

# A Study On The Influence Of Social Networking On The Inter-Personal Relationship And Academic Performance Of College Students In The City Of Bengaluru

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## ABSTRACT

*Social networking is used by people all around the world to exchange ideas through tools like Twitter, Facebook, Flickr and Blogsquickly and widely than the conventional media. Its purpose is to promote and aid communication among themselves in virtual communities and network. Internet also provide benefits in the area of intellectual, emotional development and also present risks as well as opportunities to teenagers and children's development in functional and societal challenges. Social media offers today's youths a portal for entertainment and communication. However, this type of technology might cause harm than good. It is not only changing how we communicate, but how we interact with each other in daily life. The purpose of this study is to examine if the various networking sites has influenced the relationship among individuals in terms of interaction among friends, families and the society around them. This study also focuses if social networking has affected the academic performance of students in this generation. For this, an exploratory research has been conducted whereby data are collected from both the primary and secondary sources through a sample survey with the help of a questionnaire. The results indicate that the impact of social networking has not negatively affected the inter-personal relationship but the proportion is at a marginal level which may later on cause a negative impact to families and friends if their no proper consideration given for the time spent on these sites. Further the study also finds that there is a negative impact on academic performance of the students due to the various site that they use on a daily bases.*

**KEYWORDS:** Social Networking, College Students, Academic Performance, Inter-Personal Relationship

## INTRODUCTION

The recent years have seen an enormous growth in the popularity and usage of smartphones, laptops, notebooks and other ubiquitous computing devices and it has increased the number of internet users. And with the recent technological revolution people's lives get busier due to which they require various ways to communicate with their family, friends, colleagues worldwide. Through the introduction of Social Networking Sites users can create a profile and connect that profile to others to form an explicit personal network to meet their friends, to chat, to share and also to get new job opportunities. As students lead nomadic lives, they have considered these networks as beneficial tools for social gatherings. When students transit from high school to their first year of college, a new pivotal phase of their lives starts. Consequently, they have to encounter socializing with new people, getting engaged and involved in their new society and adapting to new educational means. Therefore, social networks play a major role in building, maintaining or even reviving relationships and improving students' learning skills.

## LITERATURE REVIEW

**Bicen and Cavus (2010)** evaluated the usage of Social Networking Sites among students in the department of computer education instructional technology and found which social networking sites are the most preferred by students. The study revealed that use and sharing of knowledge on Internet is made an integral part of college students' lives. Results show that Live Spaces and Facebook are the commonly used sites by the students

**Goodman (2007)** examines how college students engage with technology principally involved in Social Networking Sites. He explores how students use Social Networking Sites, which Social Networking Sites and programmes they find more appealing than others and also tries to understand the major reasons for the increasing usage of Social Networking Sites among college students. Further he rightly pointed out "Social Networking Sites are not part of students' lives these days, actually they are their lives". Youths are not only the early adopters of most of the new technologies but they are also among the most sophisticated users as well.

**Keenan and Shirile (2009)** conducted an exploratory study of four Social Networking Sites and their features that encourage sociability and social interaction. The study finds that Facebook and MySpace are the largest social websites that received the most coverage. These websites offer an extensive amount of social features and require a thorough analysis. LinkedIn and Twitter represent a niche application of social websites, focusing on professional networks and micro-blogging respectively.

**Kuppuswamy and Narayan (2010)** studied the impact of social networking sites on the education of youth. The study finds that social networking websites have both positive as well as negative impact on the education of youth, depending on one's interest to use it in a positive manner for his or her education and vice versa

**Neelamalar and Chitra (2009)** investigated the usage and the impact of social networking sites on the younger generation of India. The results of the study indicate that majority of the youth are members of these sites. Most of the respondents registered on it is to maintain existing contacts. The study further finds that majority of youth states that Social Networking Sites act as a platform for reconnecting with lost friends, maintaining existing networks/relationships and sharing knowledge, ideas and opinions

**Pratyasha Jain (2011)** this paper is focused to find out the answer whether the social networking sites are boon or bane for today's society. Social networking websites like Orkut, Facebook, MySpace and YouTube are becoming more and more popular and has become part of daily life for an increasing number of people. Because of their features, young people are attracted to social networking sites.

**Sonia Livingstone (1998)** stated that college students use Social Networking Sites, which are part of their interpersonal relationships to interact with their family members, which radically alters their interpersonal relationships. In general, college students are playing, experimenting and re-creating their identities within Social Networking Sites while interacting with others

## RESEARCH DESIGN

### TITLE OF THE STUDY

“A STUDY ON THE INFLUENCE OF SOCIAL NETWORKING ON THE INTER-PERSONAL RELATIONSHIP AND ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN THE CITY OF BENGALURU”

### STATEMENT OF THE PROBLEM

Students are addicted to various networking sites which has affected their academics and inter-personal relationships. This paper tries to evaluate if college students are prioritising social networking sites over their academic performance and inter personal relationships.

### OBJECTIVES

- To analyse the need for students to use social network.
- To determine how social networking affects students' academic performance.
- To determine if social networking is creating a gap among students inter-personal relationship.

### HYPOTHESIS TESTING

a) H<sub>0</sub>: There is no significant relationship between the use of social networking and age.

H<sub>1</sub>: There is significant relationship between the use of social networking and age.

