



WWJMRD 2018; 4(4): 143-148
www.wwjmr.com
International Journal
Peer Reviewed Journal
Refereed Journal
Indexed Journal
UGC Approved Journal
Impact Factor MJIF: 4.25
E-ISSN: 2454-6615

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Impact of Social Network Education in Changing the Nature of Socio-Economic Conditions of College Students

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Abstract

Today in India mainly among the Indian college students the usage of Social Networking Sites (SNS) has considerably increased and has definitely has far-reaching impacts on the academic and other activities of the students. These impacts are so widespread that they caught the attention of social scientists worldwide. However, the range of studies conducted to deal with the influence of SNS among college students is negligible in India. Hence, this study is placed in this context, aims presenting the impact of social network education in changing the nature of socio-economic conditions of college students. For the said purpose a survey has been conducted among 400-students in numerous colleges and universities including governments and private's institutions throughout Mysore and Bangalore. The findings of the study acknowledge the rampant impact of social network education on changing the nature of socio-economic conditions of the college students in India. Their summary profile, gender wise distribution of college students, place of respondents, the respondent's age, the gap between all sections of people, SNS impacts on class status and interests, change of public relationship due to SNS, using social media to start own business, making money out of the websites and usefulness of SNS have been dealt scientifically in this paper.

Keywords: Social network education, college students, undergraduate students, the impact of SNS, age differentiation, socio-economic condition

Introduction

In the last decades of the 20th century, the world and especially India witnessed a remarkable and rapid advancement in information and communication technologies. In this era, communication has appeared as the most popular term. Today the communication revolution has brought people together regardless of geographical boundaries.

The need to communicate is part of a person's inherent being. Since the beginning of time the human race has communicated using different techniques and methods. Circumstances and available technology have dictated the method and means of communications. Hence, from time to time, new communication technologies have been invented for better individual as well as mass communication. With the advent of the printing technology the new era of mass communication began. Then came the invention of wireless communication – Radio was discovered. Later, the invention of Television made an immense impact worldwide. Recently, the emergence of Internet has brought an outstanding innovation in the field of communication in the history of humankind

Between the several tools, that internet has brought our way to Social Networking that has become a worldwide phenomenon. Lots of people now use internet to connect with the social networks. More than 300 Social Networking Sites in this era are existing (Also referred to as SNS) and the total number of people using Social Networking Sites around the world is 1.73 billion in 2013 and it will increase to 2.55 billion by 2017 (Wikipedia.com). In recent years, usage of Social Networking Sites has grown up quickly. It took 38 years to attract 50 million listeners for wireless radio system, 13 years for television to attract 50 million viewers; but in only 4 years the internet has attracted 50 million surfers (Hannemyr, 2003). As a matter of fact, iPods took 3 years to reach 50 million users, but Facebook, one of the leading Social

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Networking Sites, added over 200 million users in just 12 months (Facebook.com). This shows capacity and popularity of Social Networking Sites.

Social Networking Sites are a type of virtual community that has grown tremendously in popularity. By using Social Networking Sites people can use network of online friends and group relationships to keep in touch with friends, relink with old friends or create real-life friendships through parallel interest or groups. Moreover, beginning social relationships, memberships of Social Networking Sites can share interest and their ideas with other like-minded members by joining groups or associations. They can also participate in discussions through Social Networking Sites. Members are modernized instantly about their friends and groups. In summary, Social Networking Sites are a centre for communication, entertainment and updated information. These Social Networking Sites offer a wide variety of resources and services such as messaging, blogging, sharing photos, audios and videos, group discussion, and distribution of applications. Youngsters, especially college students, are the avid users of these sites. Social Networking Sites enable students to get in touch with their friends, faculty members, and institutions and also allow them to connect with more friends. Youths can use these sites to create and share their identities and profiles that may include personal information, pictures, blog entries, videos and music clips. They can join groups and communicate with other students and faculty members by commenting on topics or by introducing topics that they hope to encourage discussion. They can share information, exchange files and seek comments, advice, give opinions, and suggestions, and ideas instantly and interactively. Students also use these sites as a platform to connect with long lost classmates, batch mates and family members. These sites provide an online platform for students of diverse backgrounds and nationalities.

Since the last decade the usage of Social Networking Sites among the college students is increasing rapidly throughout the world and evidently Social Networking Sites have become a significant part of their lives (Gemmil and Peterson; 2006). Students constitute one group that is eager to know the technological advancements and latest trends and they accept these changes with an open mind. Compared to any other category of people the usage of Social Networking Sites among college students is more. This is mainly because college students are more prone to be attracted to the new technology and Social Networking Sites in particular.

