

POSITIVE AND NEGATIVE EFFECTS OF SOCIAL NETWORKING SITES ON STUDENTS

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Abstract

The world we live in today is a global village. In this network created by the Internet, everyone is linked to everyone else. The Internet is essential to this electronic freedom. By disseminating information globally, it improves the lives of thousands of people and makes us all global citizens. Unfortunately, students are mostly distracted by social media sites and thus spend less time studying and more time on social media than they would if they were using them to increase their knowledge. The purpose of the study is to determine how social networking sites affect students' academic performance and evaluate any negative impacts. It also attempts to shed light on the several elements that contribute to their subpar academic performance as a result of their excessive social media use. Additionally, the study aims to provide recommendations for managing the current social media trend while balancing their academic obligations and making good use of social media.

Key Words: Social Networking, Social Media, Academic Performance

INTRODUCTION

Currently, millions of individuals frequently utilize social networking services. There is more to the Internet than merely looking for information. People found that they could utilize the Internet to meet new acquaintances, reconnect with long-lost relatives, and connect with others for business or commercial purposes. Social networking sites have become so popular that we, in particular, have been interested in them, as well as scholars from academia and business throughout the world. Many social science researchers are currently looking into social networking sites, and more and more academic commentators are interested in learning more about Facebook, Twitter, and other social networking services due to their potential influence on academic performance. The current generation of students is not only

proficient in using social networking sites, but they are also giving in to peer pressure to join them.

Although the main features of social networking sites are the same, there are differences in the cultures and reactions that surround them. The majority of websites facilitate connections between strangers through common hobbies, political and economic beliefs, or just leisure pursuits. While some websites cater to a diverse audience, others draw users based on shared characteristics like languages or identities based on ethnicity, religion, race, or sexual orientation. However, social networking sites have a single objective. Its goal is to promote fresh approaches to information sharing and communication.

As part of their daily routine, a lot of students constantly check their accounts on Facebook, Twitter, and other social media platforms. Every day, millions of kids access these social networking sites. For this reason, a lot of students have been attributing their steadily declining grade point averages on different social networking sites. Our curiosity about social networking sites and how they impact other students' academic performance was sparked by these emerging phenomena.

Students, who make up the majority of users on various social networking sites, were identified as the research's target group. Since the target group was among the most frequent users of these websites and could offer outstanding comments, this was done to gain a deeper understanding of the research. They even found it simple to interpret the questionnaire since they were already aware with the sites and knew exactly why they used them, as well as the different issues they currently face as a result of utilizing these social networking sites.

Positive effects of SNSs on Academic Performance

Social networking has driven a significant cultural and lifestyle revolution. Some of the positive aspects of social networking sites and how students are benefited in academic performance are listed below:

- Develop Communication Skills
- Get Information
- Friendship
- Develop reading and social skills
- Enhancing Skills

- Learning
- Share Information, Online Live Classes
- Fastest Information Sharing
- Build Networks on the same interest
- Develop Good Relationships
- News and Media

Negative effects of SNSs on Academic Performance

A major transformation in culture and lifestyle has been fueled by social networking. Below is a list of some of the detrimental effects of social networking sites and how they hinder a student's academic performance:

- The impact of social networking sites (SNSs) on children, particularly with relation to their academic performance, has been the subject of extensive study conducted worldwide over the years.
- SNSs take up time and are distracting. Students completely neglect their education in favor of spending hours on social networking sites. Students' increasing use of social networking sites has been linked to a decline in their academic performance.
- According to earlier research, kids who use social networking sites more often are more likely to perform poorly academically. This is a result of their preference for social media friendships and online discussion over reading books.
- Therefore, social media is very distracting and directly affects kids' academic performance. It is like a double-edged blade, and using it requires caution.
- Students that use social media for communication miss out on face-to-face interactions with others, which ultimately leads to a lack of maturity and communication that is expected of their age group.
- Social networking sites make it simple to make new acquaintances, but they may also introduce them to predators who enjoy taking advantage of these impressionable youths.
- A careless kid might get into a lot of problems if they divulge all of their personal information to a complete stranger on these websites posing as a teacher or someone from the same school.
- Social isolation: Students from diverse backgrounds no longer connect as much as they once did because to social media. at the past, students would socialize with one

another at parks, activity centers, etc. However, this has suffered since the emergence of social media. Students' academic performance suffers as a result of their growing reliance on social media due to social isolation.

Conclusion

Students who use social networking sites more often are more likely to perform poorly academically. Rather of reading books, they spend more time on social networking sites. More usage of SNSs results in a sedentary lifestyle and physical inactivity, which negatively affects their academic performance, social engagement, and sleep length. This can therefore make individuals susceptible to psychosomatic health issues that are not communicable. It was the sole substitute for the traditional classroom teaching method. By obtaining data and critical information, students may improve their academic performance. They have access to all available sources of information that are relevant to and helpful for their academic success and personal growth. They can't keep up with all the vital news, ideas, talents, and other things that are happening all around the world because of social networking sites.

SUGGESTIONS

- The Government should insist on strong cyber governance to have a check on SNS misuse.
- Awareness programmes should be conducted by various institutions regarding misuse of SNS.
- The students should involve in various other creative activities like Yoga, Meditation, Art, Music etc. which prevents them from getting addicted to SNS.
- Instead of using Facebook and Youtube for entertainment alone we suggest to divert their attention and their time productively using some of the informative websites and blogs like LinkedIn, Wikipedia etc.
- The students should to limit their time spent on SNS and plan in such a way that they spend no more than an hour a day.
- The students should use any of the SNS productively for preparation of their college projects and assignments.
- The students should involve more on group based activities to communicate and develop their interpersonal skills rather than relying on SNS as a medium of communication.

- The students should make use of various books, periodicals and journals rather than depending on the SNS alone for updated information.

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