate Students

INTRODUCTION:

A philosopher of communication theory, Marshall McLuhan stated that "the new electronic independence re-creates the world in the image of a global village". In current scenario, it extends the usage of wide technological networking tools in multiple fields and bring people all over the world under one roof. The higher education is being a pedestal and promising factor which afford young minds to inherit the knowledge and contribute to the nation in all aspects including technological progress in all areas such as agriculture, food processing, and modern architecture along with research in multi disciplinary, health and in the entire communication ports. The higher education learning strategies used in practice are significantly affecting the personal and technical skills of young minds.

Before past two decades, news papers, television and radio have served mainly to share the news, updates and social activities among the people. Within last two decades, where the social networks have grown in high figure and kept their foot prints almost in all possible communication pathways [1]. They have significant features provide extensive preferences for users based on their requirements and support for the entertainment and effective communication with the society [2].

The social networking tools such as Facebook, WhatsApp, Instagram, Twitter, Messenger, Blogs, Wikis and YouTube are the most concerned tools in communication of young consumers and they are also got preferred from consumers of all ages. In the intervening time, the recent studies have reported that the educational society elevated anxiety due their negative influences declining students' interest in the educational processes [4-6]. Therefore, an inadequate knowledge and awareness are indeed in using these distinct social media networks and their reach among the students community.

The Facebook is the foremost social network among quite a few communication tools, which has around 2.23 billion monthly active users followed by Instagram and Twitter. Pew Research Center conducted a survey and reported that 72% of high school students and 78% of college students sent time on Facebook, Twitter, Instagram and other social podiums and the number rising every year [7-10].

Sixth-ranked photo-sharing app Instagram had 1 billion monthly active accounts. As of 2018 the world's largest social networking company, Facebook, has 3.49 billion active users, and the number of users is increasing every year. One of the most interesting things to look at is the increasing number of student users on such social networking sites [11]. As per the survey conducted by Pew Research Center, 72% of high school and 78% of college students spend time on Facebook, Twitter, Instagram, etc. These numbers indicate how much the student community is involved in this virtual world of social networking [12].

Initially, the United States of America have introduced the Facebook in 2004, which penetrate the entire world in short-time. The students are having the freedom to share their views, plan and suggestions on personal and social events instantly to the vast audience which is not possible through other modes in outer world. They spent their maximum time on Facebook as it can be simply assessed through mobile phone and computers with ultra fast network facilities. The recent articles have reported and discussed the advantages and consequences of Facebook in student's life, and the maximum reports are case studies have been carried out in various developed countries [13]. Kabilan et al., have stated that Facebook is an effective knowledge transfer tool used for students interaction [14]. Madge et al., and Ross et al., have highlighted the usage of Facebook which can used to develop perception and vital thinking to build-up the student's self-esteem [15, 16].

The research on social media reach in India is also certainly essential to make over the effective learning methods and alertness to the younger generation who could contribute for developing the country into next level. It is obvious that college students are the pre-dominant network users compared to others, we have planned to analyze the real-time usage of the social networks, in particularly the Facebook among the postgraduate students of different disciplines. In this regard, we have prepared the questionnaire and collected the relevant information from the PG students studying in different disciplines such as arts and science of Bharathiar University and affiliated colleges located in Coimbatore city. The methodology we have followed has been discussed and the findings along with merits and limitations have been summarized further.

Methodology

Sample

In our analyses, we have chosen PG students from different disciplines studying in Bharathiar University and affiliated Arts and Science colleges (Totally 800 students) in Coimbatore. In which, 60.5 % (n= 524) of the students from the Science groups, 39.5% (n= 316) from Arts groups students. The investigated students were aged between 21 and 25 years. The convenient questionnaire sampling technique was used and the list of questions have been asked related to the widely used online social networks and more relevant questions regarding the Facebook usage and its usage in academic related processes.

Survey

A paper-based questionnaire was adopted for the students comprising educational proforma and 14 closed and open-ended questions to explore perceptions on use of Facebook. The educational proforma of the PG students were collected separately which includes the questions regarding their level of education, gender, age and network facilities. A few closed ended questions have been asked students to mark either 'yes' or 'no'. The other questions are multiple choice open ended questions regarding the time and factors influencing the student's academic performances in positive and negative ways..

Procedure

The students from various disciplines have given 30 minutes to complete the questionnaire. The completed questionnaires were administered with the help of guest institution faculties and researcher scholars and collected separately. Students' ambiguity was guaranteed, as this study was not interested in exposing identities. We have also had a healthy interaction with students and clear their queries in our analyses.

Major Findings

In the present study, we have come to know the accomplishment of the social media in student's life. The social networking sites are involving to build online community people with common interests or activities. Social networking sites can aid the students to develop leadership skills, from low-level planning and organizing to activities that promote social change and democratic engagement. It also supports them to engage with their friends and public in order to express and share their views in creative manner. These personal interactions are important to students to develop and creating and filling a sense of belonging. Nevertheless, students are mostly use these network tools for entertainment and the Facebook is the most commonly preferred network which assured the early statement. The students from different disciplines are using Facebook for academic process such as to share notes, information about the academic events and placements. However, the academic related usage is very less compared to entertainment and social events. The present study not only focuses in hit upon fruitful features of the Facebook but also its negative consequences in student's progress. The major findings of the present study have been summarized in the Table-1 given below.

