Impact of Social Networking Sites on Adolescence: A Review

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Abstract: Technological changes have always been seen as strong evolutionary force but the advent of internet is something that has shaken almost all spheres of personal, social and professional human life. Internet users who visit social networking sites or any blogging site comprise two-third of world's internet users consuming about 10% of the whole time spent on internet (blog.nielsen.com) and accounts for 65% of internet usage (www.socialadblog.com). The present paper highlights work done in the field of impact of social networking sites on students. This study aims to explain the impact of the social networking sites on the students' academic achievement and personality.

Key Words: Social Networking, Technology, Cyber, Communication, Youtube.

1. INTRODUCTION:

In the age of science and technology, a social networking site among everyone has become more and more popular especially among students community. It is a way to make connection not only on campus, but with friends outside the school. Social networking sites is a way that helps many people to gain access to their friends, parents, libraries, business related terms through the media of internet. For the purpose of the study social networking is defined as the use of face book, YouTube, blogs, my space. Social networking has changed our society a lot from the past few years where friendship which was supposed to be real has been replaced by virtual friends. Now people tend to spend more time on internet than actually being with someone. We are developing a big portion of our lives on cyber space and losing connections with real world. Students spending more time on chats and messaging others actually being with their friend. They are losing the habit of learning and book reading. They are much dependent on technology then on their powerful brain. The result of which is the creation of computer. We say that world is shrinking and people are coming close together.

The Internet has an effect on nearly every aspect of the world's higher education – research and learning- and its impact is considerably assessed as a vital means. Actually, the Internet attracts academic institutions to take into account being the basic source of information, an essential medium for academic communication, learning support systems, and a challenge to promote online learning. New versions of Web 2.0 and Web 3.0 add superfluous enthusiasm and excitement for young people to spend hours with their applications, specifically SN. Such excitement encourages researchers to investigate issues related to students' academic achievement and the correct use of this application, the frequency of use, the skill level, the trust and privacy, the expectations and personality, team communication, and so on.

2. LITERATURE REVIEWS:

The popularity of the social networking sites increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teens used it extensively to get global access. The negative effects of these social networking sites overweigh the positive ones. These sites have caused some potential harm to society. Valkenberg, et.al (2006) investigated the 881 adolescents (10-19 year olds) and found that the frequency with which adolescents used the site had an indirect effect on their social self-esteem and well-being. The use of the friend networking site stimulated the number of relationships formed on the site, the frequency with which adolescents received feedback on the profiles, and the tone (i.e., positive vs negative) of this feedback. Positive feedback on the profiles enhanced adolescents' social self- esteem and well-being, whereas negative feedback decreased their self-esteem and well-being. The students become victims of social networks more often than anyone else. This is because of the reason that when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work.

Tian (2011) reveals that the uses of social networks determine the students' influence to social learning whereas academic learning may be achieved through a gradual process.

Naeema (2011) conducted the study on social networking as a tool for extending academic learning and communication. Despite assumption that the lecture is cohesive and consistent to all attendance, exchanging ideas, sharing knowledge, and expanding understanding is very required outside the classroom boundaries. From this point, social networking sites appear very helpful in building academic groups to achieve better academic learning and

communication. The analyzed data show that students are personally achieving the basic competences required to access social networking applications by themselves or through friends while the university highlights the importance of the constantly adapting technologies efforts to improve successful practice and to be engaged with universal knowledge. What students lack is how to think critically about transforming their perspective towards social networking sites from merely social purposes to academic and social purposes.

Ahmed (2011) study concluded that there is a significant difference of use of SNSs between male and female students. Male students are more inclined towards use of these sites than female students. But study did not find any significant effect of area of study, educational level, study year, on the extent of SNS' usage. Studying habits of the students were found to be significantly affected by the time spend on leisure activities, time spent on Internet, time spent on using SNS and basic purpose of using SNS while there was not any significant effect of leisure activities and purpose of using internet on studying habits of the student users. As per findings of the study, there was a significant effect of time spent on SNS usage, time spent in internet and basic purpose of internet usage on academic performance of the students. Hence, internet and SNS usage significantly affect the studying habits of the students and eventually their academic performance.

In one of the first academic studies of privacy and SNS, Gross and Acquisition (2005) analyzed 4,000 Carnegie Mellon University Facebook profiles. Finding from this study confirm that majority of the respondents agreed that social networking sites have a positive impact on their academic performance.

Karpinski (2009) found that Facebook usage is negatively correlated with collegiate grade point averages (CGPAs) of its users. He observed that CGPAs range 3.5-4.0 for non-users but lesser for users i.e. 3.0-3.5. But the most interesting finding was that 79% Facebook users denied having any adverse impact of this usage on their CGPAs. It means they are not even aware of the fact that their networking habits are affecting their academic performance. Grades of student users are adversely affected by Facebook usage as mentioned in report by MyFox Dallas/FortWorth (www. Myfoxdfw.com). Similarly, Miami CBS affiliate announced that Facebook usage yields lower grades among its users (CBS4, 2009). An academic research was conducted by Wilson (2009) through which he proposed that university results are harmfully affected by Facebook usage. Likewise, Khan (2009) found that Facebook users had poor performance in exams.

Englander et al. *(*2010) proclaimed that internet usage is negatively associated with academic performance of student users and destructive impact of internet usage is far more momentous than its advantages. Nalwa and Anand (2003) proposed that addicted users prefer using internet setting back their personal and professional responsibilities and this ultimately leads to poor academic performance.

