

“Study on Usage of Social Networking Sites by Academicians in Higher Education”

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Abstract: - Social Media is growing dynamically, but in academics social media is considered to be the deteriorating agent. Social Media has deep rooted in almost all industries including Higher education and have been adopted it. Social Media has become a Buzz word among the people in the society due to its immense and pool of benefits of it. Through Social Media platform like Face book, Twitter, LinkedIn etc. the younger generation is getting engaged with their peer group in order to share their views towards the happenings in the Society as well as to generate, dissipate the knowledge, content to others. Social Media has made remarkable footprints in terms to connecting new people and sharing knowledge. Among all Platforms, face book has won the trust of large sector of people. These social media offers the Academicians with lots of opportunities to deliver the knowledge to the students in classroom and virtually. This makes many premier educational institutions across the nation to offer Online Classes by Industry experts and Professors to their students and even Open Universities' Distance Education is effectively reaching the students .via Social Media Platforms particularly YouTube Videos.

This study is conducted to know the perception of Academicians towards the use of SNS in Higher educational institutions. It is found that the large numbers of academicians are using Social Media Networking and had left a positive impact on delivering a quality and effective teaching. Also it is learnt that the there would be exponential growth in the usage of SNS in future.

Keywords: Social Media, Higher education, Face book, Twitter.

I. INTRODUCTION

The Social Media is a collection of Online Communication Channels dedicated to community based input, interaction, content sharing and collaboration.

Here are some prominent examples of social media:

Face book Twitter Google+ Wikipedia LinkedIn Pinterest
Higher education is the education beyond the secondary level; especially: education provided by a college or University (Merriam Webster Dictionary) [1]

The rapid rise in the acceptance of Social media by the common man in their personal and professional lives attracted even Academic audience too with no delay. The number of social media sites targeted Academics in rigorous way than ever. Teaching and Learning is a vital part in the field of Academics. Particularly in higher education along with it research oriented learning would benefit the Academicians in

a large extent for which the Social media would act as a real facilitator or propellant.

For learning and teaching, social media is used in a variety of different contexts - language learning, writing development, after-class discussion, synchronous and asynchronous communication, community building and curricular tool. The use of social media in higher education is changing the nature of the relationships of learners and teachers. Social media provides a unique stage for interaction amongst students and teachers and amongst students themselves. [2]

(Dr. Ritesh Chugh, Edition July 2018, Higher Education Review).

II. REVIEW OF LITERATURE

Dr. Ritesh Chug(2018)

According to Chug social media continues to transform pedagogy and can be used to support learning and teaching activities that were traditionally confined to classrooms. The use of social media in higher education presents many challenges but its importance cannot be ignored. Research has established that a majority of academics are of the perception that social media may be employed successfully in supporting the provision of student-centred learning approach. With the usage of social media, students no longer continue to remain passive absorbers of knowledge but become co-producers and contributors. In the current educational environment, learning has become more of a social process and the use of social media strengthens that process. The use of social media, like in many other areas, is here to stay in higher education settings too. What needs to be worked out is how higher education institutions globally continue to embrace social media to their own benefit.

Mangala Vadivu Vivakaran M. Neelamalar, (2018)

According to authors Social media tools are observed to play a vital role in the renovation of the conventional teaching and learning practices across the globe. The study aims to analyse the use of social media platforms for educational purposes in developing nations such as India. The study intends to examine the penetration and reception of social media platforms in higher educational institutions in urban as well as the technologically deprived rural areas. At the end researchers have identified the factors that induce and the

barriers that affect the pedagogical employment of social media tools by the higher education faculty members

Adam Peruta & Alison B. Shields (2016)

According to authors their research paper bridges a gap in relation to the value and use of social media as effective teaching and learning tool in higher education in developing countries. Authors say that social media could be developed as an innovative and effective tool for teaching and learning. This study provides direction on how university social media managers can better manage their social media content to improve engagement and increase the reach of their posts.

