

Social Networking and ITS Critical Negative Effect Among College and University Student

Devajit Mahanta, Mridul Pachani

Abstract- The purpose of this research is to review the use of social networks and its negative effect among students especially college and university students while on the study. Social networking is an interconnected system through which alliances are formed, help is obtained, information is transmitted, and actions taken to achieve certain results. Electronic communication is emotionally gratifying but how do such technological distraction impact on student's academic performance and also health threat? Because of social media platform's widespread adoption by students, there is an interest in how social network (especially Facebook) is related to academic performance and health. Today social network sites are running the future and carrier of students. Social network sites were only an electronic connection between users, but unfortunately it has become an addiction for students. This paper examines the negative effects of social networking on student's academic performance and health threats.

Keyword: Social network, especially, Facebook

I. INTRODUCTION

A social network is a social structure made up of a set of social actors (such as individuals or organizations) and a set of the dyadic ties between these actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structure use social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics. When the Web became popular in the mid-1990s, it enabled people to share information in ways that was never possible before. But as limitless as the possibilities seemed, there was a personal aspect that was lacking. While users could create home pages and post their own content on the Web, these individual sites lacked a sense of community. In the early 2000s, the Web became much more personal as social networking websites were introduced and embraced by the masses[1]. Social networking websites allow users to be part of a virtual community. Social networking websites provide users with simple tools to create a custom profile with text and pictures. A typical profile includes basic information about the user, at least one photo, and possibly a blog or other comments published by the user. Advanced profiles may include videos, photo albums, online applications (in Facebook), or custom layouts (in MySpace). After creating a profile, users can add friends, send messages to other users, and leave comments directly on friends' profiles. These features provide the building blocks for creating online communities.

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Fig:1 Social Network

II. SOCIAL NETWORKING WEBSITES

The social network provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structures use social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

There are four major social networking sites in common use. Facebook, introduced in February 2004, is one of the most popular social networking websites today. This website was originally open only to students at Harvard University, but this no longer holds true. Facebook has reached a membership of over 200 million. LinkedIn was started in May 2003, and is less focused on social networking. This tool is used to network within a desired professional atmosphere and allows individuals to build professional, career-oriented relationships. "LinkedIn is the most business-oriented of the four big social networking websites" (Wilson, 2009). LinkedIn has a membership of about 36 million. MySpace was started in August 2003. It is more directed toward the musically inclined. This social networking website is no longer solely for social networking. It is more about connecting different bands and groups, rather than connecting individuals. The membership for MySpace is about 132 million. Joining the social networking trend in March 2006, Twitter is the most immediate of the four big social networking websites[10]. It has become a self-promotional tool used by celebrities. For those who like to "follow" their favourite celebrities, they can get instant updates about where their favourite singer or actor is, what they are doing, how they are feeling, etc. Twitter has around 12 million members.



Fig: 2 Social Networking Websites

III. PROBLEM STATEMENT

Users around the world, whether they are teens or college students share personal information on Facebook. Most people disclose personal information on their profiles. Research on SNS and other social media found a paradox, a discrepancy between privacy concerns and actual privacy settings (Barnes, 2006). Analyses of profiles have found that SNS users provide a large amount of personal information on public profiles. Gross and Acquisti (2005) analysed the Facebook profiles of more than 4000 students and found that only a small percentage had changed the default privacy settings (Lukas, J. 2006). The question that arises is it secured enough that students share their personal information?

Social networking sites have become a very important aspect in student's life. Internet use has grown considerably in the last decade; the majority of young adults uses the internet daily if not more so (Lenhart & Madden, 2007; Lenhart, Madden,&Hitlin,2005;Sun et al.,2005). In this paper, the researcher will be answering to this question, what's the level of social network sites used among students in Assam. Is there a relationship between academic performance, addiction, security issues and summation score towards SNS? With the help of articles and journals that previous researches noted, the researcher will reply to the question above.