Banquil et.al, (2009) revealed that Social networking sites do affect one's academic performance adversely. It directly causes the gradual drop of grades of student's academic performance if the student invests his time in social networking sites instead in his studies. Procrastination and time-wasting is a major issue in this study. Excessive use of these sites has influenced students consider entertainment over learning. It might even be regretful on the students' part if this habit continues on.

Miller and Robert (2010) explored the results of a field study in which undergraduate students were questioned about their use of social networking sites and the appropriateness of the content that they post.

Welker et.al, (2010) investigated in this study that Cyber bullying on social networking sites such as MySpace and Facebook has had negative effects on children at school. Cyber bullying disruption during the school day adds to the achievement. With the advancement of technology, there is a gap in the literature on the disruption in schools, particularly on schools' culture, from cyber bullying. The main findings, highlighted the importance of understanding principals' perceptions that prevention and intervention impact culture, indirect aggression, technology's influence on student behavior, and principals' roles in teaching, learning, and leadership. Tian (2011) reveals that the uses of social networks determine the students' influence to social learning whereas academic learning may be achieved through a gradual process.

Rambe (2011)conducted a study on ―Exploring the impacts of social Networking sites on Academic Relations in the University in this study the investigator investigated, that social network mediated interaction presents varied opportunities and constraints that differentially empower as well as constrain possibilities for de-mocratised academic relations.

Ahmad and Qazi (2011) found that SNSs are mainly used for non-academic purposes by the students. This fact may give rise to a proposition that excessive usage of SNSs might be having adverse impacts on academic performance of the student users but actual results did not imply that. An interesting conclusion has been drawn on the basis of the findings of current study that students are managing their time efficiently and hence, use of SNSs does not harm their academic performance. Findings suggested that despite of spending time on internet or on using SNSs, students are efficient enough for their studies that they do not face any deficiency in meeting their studies.

Ahn. J (2011) conducted a study on ―The effects of social network sites on adolescent's social and academic development: current theories and controversies‖. In this study researcher investigated that teenagers are among the most prolific users of social networking sites. Emerging studies find that youth spend a considerable portion of their daily life interacting through social media. Subsequently, questions and controversies emerge about

the effects SNS have on adolescent development.

Stollak, et al (2011) revealed that Social networking is way that helps many people feel as though they belong to a community due to increased popularity of it economists and educationists are questioning whether grades of students are being affected by how much time is being spend on social networking sites social networking is a practice of expanding the no of one's social contacts by making connections through the use of internet. With the rapid phase of the changing generation, the youth is now more demanding in acquiring technologies that is suit to their needs, especially in when it is applied to their studies. Certainly the access in internet or in the world web is easily and there are many benefits that can be gained. The use of this accessibility is applied mostly on the professionals such as medical practioners, business tycoons and even student community.

Sharma. V, and Chhabra. R (2011) revealed that engineering students are using computer and internet on daily basis. Maximum students find internet a very useful tool for their studies. Students prefer online books and study material. They find internet helpful to boost their confidence for presentations and reports. Engineering institutes should promote the use of internet as a learning tool and should provide infrastructure to facilitate the students. Students also feel that excess use of internet may cause some socialization problems.

Kumar. N et.al (2012) found that Graduate students are very fond of using Facebook, Twitter, Youtube and Orkut. Students prefer downloading study material from internet and are not buying books. They find internet helpful to boost their confidence for presentation and reports. It is also found that by chatting using Facebook, Blogs, Twitters, and chatting online result in increase of the English communication. The inferiority complex of talking and writing in English is decreased. They are trying their best to write and speak English which results in better communication. Facebook, Twitter and other social networking sites get updated with the news and other information which results in increasing the General Knowledge and current affairs which in result make a child ready for competitive examination. Theses social sites increases the links of the friendship in which there are lawyers and other reputed person, which on request guide and motivate us. The Youtube website is working as a virtual lecture classroom to the students. There are number good lecture series which help student to listen and learn something new and better. Also it is found that students are preparing working science model using these websites. There is a second face of these sites. Some burglars use these websites for threatening their friends, their colleagues and doing mischievous activity. Some of them are involved in Pornography which is leading to the downfall of moral character of the students.

Helen and Gabre, (2012) investigated that female accounting students reported higher stress scores than their male counterparts. In addition, the results indicated that this phenomenon affected their academic performance negatively. This result is very interesting in light of the fact that the undergraduates accounting student population has been dominated by high number of female enrollment. Also the analysis of this study showed that students who used Facebook while studying reported higher levels of stress and were less in control of thing.

3. CONCLUSION:

Social networking sites have greatly influenced the life of students their academic as well as their social and personal life influence from them. Now day's students have more opportunities because of new technologies. They are utilizing more resources as compared to previous times. These networking sites have positive as well as negative impact on the lives of students. However its usage has become a staple activity in a young adult life while it varies slightly among gender and race groups, over all, young adult who have interest access use Facebook and other social networking sites regularly for some type of social contact with this mass assimilation into daily life it has already login to change the way in which interpersonal relationships are defined. In modern day social networking has rapidly soared to become one of the most common ways for people to exchange messages dialogue and share information. As a result, social media has played a large role in shopping the transformation of ways people communicate with one another just a mere decade ago people used to either meet for coffee, stop by one another house or pick up the phone and cell, but modern society is a fast paced world. So for finding the impact of social networking sites on academic and social and emotional intelligence invest gator feel to know the impact of social networking sites on their academic performance and their social and emotional intelligence.

The use of social networking sites have a great impact on overall development of the personality .It affects the individuals social as well as emotional intelligences and therefore their way of behaving.

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