2.1 Research Gaps found after review of Literature

Above review of literature shows that there are many studies on Social Media and Online Learning practices in India and as well as in abroad. But most of the studies have focused on Students and the impact of Social Media on them. There are very less number studies done on Impact of Social media on Faculty members (Academicians) and particularly none of the studies done in North Bengaluru. Hence researcher has taken up this study for research purpose to fill up some gap in this area to some extent.

2.2 Statement of the Problem

This research study focuses on how Academicians who work in Higher educational Institutions should combine the best of Social media Networking sites with effective Teaching-Learning process which leads them to manage the challenges and issues of Educational industry in the dynamized, globalised world.

2.3 Objectives: The objectives of study are enumerated as:

1. To study the impact of SNS in teaching and learning process among academicians.
2. To examine the physiological and psychological repercussions of excessive usage of SNS.
3. To study the impact of SNS on Social skills of academicians.
4. To know the future role of SNS in Higher education.

2.4 Scope of the Study: The scope and coverage of this study broadly consists of following aspects.

- Importance of Social Media to gain Competitive advantage over traditional methods of teaching
- Factual of some selected Faculties of Higher Educational Institutions in and around Kalyan Nagar, Bengaluru, which have been successfully and efficiently using Social media in their teaching learning process.

2.5 Limitations of the Study

This study may suffer from the following limitations:-

1. As this is an academic effort, it may suffer from the limitations of cost, time and geographical coverage.
2. Generalizations of findings are applicable only to the Institutions in and around KalyanNagar, Bengaluru.
3. The suggestions may require policy decisions on the part of Management of Educational Institutional while implementing the same.

III. RESEARCH DESIGN

3.1 Research Design

Research Design constitutes the blueprint for the collection, measurement, and analysis of data.

3.2 Nature of Research of Design

The nature of design is both “Descriptive” and “Hypothesis testing” as it aims at not only measuring and describing the concept of **Social Media Networking Sites (SNS)** but also establishing the variables contributing to the competitiveness of teaching techniques.

3.3 Methods of Data Collection

“**Survey Method**” is used for the current research.

3.4 Sources of Data

The Research is more reliable, valid and authenticate as it pivots on primary data than secondary data. The study also takes a help of secondary data wherever the support of such data required.

3.4.1 Primary Data

The study uses **structured questionnaire** as an instrument for the collection of primary data.

3.4.2 Secondary Data

The secondary sources of data such data include internet, textbooks, published reports, research works and journal have been helpful in review of literature, understanding the concept of SNS

3.5 Sampling Design

3.5.1 *Population and its size:* Population for the study comprises of all Teaching Faculties working in various Higher Educational Institutions in Kalyannagar, Bengaluru. As per the reliable sources, there are roughly **600** Teaching Faculties are working in Six Colleges in KalyanaNagar, Bengaluru

3.5.2 *Sampling Unit:* The study considers all **Teaching Staff** as a sampling unit.

3.5.3 *Sampling and Sample Size:* ‘**Snowball Sampling**’ is chosen for the study to select the samples from the entire population.

3.5.4 Sample size Estimate using Krejcie and Morgan Table

Since the population size is finite in this study, the sample size can be determined using the formula (Krejcie Morgan, 1970) [3]

$$S = \frac{X^2NP(1-P)}{d^2(N-1) + X^2P(1-P)}$$

S = Required Sample size

X = Z value (e.g. 1.96 for 95% confidence level)