IV. LITERATURE REVIEW

The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007)[4]. Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007)[4].With the increase of technology used for communicating with others and the popularity of the Internet, "Social Networking" has become an activity that is done primarily on the Internet, with sites like MySpace, Face book, Bebo, Friendster, and Xanga (Coyle et al., 2008)[7].Many people actively participate in content generation and value creation, and several researchers (e.g., Younget al., 2009; Vasalou et al., 2010) have examined their profiles to determine why and to what extent they are keen on posting their entire identity, sharing pictures and

videos, and indicating their religious affiliations ,marital status, and political orientations on the internet[2]. These users interact with others, exchange information about their interests, raise discussions about new topics, follows news about specific topics on different Social Networking Sites. Teenagers now use the Internet for the majority their daily activities and information gathering, as opposed to older generations who used resources like the television or newspaper (Lewis, 2008). Online social networks (OSNs) have permeated all generations of Internet users, becoming a prominent communications tool, particularly in the student community. Thus, academic institutions and faculty are increasingly using social networking sites, such as Facebook and LinkedIn, to connect with current and potential students and to deliver instructional content. (Paul, Baker, Cochran, 2012)[9]. On the contrary, some authors and researches disagree with the previous statement, such as Lenhart, et al., 2010; Tiryakioglu & Erzurum, 2010; Chen & Bryer, 2010 says that despite the popularity of social media for personal use only a low percentage of students and faculty use them for academic practice[4]. Online social networking (OSN) sites, such as Facebook, Twitter and Myspace, are used on a regular basis by many millions of people. The majority of this online networking community is made up of college students. In fact, a recent survey of 3000 students from across the US revealed that 90% of college students use Facebook and 37% use Twitter (Dahlstrom, de Boor, Grunwald, & Vockley, 2011). Moreover, Rosen, Carrier, and Cheever 2013 wrote an article named Facebook and texting made me do it: Media-induced task-switching while studying. They believe that this area is a technologically rich world, where multitasking is the norm and is more prominent among youth and college students. In their research they found out that students manage to do their works and also interact with the virtual environment effectively. Facebook has nearly one billion users worldwide (Smith, 2012) with more than 90% of teens (Common Sense Media, 2012) and college students (Junco, 2011) actively engaged.

However, as results the authors found that corroborating the work on the impact of social media on academic performance, participants who accessed Facebook one or more times during the study period had lower grade point averages. Furthermore, Junco (2011) discovered that sharing links and checking up with friends on Facebook more often predicted higher college grades; making status updates more often predicted lower grades; and that overall GPA dropped 12 points for every 93 min above the average of 106 min per day spent on Facebook. The smart phone is just like a body parts for students which makes very easy and continuous access to these networking sites and steal concentration of students very largely.

Moreover, more attachment with social networks makes students "socially untouched" in real world scenario. Lastly, social networking sites affect our health tremendously. Obviously, sitting in front of a computer requires zero physical activity. If users are on these sites throughout the entire day one can determine that these individuals are eating while also being on these sites. All human beings get hungry. Clearly, this will affect our weight greatly. Statistics show that sitting in front of the computer all day causes poor posture, eye strain, poor circulation, and causes individuals to eat way too much, severely affecting one's health. Since our new computerized interaction involves

zero face to face interaction, there is no motivation for individuals to leave the house or to go exercise, creating health risks we can't afford to ignore.