- b) H0: There is no significant relationship between the academic performance of social networking users and gender.  
H1: There is significant relationship between the academic performance of social networking users and gender.
- c) H0: There is no correlation between social networking sites and inter-personal relationship with friends and family.  
H1: There is correlation between social networking sites and inter-personal relationship with friends and family.

## METHODOLOGY

**Sampling Technique-** Non probability sampling technique was used for collecting the data from the students. The selection of units from the population is based on their easy availability and accessibility.

**Primary Data-**Data was collected through a questionnaire which was sent to around 325 college students and Google forms were used to fill the questionnaire for which information were collected from 306 respondents in the city of Bengaluru.

**Secondary Data-** Data was collected from various journals, articles magazines and other websites.

**Statistical Analysis** –It was done through Chi-Square and Correlation using SPSS software.

## SCOPE OF THE STUDY

The study can do further research in providing an insight on social networking sites acting as a tool for marketing strategy and job portals.

## LIMITATION

- The study is conducted within a short period due to time constraint
- The study is restricted to a particular area that is Bengaluru
- Lack of sufficient sample size

## ANALYSIS AND INTERPRETATION

### Table No:4.1

Table showing as to why students use social networking sites

### Statistical testing

**H0:** There is no significant relationship between the use of social networking and age

**H1:** There is significant relationship between the use of social networking and age

**Chi-square test Statistics**

	Age	Usage of social networking sites
Chi-Square	188.652 <sup>a</sup>	139.167 <sup>b</sup>
Df	3	2
Asymp. Sig.	.000	.000

Here the null hypothesis is rejected and alternative hypothesis is accepted. Hence, there is significant relationship between the use of social network and age and we can conclude different age group of students has different requirement for using the social networking sites.

**Table No:4.2**

**Table showing whether students have ignored their academic responsibilities and duties for social networking sites.**

**STATISTICAL TESTING**

**H<sub>0</sub>:** There is no significant relationship between the academic performance of social networking users and gender

**H<sub>1</sub>:** There is significant relationship between the academic performance of social networking users and gender

**Chi-square Test Statistics**

	Gender	Ignorance of academics
Chi-Square	.082 <sup>a</sup>	192.036 <sup>b</sup>
Df	1	3
Asymp. Sig.	.775	.000

Here the null hypothesis is rejected and alternative hypothesis is accepted. Hence there is significant relationship between gender and ignorance of academic performance. Therefore we can conclude that the academic performance of students is affected due to the usage of social networking sites acting as an obstacle

**Table No: 4.3**

**Table showing whether students agree with the statement that use of social networking sites has negatively affected their inter-personal relationship with friends and families**

### STATISTICAL TESTING

**H0:** There is no correlation between social networking sites and inter-personal relationship with friends and family

**H1:** There is correlation between social networking sites and inter-personal relationship with friends and family

#### Correlations Test Statistics

		<b>Hours spent in a day surfing social networking sites</b>	<b>Negative impacton the relationship with friends and families</b>
<b>Hours spent in a day surfing social networking sites</b>	Pearson Correlation	1	.100
	Sig. (2-tailed)		.082
	N	306	306
<b>Negative impact on the relationship with friends and families</b>	Pearson Correlation	.100	1
	Sig. (2-tailed)	.082	
	N	306	306

Here the level of significance is more than 0.05 therefore the null hypothesis is accepted and alternative hypothesis is rejected. The above statistics states that there is no negative impact on interpersonal relationship with the use of social networking sites with friends and families.

## FINDINGS

The respondents of this study were students between the age group of 16 to 25 from various colleges in which 49% were male and 51% were female across Bengaluru city. According to the survey, it was analysed that 10% of the respondents use social networking sites for less than an hour, 39% between 1-2 hours, 31% between 3-4 hours, and 20% for more than 5 hours. The gender analysis shows that male mostly use social networking sites for entertainment and female use it to keep in touch with friends and families. The study also shows that majority of the usage on social networking sites are by females. On the basis of survey, 49% of the respondents agree that addiction towards social networking sites have affected their performance in academics. The study also shows 52% of the respondents agree that the use of social networking sites has not negatively affected their interpersonal relationship with their friends and families, but with the further survey done the students agree to the fact that they are lacking face to face communication among friends and families with the use of social networking sites.

## CONCLUSION

The students need to create a balance between the use of social networking sites with studies, family members and friends. This is because students are seen using the social networking sites even in the lecture hall while lectures are going on and also during their study timing. There is need for students to learn time management and to allocate their time for each task, with a specific timeframe. Students and young adults should always make special time for using the social networking sites and not to devote all their available time to it. The students believe that this would increase students' academic performance. Since students are also using social networking sites for their academic activities, lecturers should use social networking sites to enhance teaching learning process by uploading academic contents and also give online assignments or online exam for the students.

Although there is a good percentage of a result towards sustenance inter-personal relationship with families and friends, the respondents also believe that they are lacking face to face communication which is a disadvantage towards interpersonal relationship. The present generation has to give importance towards the face to face

communication which would be factors of priority during interviews and also to create a good relationship. The students have to realise the importance of direct communication with their family and friends which would enhance the level of confidence in oral communication at the time of placements.

To conclude the present generation has to understand the importance of academics and interpersonal relationship which is gradually reducing due to various networking sites and indirectly affecting their personal and professional life in future.

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