N = Population Size

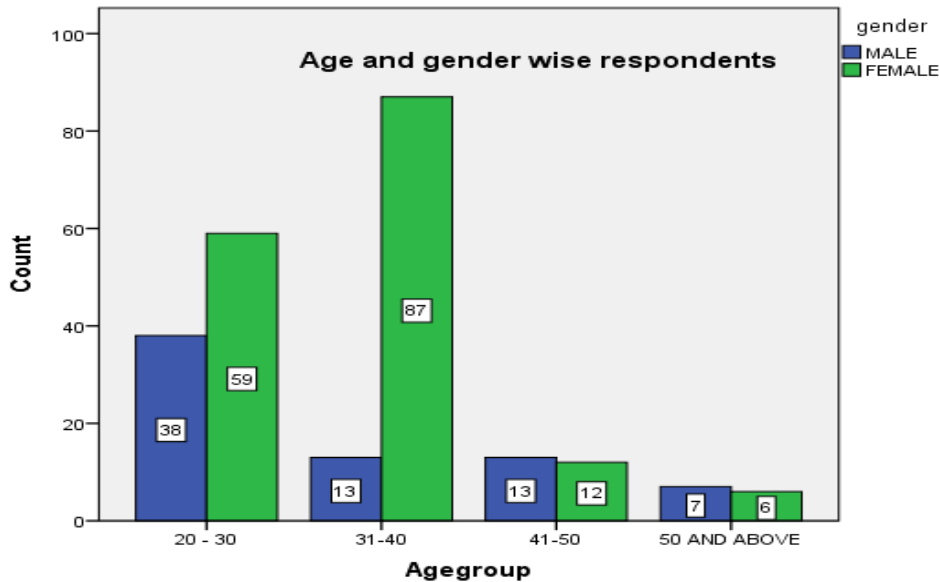
P = Population proportion (expressed as decimal) (assumed to be 0.5 (50%))

d = Degree of accuracy (5%), expressed as a proportion (.05); It is margin of error

Using Krejcie and Morgan Table, Sample Size is found be 234 for Population Size of 600.