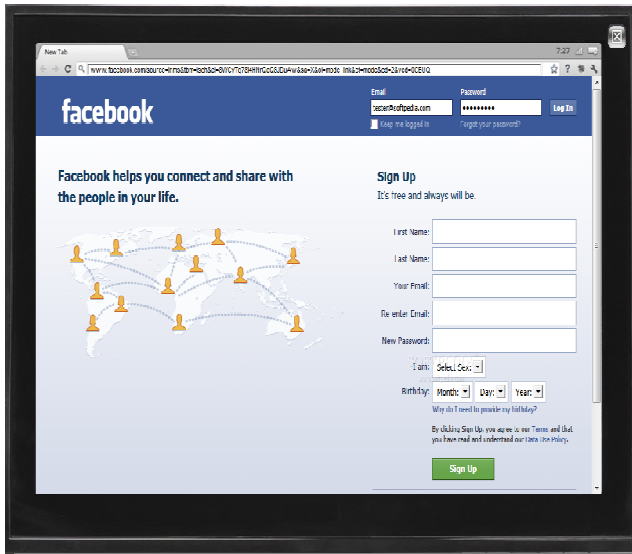


Fig: 3 Facebook login page



Fig: 4 Twitter login page

V. METHODOLOGY AND PROCEDURE

We use here the quantitative study method. Looking into the sampling methodology, the population in this study is around five thousand students. The sample in this study refers to students among various Colleges of Nalbari, Assam like Mahendra Narayan Choudhury Balika Mahavidyalaya, Nalbari College, Nalbari Commerce College, Uttar Kampith Mahavidyalaya, Kumar Bhaskar Varma Sanskrit and Ancient Studies University & NIELIT(National Institute of Electronics & Information Technology) Guwahati by using Random Sampling method. The survey questionnaire measures academic performance, health threat, privacy and security issues and lastly Face book such time spent online using Face book.

VI. MODEL ANALYSIS

The total number of 304 respondent's details is keyed into SPSS one by one, and then the individual data will be analysed on a group basis.. In this paper, the statistic will

include both of the descriptive and inferential statistics. This study employed the Pearson Moment Correlation test and Regression to examine the relationship between the variables.

i) Characteristics Extracted Information from SPSS

Table:1 Extracted Information from SPSS

Data	Characteristics	Counts	%
Sex	Male	152	50
	Female	152	50
Age	16-20	88	57.8
	20-25	144	94.8
	25-30	56	36.8
	30 and above	16	10.6
Education Level	Higher Secondary	101	33
	Under Graduate	102	34
	Post Graduate	101	33

There are three characteristics in above representation. This was explained previously, which was due to the Random sampling that the researcher chose to distribute equally between the different level of education and gender. The age group shows that the majority students are in between 20 and 25 years old, which are 47.4 percentages.

ii) Correlation

Here we used Pearson Correlation Coefficient to test the hypothesis. Said tested is that a linear relationship exists between two variables, dependent and independent variable, as seen in the correlation coefficient (r). The null hypothesis, however, states that no linear relationship exists between the two variables. As with all hypothesis tests, the objective is to reject the null hypothesis and accept the alternative hypothesis. In other words, it is to decide that an effect, in this case a relationship exists.

Table 2: Shows the Interpretation of Value “R” Proposed by Guilford (1956)

“R” VALUE	INTERPRETATION
Less than .20	Slight, almost negligible relationship
.20 - .40	Low correlation, definite but small relationship
.40 - .70	Moderate correlation, substantial relationship
.70 - .90	High correlation, marked relationship
.90 – 1.00	Very high correlation, very dependable relationship

In correlation methods, it says that the null hypothesis is rejected when the indication of the association is statistically significant at the 0.05 levels. It is clearly stated that: Degree of significant < 0.05 = Null hypothesis (H0 is rejected)

a) Academic Performance

H0- There is no relationship between students ‘performance and using SNS.

H1- There is a relationship between students’ performance and using SNS.

Table 3: Correlation Result Extracted From SPSS.

Correlations		FB	AP
FB	Pearson Correlation	1	-
	Sig. (2-tailed)		.365**
	N	304	.000
AP	Pearson Correlation	-	1
	Sig. (2-tailed)	.365*	
	N	* .000	304

** . Correlation is significant at the 0.01 level (2-tailed).

The above table shows us that there is a negative relationship between the dependent variable and the independent variable. In addition, the relationship between the two variables is low correlation because the result is - 0.365. A negative relationship between variables signifies that when the dependent variable increases, the independent variable decrease.

In this case, when students of College and University exaggerate using social network sites such as Face book, it affects their academic performance. However, since the relationship is low, it also shows that Face book is not the only factor that affects students’ academic performance. Therefore, the researcher can conclude by saying that social network sites can have an impact on the performance of students. Furthermore, the researcher rejects hypothesis null, because the significant level is at 0.00 which means it’s lower than 0.05. Therefore, there is a relationship between students’ performance and using social network sites.

b) Health Threat

HO- There is no relationship between students using social networking sites and health threat.

H1- There is a relationship between students using social networking sites and health threat.

