

A Review of Social Networking Sites and Academic Performance of Students

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Abstract

The purpose of this research is to examine how using social media affects students' schoolwork. SSNs facilitate student interaction and learning by connecting students to one another and to resources. Learning, making connections, travelling the world, and finding career possibilities are all facilitated by SSNs. In spite of widespread assumptions that today's youth are misusing social media for harmful purposes, the vast majority of students are interested in exploring its potential educational applications. Students have found success in using various forms of social media as a means of communication and research, ultimately leading to a more effective educational experience.

Keywords: Social Networking Sites, YouTube, Whatsapp, Facebook, Twitter, LinkedIn.

Introduction

The internet's many uses extend well beyond that of a simple research aid. The Internet has been touted as a tool for meeting new people, renewing relationships, and even reuniting with distant relatives. It's also a great way to network with like-minded individuals for professional or financial gain. Students often make use of social media, also known as social networking sites, as the newest type of advanced communication technology. The emergence of social media platforms made this easier because of the wide range of formats and information they provide with no need for specialised internet knowledge or skills. That's right; establishing a social media connection is open to everyone (Sudha & Kavitha, 2016).

According to Hasnain, Nasreen, and Ijaz (2015), the popularity of social media has skyrocketed in recent years. Students' academic achievement has also been profoundly influenced by the Internet's explosive rise. If students learn how to efficiently use social media, it may provide them with access to information that can improve their academic results. According to Sudha and Kavitha (2016), it's not surprising that SSNs are having an impact on people's lives and social interactions given their widespread use. The widespread use of social networking sites like Facebook is an example of the newest generation of communication technology that is finding its way into students' daily lives and has the potential to become a useful tool for facilitating classroom discussions and fostering collaboration among teachers. Students often utilise social media to stay in touch with peers, research topics of interest, and discuss new ideas.

Social networking services enable users to make public or semi-public profiles inside a constrained system, compile a list of other users with whom they have connections, and peruse both that list and a list of users with whom they share connections. It's a shared service accessible over the internet. Facebook, Twitter, and other social media sites are often used for group communication among friends, classmates, and acquaintances. The dissemination of information encompasses a wide range of activities, including reports, discussions, rumors, and expressions of opinion, surveys, and other research results.

Some may question whether or not kids' academic performance is related to the widespread usage of social media among today's youth. This study set out to answer the question, "How does students' usage of social networking sites (SNS) affect their academic performance?" Its secondary goals were to identify the advantages of using SNS and to identify the most helpful SNS for undergraduate students (Wentworth & Middleton, 2014). There is little question that advancements in communication technology have turned the whole globe into a "global village." But in the same way, there are pros and cons to technology, just as there are two sides to a

coin. It aids in making individuals more knowledgeable, educated, and up-to-date on global progress. The advancement of technology has shown us superior methods (Perrin, 2015).

Baran (2002) argued that the Internet is best understood as a gigantic network of other networks. Local area networks (LANs) are used to link together various computers in the network. In contrast, wide area networks (WANs) link together a collection of local area networks (LANs) in various geographic regions. WANs link together private, commercial, government, and academic networks, as well as homegrown networks that include computers. Since the introduction of SNS, there has been a lot of talk concerning the influence of these platforms on kids' overall success in school and on their grades in particular. Several of these studies have concluded that students' use of social media reduces their concentration and productivity, which in turn leads to worse grades and less time for research (Banquil et al., 2009; Kirschner & Karpinski, 2010; Ndaku, 2013). Malaney (2006) countered by saying that the culture of social media may be both good and bad. He clarified that contrary to popular belief, college students who use Facebook really outperform those who don't when it comes to academic performance.

Social Networking Sites and Academic Performance

Students' social lives have grown more reliant on online social networks. These Networks serve as a vital hub for users to meet new people and develop existing relationships. Increasing student motivation and performance, social media is increasingly recognized as a potential learning platform or community (Tagoe, 2013). The usage of social media has been found to boost student cooperation and engagement, supplement conventional learning, and increase academic achievement in higher education as predicted by (Kasperski & Blau, 2020).

Universities and colleges have increasingly come to appreciate the value of online communities. These platforms facilitate the dissemination of data to present and prospective students (Malesky & Peters, 2012). Skog (2005) claimed that students' social life is increasingly centred on various forms of online networking. It has gained acceptance as a teaching tool that enhances student participation and proficiency in many classrooms. The widespread availability of e-books, digital note-taking tools, and online video chats has been shown to significantly contribute to the advancement of education. Distance learning, made possible by social media, is one of the best ways to get an education from a respectable institution despite your current location (Owusu-Acheaw & Larson 2015). Wiederhold and Riva (2014) claimed that students' academic performance and comprehension are much enhanced by their use of social media because of the increased access to relevant material and knowledge. University students rely on a wide range of online resources to help them with their assignments.