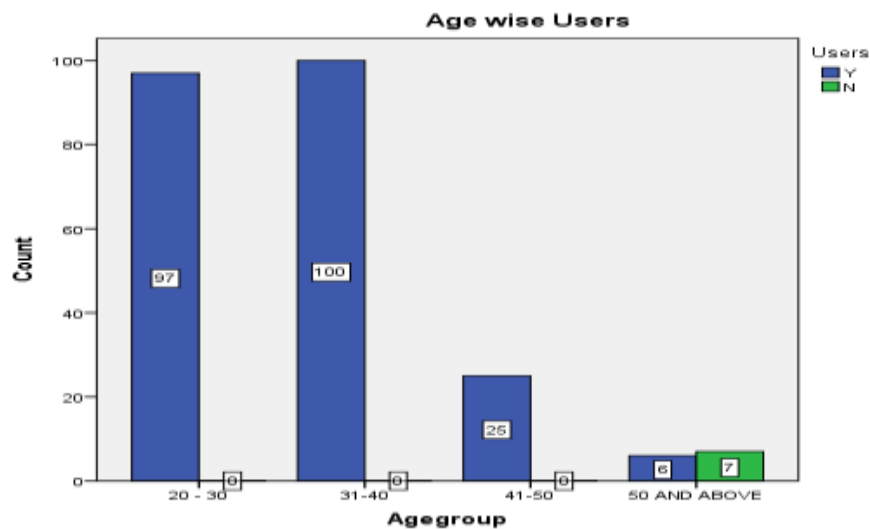
IV. DATA ANALYSIS

4.1 Age and Gender wise Number of Respondents



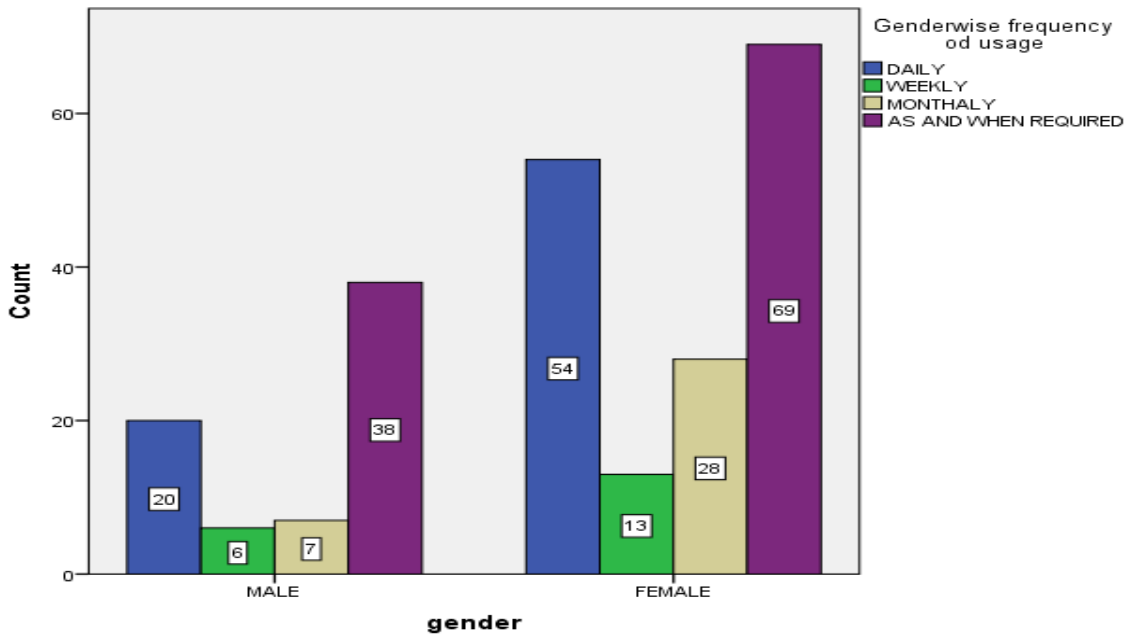
The maximum respondents for the research were from the age group of 31 to 40 years.

4.2 Age wise users



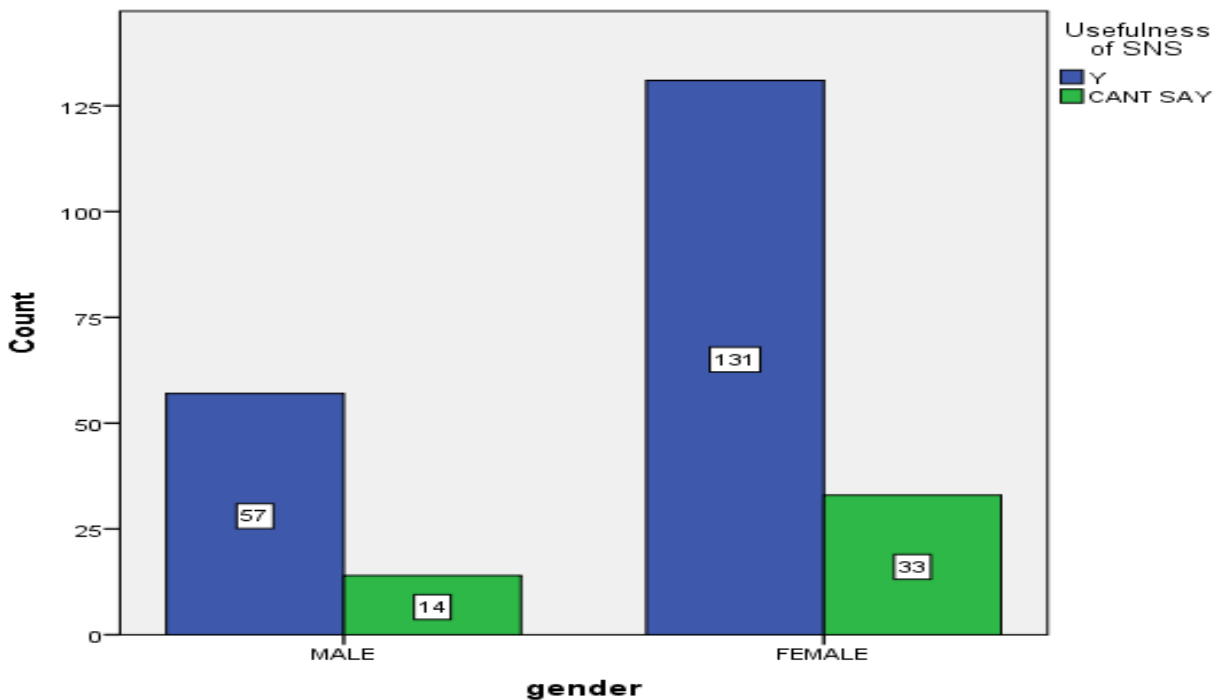
The maximum users of SNS are also from the age group of 31 to 40 years.