Table:4 Correlation Result Extracted from SPSS

Correlations

		HT	FB
HT	Pearson Correlation	1	.343**
	Sig. (2-tailed)		.000
	N	152	152
FB	Pearson Correlation	.343**	1
	Sig. (2-tailed)	.000	
	N	152	152

** . Correlation is significant at the 0.01 level (2-tailed).

The table above illustrates that there is a positive relationship between the dependent variable and independent variable. The outcome shows that there is low correlation, which means there is a small relationship of 0.343. The result signifies that using social network sites might damage your health, specifically the user might get addicted to the internet, social network sites as Facebook. However, since the relationship is very small, social network sites is not the only factor that has an impact on the health of Asia Pacific university students. In addition, the researcher rejects hypothesis null and accept the hypothesis

alternative because the degree of significance is 0.00 which is lower than 0.05.

iii) Regression

Regression analysis is used when independents variables are correlated with one another with the dependent variable. From the correlation analysis obtained in this research, all hypothesis are accepted, but to make sure there are actual relationship between two variable, the researcher must run a regression analysis to make sure the hypothesis support or not. The interpretation of the regression analysis is based on the standardized coefficient beta (β) and R square (R²) which provide evidence whether the independent variable and dependent variables have a relationship or not.

According to Malhotra (2006) Regression Analysis is a powerful and flexible procedure for analyzing the associative relationship between a dependent variable and one or more independent variables. According to Burns and Bush (2000), multiple regression analysis is an expansion of the Bivariate Regression Analysis in that more than one independent variable is used in the regression equation.

In this study multiple regression analysis will be conducted, multiple regressions are an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (which is social networking sites). The variables we are using to predict the value of the dependent variable are called the independent variables (academic performance, health threat and security and privacy issues).

Table:5 Model Summary Result Extracted from SPSS

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.450 ^a	.202	.197	.93641	
2	.578 ^b	.335	.326	.85821	
3	.612 ^c	.375	.362	.83457	1.217

a. Predictors: (Constant), PSI

b. Predictors: (Constant), PSI, AP

c. Predictors: (Constant), PSI, AP, HT

d. Dependent Variable: FB

Table: 6 ANOVA Result Extracted from SPSS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.380	1	33.380	38.067	.000 ^b
	Residual	131.530	150	.877		
	Total	164.910	151			
2	Regression	55.168	2	27.584	37.452	.000 ^c
	Residual	109.742	149	.737		
	Total	164.910	151			
3	Regression	61.828	3	20.609	29.590	.000 ^d
	Residual	103.082	148	.696		
	Total	164.910	151			

a. Dependent Variable: FB

b. Predictors: (Constant), PSI

c. Predictors: (Constant), PSI, AP

d. Predictors: (Constant), PSI, AP, HT

iv) **Result**

$$R = -.0365; \infty = -0.467$$

Social Network Site----->**Academic performance**

$$R = -.0343 \infty = -0.204$$

Social Network Site----->**Health threat**

Students who use it during class will pay just a little attention to what the lectures are saying. The fact that students miss their lectures will lead them to perform their least academic performance. This aspect not only affects the future of the students, but also the future and reputation of the university.

For instance, when students don't deliver their high performance, those particular students won't reach the quality and standard aimed by the university. The excessive use of the internet will lead towards average and poor performance by the students, which will affect the quality of education. Therefore, the university should really consider blocking the usage of social network sites such as Facebook.

VII. Conclusion

Result from the study shows that social network sites such as Facebook affects the students among various Colleges of Nalbari District and NIELIT Guwahati, Assam. Firstly, the outcome of the study aligns perfectly with other studies mentioned above in the of academic performance. Students who use it during class will pay just a little attention to what the lectures are saying. The fact that students miss their lectures will lead them to perform their least academic performance. This aspect not only affects the future of the students, but also the future and reputation of the university. Lastly, outcome shows that there is low correlation, which means there is a small relationship of 0.343. The result signifies that using social network sites might damage your health, specifically the user might get addicted to the internet, social network sites as Facebook. Hyper-networking (more than three hours on social networks per day) and hyper texting (more than 120 text messages per day) correlated with unhealthy behaviours in teens, including drinking, smoking and sexual activity. Hyper-networking was also associated with depression, substance abuse, poor sleep patterns and suicide. For instance, when students don't deliver their high performance, those particular students won't reach the quality and standard aimed by the university. The excessive use of the internet will lead towards average and poor performance by the students, which will affect the quality of education. Therefore, the university should really consider blocking the usage of social network sites such as Facebook.

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Networking.

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