Table 1: Summary and Review on the Post-Graduate Facebook Users and the Factors Affecting Their Education and Social Activities

Participants	Data type	Analyzed factors	Major Findings	
			Positive impacts	Negative impacts
Post Graduate Students	Questionnaire	Primary motive	To maintain the friends circle and to share personal and social events.	Reduces the direct contact and outdoor activities with friends.
		Privacy	Friends can watch, enjoy and update the special moments among them even at long distance and unable to participate.	Affect the privacy and sometimes miss use of information
		Social events	To post their views and opinion on social events Few education related activities.	Affect the psychology of the people have different opinion in public.
		Time of usage From 30 min to 4 hours per day	Receive and share information in hands in no time to large number of people.	Time delay and skip their duties and regular activities
		Number of friends Groups	Several Public and private friends group, Number of friends from 100 to 250 and above	The youngsters spend their valuable time in chatting of virtual friends group which affects their in personal and family deeds.
		Academic related posts	Sharing subject notes among friends and discussion with subject experts	Only few users give importance to academic processes
		Health	Receive health tips and schedule of health awareness programs and events	Feedbacks and responses to the shared information affect the individual physiology, and develop stress and depression
	Other activities	Information and updates of about cultural and social events among large number of people	People made choices depend on the responses they got rather than the without knowing the reality/necessity.	

DISCUSSION

The above findings proposed that majority of the students spend ample time using Facebook compared to other social networks like Twitter, Instagram etc. which confirmed the international trends of

Facebook usage. The students interest in using Facebook is considerably affect their class room learning and the effective participation in academic events. Though Facebook is being used as an interpersonal sharing tool in social network, it consumes maximum time of students resulted with several health issues. In the modern society, we can exemplify the usage of these social networks. The proper education on the impact and user features and consequences of these communication tools can provide the knowledge to ensure the effective usage and address in the issues in current scenario.

CONCLUSIONS

The main focus of this study is to explore perceptions of post-graduate students in using Facebook in personal and academic related activities. The key findings have clearly shown that the social media platforms having noteworthy role in students education. In particular, the Facebook which has incentive useful features and provided the students to share the information and learn new things in many ways. However, it also has negative impacts on their academic performances along with parallel consequences. The level of factors analyzed may differ in its magnitude in all other areas, but issues are common to be addressed. Moderate usage of these platforms can be a precise method to reduce the amount of time spending on these social networks and help them to pay attention in their academic progress. The students should have the awareness in basics of these social media features, the appropriate utilization strategies and risky factors. Therefore we are suggesting that study about these social network platforms and their usage can be included in the PG student's syllabus. So that, the students can use them in a proper way, thereby they can improve their communication skills, carefully avoid the issues and also come out with good academic results to shape their future.

REFERENCES

1. G. Zachos, E. A. P. Kollia, I. Anagnostopoulos (2018): Social Media Use in Higher Education: A Review, *Educ. Sci.*, 8, 194.
2. P. A. Kirschner, A. C. Karpinski (2010): Facebook and academic performance. *Comput. Hum. Behav.*, 26, 1237–1245.
3. A. Vasalou, A. N. Joinson (2010): Courvoisier, D. Cultural differences, experience with social networks and the nature of 'true commitment' in Facebook. *Int. J. Hum. Comput. Stud.*, 68, 719-728.
4. S. Ainin, M. M. Naqshbandi, S. Moghavvemi, N. I. Jaafar (2015): Facebook usage, socialization and academic performance, *Comput. Educ.* 83, 64-78.
5. J. P. Bean, (1980): Dropouts and Turnover: The Synthesis and Test of a Causal Model of Student Attrition; Springer Link: Research in Higher Education: Urdorf, 2 (2), 155-187.
6. P. C. Blumenfeld, T. M. Kempler, J. S. Krajcik (2006): Motivation and cognitive engagement in learning environments. In *The Cambridge Handbook of the Learning Sciences*; Sawyer, 475-488.
7. T. Leaver, M. Kent (2014): Introduction Facebook in education: Lessons learnt *Digital Culture and Education*, 6(1), 60-65.
8. R. Junco (2012): The relationship between frequency of Facebook use, participation in Facebook activities, and student engagement. *Computers & Education*, 58(1), 162-171.
9. T. Leaver, M. Kent (2014): Facebook, Student Engagement, and the "Uni-Coffee Shop" Group, *An Education in Facebook? Higher Education and the World's Largest Social Network*, 121–131.
10. J. Pasek, E. Hargittai (2009): Facebook and academic performance: Reconciling a media sensation with data. *First Monday*, 14(5).
11. R. Junco (2012): The relationship between frequency of Facebook use, participation in Facebook activities, and student engagement. *Computers & Education*, 58(1), 162-171.
12. F. Tiryakioglu, F. Erzurum (2011): Use of Social Networks as an Education Tool, *Contemporary Educational Technology*, 2 (2), 135-150.
13. D. Siegle (2011): Facing Facebook: A Guide For Non-teen, *Gifted Child Today*, 34, 2.

14. M. K. Kabilan, N. Ahmad, M. J. Z. Abidin, M.J.Z. (2010): Facebook: An Online Environment For Learning of English in Institutions of Higher Education? *Internet and Higher Education*, 13, 179-187.
15. C. Madge, J. Meek, J. Wellens, T. Hooley (2009). Facebook, Social integration And Informal Learning At University: 'It is more for socialising and talking to friends about work than for actually doing work'. *Learning, Media and Technology*, 34 (2), 141-155.
16. C. Ross, E. S. Orr, M. Sisc, J. M. Arseneault, M. G. Simmering, R. R. Orr (2009): Personality and Motivations Associated with Facebook Use", *Computers in Human*