4.3 Gender wise frequency of usage



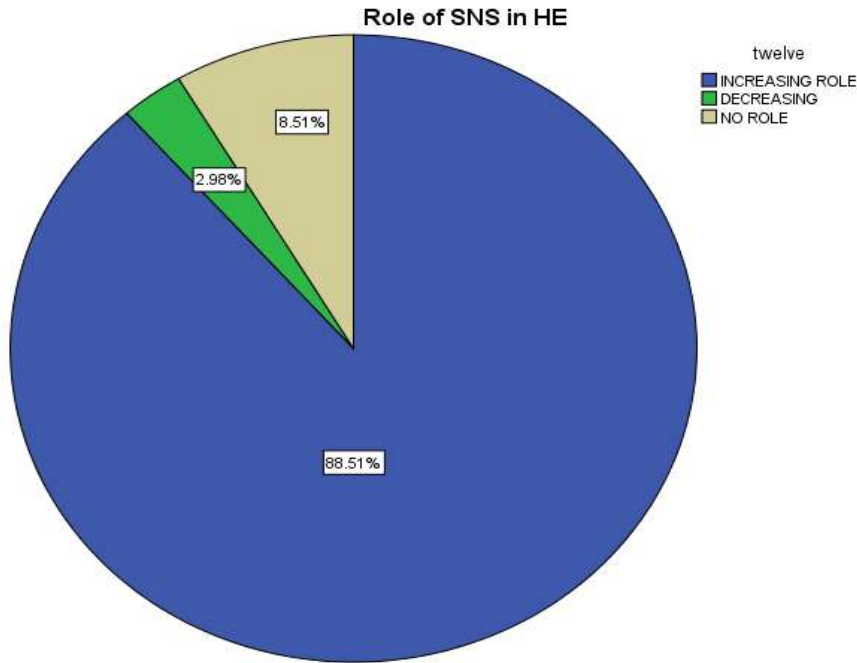
The maximum female respondents are using the SNS as and when it is required and same is the case of male respondents also.

4.4 Benefits of SNS in HE



Most of the respondents has opinion that SNS is useful in higher education.

4.5 Future Role of SNS in Higher Education



Approximately 89% respondents feel that Social Networking Sites role in higher education will increase in future.

Factor Analysis

Factor analysis is used to identify and define the underlying dimensions (factors) in the original variables. Here 19 statements are identified the impact of SNS; the variables are stated in the form of statements to collect opinion from higher education teachers' from six colleges in Bangalore'. They were asked to give their opinion for all the 19 statements in the Likert's five point scale with alternate options such as strongly disagree, disagree, neither agree nor disagree, agree and strongly agree. Initially, the correlation among these variables is calculated.

Table 1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	3578.239
	Df	234
	Sig.	.000

[Source: Primary Data]

KMO and Bartlett's Test

The value of test statistics is given above as 0.609 which indicate the factor analysis for the identified variables is found to be appropriate to the data. The value of KMO measure of sampling adequacy is 0.609. Another test namely, Bartlett's test of sphericity is used to test whether the correlation matrix is an identified matrix i.e., all the diagonal terms in the matrix

are zero. The significant value of Bartlett test is 0.000. Hence, there exists significant relationship among the variables. The measure of KMO test and value of Bartlett test indicate that the present data is useful for factor analysis. All 19 statements are reduced into three dimensions such as SNS Helping for Learning Concepts, Health issues and Distractions, Develop the social skills.