Review of Literature

Englander (2010) has claimed that internet usage is negatively connected with academic performance of the users and damaging effect of internet usage is far more significant than its benefits. Internet addiction has come forth as a result of striking boost in internet usage over the past few decades.

An academic research led by Wilson (2009) through which he expected that college results are hazardously affected by the Facebook utilization.

Pasek and Hargittai (2009) inspected Facebook utilization by under graduate students and Facebook uses in connection with grades. The investigation uncovered that there is no negative connection between the utilization of

Facebook and grade point normal. The examination cautioned against utilizing any medium of correspondence or online SNT excessively, as the finished use of innovation can diminish college studies.

Kirschner and Karpinski (2009) state that users of Social Networking Sites devote lesser time to their studies than the non-users and afterward had lower grades in their academic courses. Further Karpinski (2009) says that among various unique distractions of every generation, Social Networking Sites have been proved as the major distraction of current generation.

L. Alvin Malesky and Jr. Chris Peters (2011) in their investigation entitled "Defining appropriate professional behaviour for faculty and university students on social networking websites" (2011) inspected the part this quickly advancing technique for correspondence plays in a scholastic setting. The investigation anticipated that by far most of college understudies have profiles on person to person communication locales including college gatherings and scholarly divisions. Accordingly this expanded use empowering understudies and staff to be in contact in ways that have not happened before. These novel associations can make unbalanced and possibly exploitative circumstances. With the end goal of this investigation information were gathered from 459 college understudies and 159 college employees. Members' assessments with respect to personnel/understudy communication on long range interpersonal communication locales were broke down. A standout amongst the most shocking discoveries of this examination was the way that almost 40% of the understudies and 30% of the workforce trust that it is improper for teachers to have accounts on SNS. It was discovered that there were huge contrasts in sentiment amongst understudy and workforce members in regards to the fittingness of the educator's activities. These discoveries demonstrate that extensive contradiction exists amongst understudies and workforce in regards to what constitutes fitting staff conduct on SNS. At the end this study suggests that institutions of higher education need to develop policies and procedures. And recommends that universities should develop guidelines to define what constitutes appropriate and inappropriate usage of Social Networking Sites in their academic setting.

Dickson and Holley (2010) studied the utilization of the Social Networking Sites in scholastics in the USA so as to look at the worries about their utilization both from understudies and teachers. The investigation finds that Social Networking Sites can be a successful strategy for students exceed in scholarly execution.

The study of **Kevin P. Brady, Lori B. Holcomb and Bethany V. Smith (2010)**, titled as "The Use of Alternative Use of Social Networking Sites in Higher Education Settings: A Case Study of E-learning Benefits of Ning in Education", was based on the learning benefits accompanying with the use of Social Networking Sites. The study focused the graduate students registered in online education courses using Ning in Education, a non-commercial, educational-based SNS. The study emphasized on the students' attitudes towards the sites as productive online tools for teaching and learning. The researchers found out that education based upon social networking sites

can be used effectively in distance education courses. They are a brilliant technical tool for better online communications between students in higher distance education courses.

S. Shyam Sundar (2008), a professor and founder of the Media Effects Research Laboratory at Penn State, has led students in several Facebook studies exploring identity. One involved the creation of mock Facebook profiles. Researchers learned that while people perceive someone who has a high number of friends as popular, attractive and self-confident, people who accumulate “too many” friends (about 800 or more) are seen as rather insecure.

Sonia Livingstone (1998) in her article entitled “Taking risky opportunities in youthful content creation: teenagers’ use of social networking sites for intimacy, privacy and self-expression” places the SNS in the contemporary virtual environment of the web. Livingstone’s conclusions on teenagers’ practices of social networking can be summed up as following:

- Teenagers are playing and experimenting with their identities within social networks and for them “self-actualization increasingly includes a careful negotiation between the opportunities (for identity, intimacy, sociability) and risks (regarding privacy, misunderstanding, and abuse) afforded by internet-mediated communication” and thus the strategies of representing the self vary considerably.
- Younger teenagers relished the opportunities to play and display, continuously recreating a highly-decorated, stylistically-elaborate identity, wherein older teenagers expressed a notion of identity lived through authentic relationships with others (Livingston suggests that this shift may have implications for teenagers’ experience of online opportunity and risks).
- Teenagers perceive online risks critically, which is

amongst others apparent in the differences between using identity as display or identity as connection. Also evident and significant is the fact of limited Internet literacy.

