

# Impact of Social Networking Sites on Educational Institutes - A Case Study on RGUKT

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**Abstract**— The usages of social networking sites in educational institutes are increasing rapidly. Although they are providing many reliable services which make our communication so simple, they are also doing more harm than good. This communication is not only changing how we communicate with others but also replacing the traditional methods of communication. Many people spend their time in social networking sites to communicate with others rather than a traditional way of communication. A survey conducted on 4000 students of Rajiv Gandhi University of Knowledge Technologies (RGUKT) had proved it.

**Index Terms**— Social networking sites, Reliable services, Traditional communication, Survey.

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## I. INTRODUCTION

The ocean of internet is the most complex engineering design that we have ever seen. It made communication such an easy thing so that every one can communicate with others from any part of the world. The main source of communication in the internet is social networking. According to the traditional definition Social networking is a social structure constructed with nodes that are generally individuals or organizations [1]. But the boundaries of the traditional definition were changed. Now Internet has become the focal point for social networking services. Lot of social networking sites offer variety of social networking services. Social networking sites are providing platforms for building social relationships among other people who shares similar personal interests, career objectives and real life activities. These social networking sites not only influenced the society but also influenced the educational institutes such a manner that many of the educational institutes are using this social networking sites to reach their students easily. These social networking sites are also providing ability to create groups based on common interests like education, employment etc. Students are using this feature to create groups based on their interests and sharing the information with each other very quickly.

## II. LITERATURE REVIEW

There are 500+ Social networking sites exist today (Like Facebook, Google+, LinkedIn, Whatsapp). The common features of these websites are ability to create a profile page. This page may contain a photo, personal details, favorites and interests. We can post the photos, videos and opinions on our page. The other people in that network may visit our page and they can comment, like and share our postings with others. The most important feature of this websites is to make friends online, based on our

interests and we can communicate with them through chatting or posting messages. We can also form groups according to our interests. We can invite other to join in the group or we can directly add them in to the group. Every time when we post something it will automatically reach to all others in the group. This type of communication is useful sometimes to share important information like announcements, job postings etc. [2]. With the increasing use of Computer Technology, Business communication is also changing because of the social networking sites. Companies are using social networking sites to communicate with their customers. They are using social networking sites to promote their products so that it can easily reach to their clients. The main intention here is not to sell the products to their clients; it is only to stay connected with their clients so that a company can easily respond to their clients problems.

## III. ADVANTAGES OF SOCIAL NETWORKING SITES FOR EDUCATIONAL INSTITUTES

In the perspective of educational institutes Social networking sites are useful for different reasons. Many of the universities, colleges and schools are maintaining Facebook and twitter page for their campus and creating links for their social networking sites in their official websites for communication. Some of the universities had developed custom applications for their students. Social networking sites made the distant education such an easy task such that many of the open universities are using social networking as a medium to reach their students worldwide to deliver the video lectures and to contact them. Because of the huge crowd of social networking anyone can get any information they need from others. We can find the people like professors, higher officials in the social networking sites. Rather than waiting for appointment we can directly contact them to ask for help regarding research or information etc. Social networking is also providing

opportunity for open discussions through which any one can discuss from any part of the world and share their knowledge with others. On the other hand students are using these social networking sites as a communication channel for sharing the information with others.

Apart from that, many of the educational social networking sites are available today for increasing the skills of individuals like Computing++, Edmodo, EFL Classroom, English Companion, The Epic-Ed Community, Level up Book Club etc. This education social websites is also beneficial for tutors for increasing their skills.

#### **IV. DISADVANTAGES OF SOCIAL NETWORKING SITES FOR EDUCATIONAL INSTITUTES**

##### **A. Negative opinions and Backlash**

Many of the institutes allow their students to create blogs and websites to share the information about their life, so that others can understand about their life at that institute. Even the institutes also maintain some social networking accounts to collect opinions and feedback from the other people [3]. This feedback may be useful for the self-improvement but any negative comments given in that particular page may lead to a negative impression when another person is reading that page. But these forms of commentary are resourceful for a person who wants to know about a particular institute.

##### **B. Replacing regular activities**

Many of the students are spending their time on updating their profile page regularly [4], posting comments, sharing images and chatting with others. Even many of the people use social networking sites whenever they use the internet. They try to open the Facebook and simultaneously do their work on other side. This multitasking concept increased rapidly because of smart phones. Social Networking sites like Facebook, Whatapp provide applications for smart phones to ease the usage of their services. Students are spending too much time in these applications even in the class rooms [5].

##### **C. Lack of trustworthiness of information**

In the era of open blogging where a new blog website can be created for minimal amount or no amount, anyone can create a blog and share their opinions and thoughts. If this blogs are not monitored, they may cause a negative impact on students, as usually students read this content with any background knowledge of the opinions posted. Example; using the concept of free blogging lot of blogs are created by terrorist organizations which mislead

youth to join them and this blog owners when identified are usually fake. Such kind of blogs should be filtered at campus level using firewalls and proxies.