Table -2 Rotated Component Matrix

Factor	Rotated Component Matrix	Scores
SNS Helping for Learning Concepts	It makes teaching and learning process a more interesting and interactive	.865
	It helps to discuss an educational work	.835
	The scope of educational systems increased with the help of SNS	.793
	SNS helps in increasing the level of knowledge	.792
	It is helpful for Faculties and students	.777
	It helps in increasing the contacts of intellectuals.	.772
	It is making the teaching learning process easier than ever	.750
	SNS has positive effect on Students' performance or Grade?	.741
	SNS helps to keep in touch with colleagues and Students.	.617

Health issues and Distractions	Access to resources / Knowledge had made easy with the help of SNS	.729
	SNS has a negative impact on personal life as it forces us to get engaged with community online.	.691
	More usage of SNS leads to increase in Health issues	.612
	The use of SNS would reduce the personal teacher - student's relationship.	.575
	Excessive usage of SNS impairs mental stability It distracts the student's attention while teaching	.531
	SNS Impact Student more negatively than positively.	.489
	Generally students use SNS for distractive purpose rather intended one.	.463
Develop the social skills	SNS play a significant role in College Life	.827
	SNS help to develop the social skills	.559
	It helps in having after class discussion and asynchronous communication	.478

[Source: Primary Data]

Table 2 exhibits the factors and corresponding statements with scores. Factor scores are obtained for each statement. If the score is high of selected variables which indicate that particular variables has high level of impact on teaching and learning. All the 19 statements with score and rank are provided in the following table.

Table -3 Impacts of Social Networking Sites with Score with Rank

Statements	Scores	Rank
It makes teaching and learning process a more interesting and interactive	0.865	1
It helps to discuss an educational work	0.835	2
SNS play a significant role in College Life	0.827	3
The scope of educational systems increased with the help of SNS	0.793	4
SNS helps in increasing the level of knowledge	0.792	5
It is helpful for Faculties and students	0.777	6
It helps in increasing the contacts of intellectuals.	0.772	7
It is making the teaching learning process easier than ever	0.75	8
SNS has positive effect on Students' performance or Grade?	0.741	9
Access to resources / Knowledge had made easy with the help of SNS	0.729	10
SNS has a negative impact on personal life as it forces us to get engaged with community online.	0.691	11
SNS helps to keep in touch with colleagues and Students.	0.617	12

More usage of SNS leads to increase in Health issues	0.612	13
The use of SNS would reduce the personal teacher - student's relationship.	0.575	14
SNS help to develop the social skills	0.559	15
Excessive usage of SNS impairs mental stability It distracts the student's attention while teaching	0.531	16
SNS Impact Student more negatively than positively.	0.489	17
It helps in having after class discussion and asynchronous communication	0.478	18
Generally students use SNS for distractive purpose rather intended one.	0.463	19

[Source: Primary Data]

Table 3 describes the most as well as the least impact of SNS relating to learning. Out of the 19 statements pertaining to impact of SNS, "It makes teaching and learning process a more interesting and interactive" has influenced more among higher education teachers' this statement is placed 1st rank and the statement namely, "students use SNS for distractive purpose rather intended one" has low impact on SNS among higher teachers' and this statement is placed in 19th rank.

On the basis of extraction method and principal component analysis the variables were divided into 3 factors. These factors were as under:

F1. SNS Helps for Learning Concepts

F2. Use of SNS increases Health issues and Distractions

F3. SNS helps in developing the social skills.

The above factors were tested with independent variables and the results were as follows:

Table 4 H₀ There is no significant association between Age group and SNS for Learning Concepts

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Agegroup and	12.657	234	.000	1.806	1.52	2.10
SNS Helps for Learning Concepts	30.000	234	.000	3.67500	3.4263	3.9237

The H₀ is rejected and there is significant association between age and role of SNS in learning concepts. Respondents ageing above 50 have opinion that SNS does not help in learning concepts.