- It should not be assumed that profiles are simply read as information about the individual, in some cases the “position in the peer network was more significant than the personal information provided, rendering the profile a place marker more than a self-portrait”.
- Teenagers use social networking sites for only part of their social relations, and in so doing they are choosing communication channels according to what they are communicating and to whom.

Methodology

This paper attempts to understand the Impact of social network education in changing the nature of socio-economic conditions of Indian college students with the help of practical data. For the said purpose a survey has been conducted among 400-students in various, government and private colleges and universities in Mysore and Bangalore. This survey was mainly done in the urban regions. For the survey of sample size of 400 respondents between age group of 18 to 23 years who were college and university students (specifically undergraduate) were randomly selected. The age group of 18-23 was traced and they were the heavy users of SNE and also early adopters of advanced technological applications.

The surveys were done by circulating questionnaires personally and also some of the data were collected through interview. This research also involves observation-both direct and participatory method, where direct observation was made with the students.

Results and Discussion

Gender Wise Distribution of College Students

Table-1: gender Wise Distribution of College Students

Category	Gender Wise Distribution of College Students	Frequency	Percent (%)	Cumulative Percent (%)
A	Male	230	57.5	57.5
B	Female	168	42	99.5
C	Transgender	2	.5	100
Total		400	100	

Table-1 shows a summary of respondents’ gender-wise distribution. The results of the analysis data show that around 57.5% of the respondents are male while 42% of the respondents have participated in the survey were female. Additionally, about .5 that is less than 1% was transgender.

Table-1 shows the gender wide spread of the sample in Bangalore and Mysore cities.

Place of the Respondents

Table-2: Place of Respondents

Place of the Respondents	Frequency	Percent (%)	Cumulative Percent (%)
Bangalore City	200	50	50
Mysore City	200	50	100
Total	400	100	

Table-2 shows a summary of respondents’ located places. The results of the analysis of the data shows that 50% of the respondents were residents of Bangalore while 50% of them were residents of Mysore city. Generally, 400 out of which the respondents were distributed equal of two cities

and hence 200 from Bangalore and 200 respondents from Mysore were selected.

The Respondents Age

Table-3: the Respondents Age

Category	The Respondents Age	Frequency	Percentage (%)	Cumulative Percentage (%)
A	18 To 22	308	77	77
B	23 To 26	92	23	100
Total		400	100	

Table-3 shows a summary of respondents' age under the present study. The results of the analysis data show that 77% of the respondents' age is between 18 to 22 years. Additionally, only 23 out of 400 respondents were found to be between 23 to 26 years. Finally, 77% of the respondents

for age group 18 to 22 are a good reason for the sample (undergraduate students) of the present study.

Bringing Gap between all Section of People

Table-4: Making Gap between All Sections of People

Bringing Gap Between all Section of People	Frequency	Percent (%)	Cumulative Percent (%)
Yes	335	83.8	83.8
No	65	16.3	100
Total	400	100	

Table-4 shows a summary of respondents' opinions to making gap through the SNS between the people. The results of the analysis data show that 83.8% of the respondents agreed with the impact of SNS on bringing the gap between the people, moreover, around 16.3% of the respondents rejected the impact of SNS on the people.

Finally, with considering the results of the table-4, impact of SNS on bringing the gap between the people is considerable.

SNS Reflects on Class Status and Interests

Table-5: Sns Reflects and Intresets on Class Status

SNS Reflects on Class Status and Interests	Frequency	Percent (%)	Cumulative Percent (%)
Yes	263	65.8	65.8
No	137	34.3	100
Total	400	100	

Table-5 shows a summary of SNS' reflects on class status and interests. The results of the analysis data show that 65.8% of the respondents mentioned 'YES' while, 34.3% of the respondents rejected the social network sites' reflects

on class status and interests.

Change of Public Relationship Due to SNS

Table-6: Change of Public Relationship Due To Sns

Category	Change of Public Relationship Due to SNS	Frequency	Percent (%)	Cumulative Percent (%)
A	Very Much	63	15.8	15.8
B	Some Extent	163	40.8	56.5
C	Very Little	123	30.8	87.3
D	Not At All	51	12.8	100
Total		400	100	

Table-6 shows a summary of respondents' change of public relationship due to the social network sites. The results of the analysis data show that 40.8% of the respondents mentioned 'some extent' for changing the public relationship due to use of social network sites. Moreover, in a decreasing order the respondents' opinion classified

under C, A, and D category with the percentage value of 30.8, 15.8, 12.8 respectively. Finally, the respondents' opinion about manipulation in the relationship by using the social network sites is positive.