##### **D. Replacing traditional methods of communication**

Although the main intention of social networking sites is to provide platform for building social relationships but these concept leads to individual isolation from real society as he or she spends most of this time in a virtual world. One of the main problems which get created of this situation is Obesity and mental instability. That is a student without physical activity is prone to lot of diseases and no physical interaction with fellow students leads to social isolation and depressions.

##### **E. Fake Profiles**

Social Networking sites allow a user to create a profile without even checking about their background except their mobile number for verification but fake account creators are using online public mobile numbers to bypass the mobile number verification. Even a person can create others profile by simply using their information. Even we can create a profile for some education institute and can maintain some fake data which can mislead the other users.

#### **V. SURVEY – DATA ANALYSIS**

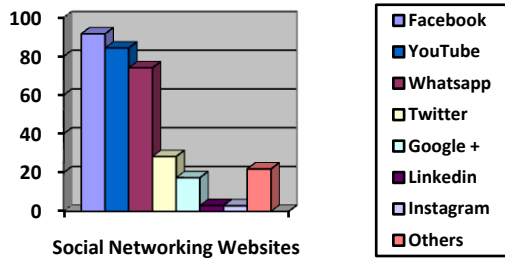
Among 4000 students available in the campus, survey was conducted on 1000 students. Majority of students are using Facebook, YouTube and Whatsapp in their daily life to maintain social relationships with others. Some of people are using Twitter, Google+, LinkedIn,

*Table 1. Frequency of social networking sites usage*

S.No	Frequency	No	%
1	Daily	612	61.20
2	2 – 6 days	212	21.20
3	Weakly	103	10.30
4	More than one month	73	7.30
Total		1000	100.00

Table 1 indicates that more than 71% of students are using Social networking sites daily for different reasons. We can conclude that the daily usage of social networking sites is very high.

**Fig 1. Chart for showing percentage of different Social Networking Sites**



**Table 2. No of students using different social networking sites**

S.No.	Name of the Website	No	%
1	Facebook	916	91.60
2	YouTube	843	84.30
3	Whatsapp	741	74.10
4	Twitter	283	28.30
5	Google+	174	17.40
6	LinkedIn	30	3.00
7	Instagram	29	2.90
7	Other	219	21.9

Table 2 indicates that majority of students are using Facebook, YouTube and Whatsapp. The main reason behind this popularity of Facebook and YouTube is because of reliable features and easy to use.

**Table 3. Preferences given by the students to use Social Networking services**

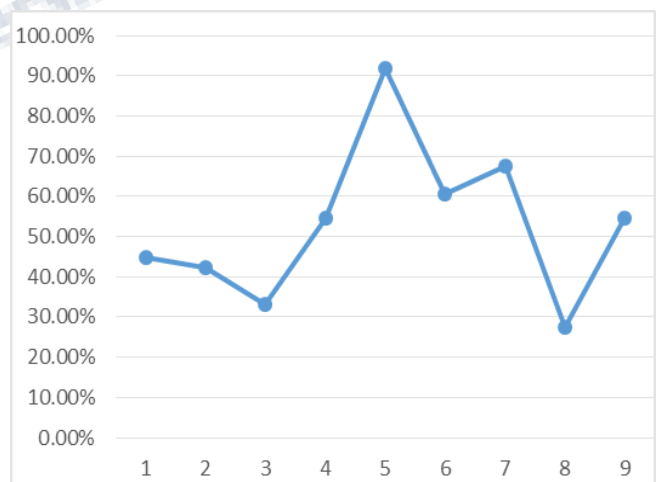
S.No	Service	No	%
1	Profile	728	72.80
2	Photos and Videos	626	62.60
3	Games	41	4.10
4	Application services	315	31.50
5	Events	474	47.40
6	Messages	816	81.60
7	Groups	457	45.70

Table 3 concludes that the main features that are attracting the students are Profile page customization, messaging facilities like chatting and photos/videos.

**Table 4. Motives behind the usage of Social Networking Sites**

S.No.	Motivation	No	%
1	To spread the information quickly	447	44.70
2	For Maintaining groups	424	42.40
3	Online open discussions	332	33.20
4	Research and education purpose Like utilizing YouTube for educational videos	546	54.60
5	To maintain social relationships with known people	919	91.90
6	To find new friends online	605	60.50
7	Express themselves by sharing photos, videos etc.	675	67.50
8	To utilize applications like games.	276	27.60
9	Just for time pass	546	54.60

**Fig 2. Graph for showing percentage of different motives behind usage of Social Networking Sites (From Table 4)**



S.No of use motives of social networking sites from Table 4

Table 4 and Fig 2 indicates that most of the students are using social networking sites for maintaining social relationships with known persons. But this contribution towards the educational institutes is not desirable. Only 54.66% of the students are visiting the websites for educational and research purpose.

#### **VI.CONCLUSION**

If properly managed social networking sites are very useful in the community of students. But that is not the present case the increasing aid of social networking sites not only increased the value for social relationships but also replacing the traditional communication methods. Even the survey on the students of Rajiv Gandhi University of Knowledge Technologies (RGUKT) also proved that many of the students are using social networking sites for communicating with others for different reasons. They are giving more preference to social communication rather than traditional communication without their knowledge. Everyone should aware of this problem and should give more preference for traditional communication.

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