Table 5 H₀ There is no significant association between Age group and Health issues and Distractions due to Use of SNS

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Agegroup and	32.938	234	.000	1.804	1.70	1.91
Health issues and Distractions	104.842	234	.000	3.85532	3.7829	3.9278

It is observed from **T test** that H₀ is rejected and there is significant association between age and Health issues and Distractions. Respondents above 41 yrs. feel that use of SNS increases health issues and distractions.

Table 6 H₀ There is no significant association between Age group and SNS helps in developing the social skills.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Agegroup and SNS helps in	32.938	234	.000	1.804	1.70	1.91
Developing the social skills	145.889	234	.000	3.64043	3.5913	3.6896

The H₀ is rejected and there is significant association between age and development of social skills. Respondents within 20 to 31 age group feel that use of SNS helps in increasing social skills.

Table 7 H₀ There is no significant association between Gender and SNS Helps for Learning Concepts

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender and	56.563	234	.000	1.698	1.64	1.76
SNS Helping for Learning Concepts	79.218	234	.000	3.67362	3.5823	3.7650

The H₀ is rejected and there is significant association between gender and learning concepts. All the male respondents feel that SNS helps in learning concepts. But 12% of the female

respondents said that it does not help in learning concept. And 19% of the female respondents have chosen the option cannot say.

Table 8 H₀ There is no significant association between Gender and Use of SNS increases Health issues and Distractions

One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender and	56.331	233	.000	1.697	1.64	1.76
Health issues and Distractions	41.047	35	.000	3.87963	3.6877	4.0715

The H₀ is rejected and there is significant association between gender and health issues and distractions. Only 23% male respondents **strongly agree** that the use of SNS increases health issues. But 49% of the female respondents **strongly agree** that the use of SNS increases health issues.

Table 9 H₀ There is no significant association between Gender and development of the social skills due to SNS

One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender and	56.331	233	.000	1.697	1.64	1.76
Development in social skills	55.934	35	.000	3.65972	3.5269	3.7926

The H₀ is rejected and there is significant association between gender and improvement in social skills. Almost 78% male respondents **strongly agree** that the use of SNS improves social skills. But 51% of the female respondents **agree** that the use of SNS improves social skills.

V. FINDINGS

1. Total of 235 respondents was considered. Out of which 70 were males and 164 were females.
2. The Respondents were divided into different age groups, out of all the respondents only 7 respondents who were aging above 50 were not using SNS.
3. Approximately 50% of the respondents were using SNS as and when it was required.
4. 80% of the respondents feel that SNS will play major role in Higher Education in the coming days.

5. With the help of factor analysis, variables were reduced to three dimensions namely:

- SNS helps for learning concepts.
- Use of SNS increases health issues and Distraction
- SNS helps in developing the social skills

These factors were tested with different Independent variables and the results were as follows:

6. Respondents ageing above 50 have opined that SNS does not help in learning concepts.

7. Respondents above 41 yrs. feel that use of SNS increases health issues and distractions.

8. Respondents within 20 to 31 Age group feel that use of SNS helps in increasing social skills.

9. All the male respondents feel that SNS helps in learning concepts. But 12% of the female respondents said that it does not help in learning concept. And 19% of the female respondents have chosen the option 'can't say'.

10. Only 23% Male respondents **strongly agree** that the use of SNS increases health issues. But 49% of the female respondents **strongly agree** that the use of SNS increases health issues.

11. Almost 78% Male respondents **strongly agree** that the use of SNS improves social skills. But 51% of the female respondents **agree** that the use of SNS improves social skills.

VI. CONCLUSION

Social Networking Sites have immense scope in higher education. It helps in increasing the effectiveness of Teaching–Learning. The excessive usage of SNS has a negative impact on the Mental and Physical health of the users. But on other hand it helps in improving the social skills including communication skills of the Academicians. The Management of the Educational Institution needs to bring changes in Policies to adopt social media by their Academicians in their teaching professions to combat the challenges.

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