Making Money out of the Websites

Table-7: Making Money Out Of the Websites

Making Money out of the Websites	Frequency	Percent (%)	Cumulative Percent (%)
YES	250	62.5	62.5
NO	150	37.5	100
Total	400	100	

Table-7 shows a summary of making money out of the websites by the respondents. The results of the analysis data show that 62.5% of the respondents have made money from the websites for their routine life. While 37.5% of the respondents that is about 150 people participated in the

survey, didn't make their expenditure from the social network sites.

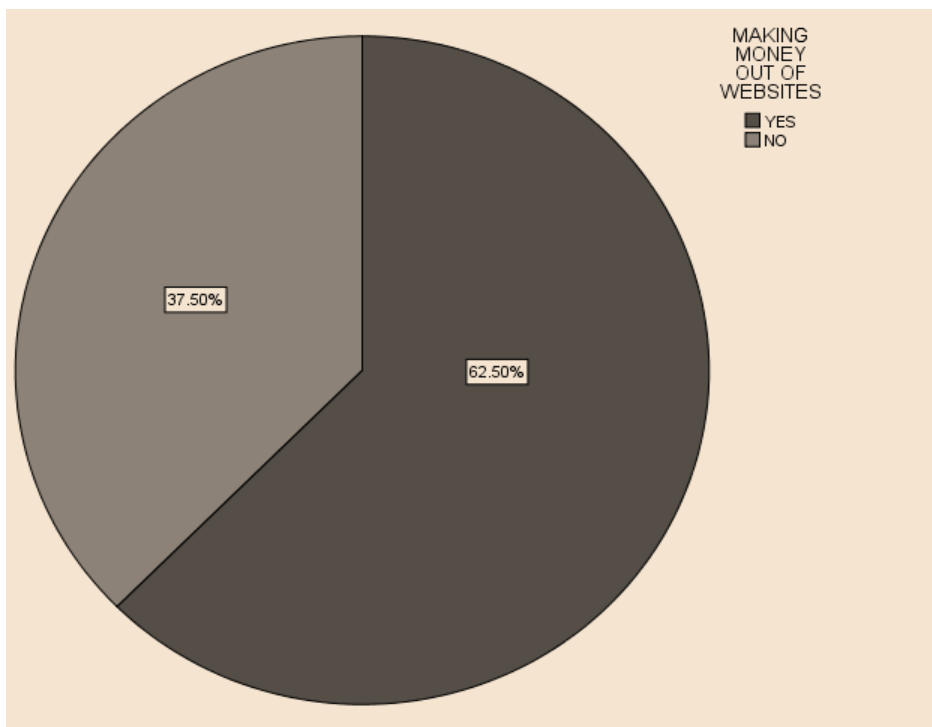


Fig.1: Mking Money Out Of Sns

Figure-1 refers to the table-7 shows a summary of making money out of the websites by the respondents.

Usefulness of SNS

Table-8: Usefulness of Sns

Usefulness of SNS	Frequency	Percent (%)	Cumulative Percent (%)
Better Exchange of Ideas	113	28.3	28.3
Saves Time and Money	132	33	61.3
Spontaneous Information	72	18	79.3
All of the Above	83	20.8	100
Total	400	100	

Table-8 shows a summary of usefulness of SNS. The results of the analysis data show that 33% of the respondents have used social network sites to save time and money, and 28.3% of the respondents have used social network sites for better exchange of idea. 20.8% of the respondents mentioned, they used social network sites for better exchange of idea, save time and money and Spontaneous Information. Additionally, use of social network sites for save time and money accepted by 132 of the respondents.

Conclusion

The primary objective of the research shed light on the development of the dominance of social networking sites among the college students in India. Previous research in scopes of social networking sites and its impact on college students in different comprehensive and demographic context provided a general secondary source base for the present study. Based on new technologies, acceptance of the Internet especially for its social uses has seen its maximum levels of usage in throughout India among young college students. The major part of present college students has had access to the Internet and computers for the almost whole time of their lives.

These digital natives see these technologies as a logical extension lead of traditional communication methods and distinguish social networking sites as often a much quicker

and more convenient way to interrelate. That they are conscious of the threat and risk complicated in these sites is a helpful indicator that college students in throughout India are not only techno-savvy and socially active through social networking sites, but they also have social awareness and usage of SNS between them is in up-level and increasing day to day. Social network sites based on the results helped the students to have relationship with family and friends and also make money from social network sites. Based on table-5, 65.8% of the respondents mentioned 'YES' which social network sites' reflects on class status and interests.

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