

A STUDY ON IMPACT OF SOCIAL MEDIA ON STUDENTS HIGHER EDUCATION WITH SPECIAL REFERENCE TO TOP 5 ARTS AND SCIENCE COLLEGE IN COIMBATORE CITY**Mr. A. DAVID¹, Ms. DHARANI M²**

¹Assistant Professor, Department of Commerce with Professional accounting, Dr. N.G.P Arts and Science College

²Student of III B.com (PA), Department of Commerce with Professional accounting, Dr. N.G.P Arts and Science college, Coimbatore

ABSTRACT:

Modern world communication is a web-based service which gives individual opportunity to create a public or semi-public profile within a boundary, in that they can add others in their own profile to share, view or create their own contents. The primary aim of the study is to examine the influence of social media on student's academic performance, for that an Arts & Science College in Coimbatore Territory was selected and questionnaire was prepared based on past literatures and social media. The Independent variables includes: time appropriateness and the research adopted descriptive and explanatory research design. The collected data was analyzed using description means and regression via SPSS 17. The Pearson's correlation coefficients of four independent are correlated with student's academic performance.

Key words: Social media, Educational service, Academic performance

INTRODUCTION:

Social media has created trustworthiness throughout the time as a useful source of data, information and medium to transfer the knowledge to the students. It gives room to the students to learn from the social medium. presently we can see the fluctuations from the Academic institutions where they can vary from traditional teaching to ultramodern teaching system. That is new medium which is social learning. In this system students can observe and learn the basics and flavour of the assignment content with illustrations(Images, graphs, movie, and power point donation). Social network and the spots help the scholars to start their study with detail information with web links. It helps to produce a discussion session like a forum. Social media helps the student's community to get in touch with the experts. Further, it extends the space to recheck with multi experts and rediscover their ideas and consult their queries with them. Some of the professors from evident university scholars can take sessions in their rest hours. This can be beneficent to the students who use social medium as a part of learning.

Social media provides the students with enormous number of ways of entering knowledge and gaining benefits. scholars who can't afford books and notes can freely download pdf and study. The major connecting tools that we all have is social media, be it Twitter, Facebook, YouTube, WhatsApp, Instagram and so on. Apart from education social medium be used for varied conditioning through the social networks. Students can save their Time and space with the assistance of the social medium.

STATEMENT OF THE PROBLEM:

The study was aimed to understand the impact of social media on students higher education. As social media plays a vital role in the modern era, it is necessary to understand its impacts towards the modern youth. The study aims to understand the education of the students with the social media effects. It also provides easy access to all kind of materials, sometimes free of cost for the young minds to develop their knowledge in their field and also students are always updated with the current development and research works to improve their skills in their interested fields.

SCOPE OF THE STUDY:

The social media can guide the students who doesn't have proper guidance to build their career. Social media provides the platform for young talents to showcase their potential and prove their eligibility and talent. Sometimes social media itself becomes the path of success to students and entrepreneurs directly or indirectly. Social media also helps students to earn money for their survival in this competitive world until they reach their success.

OBJECTIVE OF THE STUDY:

- To identify the factors affecting social media impact on students Academic performance in the education institution.
- To analyse the various impact of social media among higher educational students.
- To evaluate the effect of social media on students life.

RESEARCH METHODOLOGY:

Source of data - Primary data and Secondary data.

Research design - Descriptive in nature.

Sample size - 120 respondents.

Sampling technique - convenient sampling technique.

Area of the study - Coimbatore city.

Tools used for Analysis

- Simple percentage analysis
- Likert scale analysis
- Ranking correlation

LIMITATION OF THE STUDY:

- The study confined to Coimbatore city only and hence the results cannot be generated to others areas.
- The no. of respondents is limited to 120.
- The accuracy of the study depends on the data provided by the respondents which may vary in future.

REVIEW OF LITERATURE:

Monia Oueder and Inam Abousaber,(2018) The research focused on effective plan to enhance the academic performance for the students by improving the use of the social media sites. The primary data for the study was collected by distributing structured questionnaire to 270 universal students. The conclusion of the study implies that more of the students depends upon social media to enhance the academic performance

Veerakumaran,(2018) The study aimed at the examine the influence of social media on students' academic performance for an arts and science collage in Coimbatore city. The primary data for the study was collected by distribution of structured questionnaire. statistical tools applied like graphical representation and ANOVA statistical analysis was applied using SPSS to derive the interpretations. The study concluded that there was an impact of social media sites on students' academic performance.

DATA ANALYSIS AND INTERPRETATION:

Table 1.1

Table Showing the Stream of the Respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Commerce	38	31.67
2	Basic and applied science	22	18.33
3	Computer science	24	20
4	Managements	35	29.17
5	Humanities	1	0.833
TOTAL		120	100

(Source: Primary data)

INTERPRETATION:

The table 1 shows that 31.67% (38) of the respondents belongs to commerce stream, 18.33% (22) of the respondents belongs to basic and applied science stream, 20% (24) of the respondents belongs to computer science stream, 29.17% (35) of the respondents belongs to managements stream, 0.833% (1) of the respondents belongs to humanities stream. Majority 31.67% (38) of the respondents belongs to commerce stream.

Table 1.2

Table Showing the Preference of the Respondents to See the Content

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Video	79	65.83
2	Image	20	16.67
3	Audio	18	15
4	Others	3	2.50
TOTAL		120	100

(Source: Primary data)

INTERPRETATION:

The table 4.1.8 shows that 65.83% (79) of the respondents prefer video, 16.67% (20) of the respondents prefer image, 15% (18) of the respondents prefer audio, 2.50% (3) of the respondents prefer other. Majority 65.83% (79) of the respondents prefer videos.

Table 1.3

Table Showing Whether Social Media is Helpful to Develop the Communication and Writing Skills of the Respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Strongly agree	34	5	170
2	Agree	54	4	216
3	Neutral	23	3	69
4	Disagree	8	2	16
5	Strongly disagree	1	1	1
TOTAL		120		472

(Source: Primary data)

INTERPRETATION:

Likert scale value 3.93 is higher than the middle value (3), so the respondents are agreeing that the social media is helpful to develop the communication and writing skills.

Table 1.4

Table Showing Preference on Social Media For Educational Purpose of the Respondents

FEATURES	1	2	3	4	5	6	7	TOTAL	RANK
Facebook	36(7)	28(6)	9(5)	10(4)	4(3)	4(2)	29(1)	554	3
You Tube	60(7)	36(6)	4(5)	0(4)	3(3)	15(2)	2(1)	697	1
WhatsApp	5(7)	24(6)	61(5)	6(4)	16(3)	5(2)	3(1)	569	2

Instagram	0(7)	8(6)	14(5)	78(4)	9(3)	9(2)	2(1)	477	4
Pinterest	0(7)	4(6)	19(5)	14(4)	66(3)	10(2)	7(1)	400	5
LinkedIn	2(7)	16(6)	7(5)	6(4)	13(3)	62(2)	14(1)	346	6
Telegram	17(7)	4(6)	6(5)	6(4)	9(3)	15(2)	63(1)	317	7

(Source: Primary data)

INTERPRETATION:

The table 4.3.1 understood that you tube ranked as 1, WhatsApp ranked as 2, Facebook ranked as 3, Instagram ranked as 4, Pinterest ranked as 5, LinkedIn ranked as 6, Telegram ranked as 7.

Majority of respondents ranked you tube as first factor which helps them to learn through social media platform for educational purpose.

FINDINGS:

- 31.67% (38) of the respondents belongs to commerce stream.
- 65.83% (79) of the respondents prefer videos.
- The respondents are agreeing that the social media is helpful to develop the communication and writing skills.
- The respondents ranked Youtube as first factor which helps them to learn through social media platform for educational purpose.

SUGGESTION:

- The study also suggest that undergraduate students can increase their time spending on social media.
- The students should get updated with the information and the latest technical updates regarding education like free online courses, live classes, etc.
- Social media should be used for constructive purpose not for destructive purpose.
- Social medial is now very useful to UG students likewise PG students can also use social media apps to do their projects and for some academic activities.

CONCLUSION:

The study concluded that there is an impact of social media sites on students academic performance using of mobile phones with internet facility and had knowledge of the existence of social media sites. Most of the students visit social media sites and spend only less than 2 hours every day to browse for their educational purpose. It shows a strong positive relationship between the social media and academic performance of the users.

REFERENCE:

1. Monia Oueder and Inam Abousaber, (2018), "A Study on the Impact of Social Media Usage on Student Academic Performance", American Scientific Research Journal for Engineering Technology, and Science, volume 40, ISSN:2313-4402, PP No:77-88.
2. Panbuselvan, veerakumaran, (2018), "The Impact of Social Media on Students Academic Performance (With Special Reference to Arts and Science College Students in Coimbatore District-Tamil Nadu)"- International Journal of Computer Sciences and Engineering, (2018) Volume-6, Issue-3, E-ISSN:2347-2693, PPN0:427-430.
3. Perter Pruzan, (2016), Research Methodology: The Aims, Practices and Ethics of Science, Springer, Switzerland.