Learning, according to the constructivism theory, is predicated on an individual's creating his or her own knowledge, meaning, and understanding of the world via engagement in meaningful social activities and conversations (Stabile & Ershler, 2016). The increased contacts made possible by social media provide doors for the development of new understanding. Knowledge is gained through a community of shared activity via participation, conversation, and interaction. Students develop the ability to think critically both inside and outside of their own assumptions and preconceptions. They also develop skills in perspective-taking that contribute significantly to their social and emotional development, an area receiving a great deal of attention in the United States right now (Gehlbach 2010). By bringing together a wider range of people, social media facilitates the development of more inclusive learning communities (Schrader, 2016).

YouTube

YouTube is a video-sharing website made specifically for regular people to utilise. Not surprisingly, educational initiatives have not been ignored (Greenberg, 2010). YouTube channels are video-sharing websites run by institutions, and several colleges have developed a strong online presence via them. In March 2009, YouTube unveiled YouTube EDU, a curated directory of YouTube channels made in partnership with educational institutions. By the conclusion of its first academic year, YouTube EDU had expanded to more than 300 academic institutions and included over 65,000 videos covering topics such as classroom instruction, campus

events, and academic research. Some of the educational value of YouTube material may be found in the videos below (Bohnik & Deshen, 2020). According to Burgess and Green (2018), this service was mainly introduced for the main purpose to upload any kind of videos or content and with time, it also became a platform for where students could see and learn. Many YouTube channels like Khan Academy were launched that gave proper education by posting lectures related to all fields, university lessons, college programs and school education. YouTube today is the easiest platform to learn from since it had 14-18-minute-long animated videos explaining all about respected subjects. This platform gives a fast learning and keeps their attention (Chau, 2010).

Facebook

Facebook allows users to connect and communicate with one another via the sharing of various types of material. Users may now organise and publicise their own meetings, parties, and other activities. Facebook may be accessed in an additional 37 languages. Keeping in contact with former high school and college friends is easiest to do on Facebook (Rouse, 2014). Facebook and Twitter, among others, are widely used by university students and faculty to facilitate learning both in and out of the classroom. Using social media in the classroom has a number of advantages, including better two-way communication between students and teachers, more chances for students to meet and connect with one another, the rapid dissemination of information and materials, and students' continued access to lecture notes and other course materials long after class has ended via DM (Maria, Dan, & Jessica 2011).

Facebook is a useful social medium. People who spend a lot of time online include many college students who use social networking sites like Facebook (Salaway, Caruso, Nelson and Ellison, 2018). According to Pasek and More (2009), Facebook has a beneficial influence on students' performance in the classroom. The highest-achieving pupils were found to be heavy Internet users.

Twitter

On Twitter, we can exchange up to 140-character mini-rants and rambles. Like a microblog (Goel, 2018). Twitter has been used successfully by students and educators alike to address and resolve classroom technology issues. They may obtain timely feedback on instructional questions (Orit, 2012). Haythornthwaite (2016) highlighted that many teachers use Twitter for their academic activities. After a survey, Twitter was discovered as a tool that educators believe could be used for classroom lessons in the future. It ranks higher than other social media sites. Twitter can increase student engagement in educationally relevant ways. It improves grades and can help students to achieve desired college outcomes. Their research proves that Twitter and other social media sites can be used most effectively in education (Junco, Heiberger, & Loken, 2010).

WhatsApp

Kuppuswamy and Narayan (2010) stated that WhatsApp is a social networking app for smartphones. The Internet may be used to transmit text, pictures, sound, and video. Over time, WhatsApp has completely supplanted IM. It's efficient and costs less than sending a direct message. In order to utilise WhatsApp on a desktop computer, we must first sync our phone to the computer. Features like group chats, audio notes, and constant status updates make this app a hit among teenagers (Rahmadi, 2020).

According to Meenakshi, Anitha, and Lakshmi (2019), WhatsApp is the most popular and effective means of student communication. Teachers at my institution often recommend that their students join a WhatsApp group for the purpose of communicating and collaborating on class-related matters. They concluded that WhatsApp is used fairly well by the university students and it has a positive effect on them. To avoid receiving poor grades, they should aim to limit WhatsApp usage. According to Golam Rabbani Sarker (2015), WhatsApp is like a sharp knife. If we don't know how to use it, we can cut ourselves. Therefore, students should be careful when using WhatsApp.

LinkedIn

According to Archambault & Grudin (2012), LinkedIn is more popular among those with higher levels of education and disposable income. LinkedIn is a popular social media platform for professional networking,

knowledge sharing, and job searching. LinkedIn also provides several resources for developing one's expertise in one's chosen field. This social media platform, for instance, offers us the chance to take advantage of their online classes in order to acquire new knowledge and hone our present abilities. This is a platform which was made mainly for job postings, job seeking and for the purpose to share about your Business and get our name out there. For students, college and university alumni, this platform was a place to have our account created and explore the world full of jobs whether we're a freelancer or want to work full time in a n NGO, local office, firm, agency or any registered business.

According to Carlos (2016), a small percent of university college students has LinkedIn accounts. This is one platform which helps people acquire a job and has been very successful at serving its purpose. For a very long time however, this platform has become a social media platform too just like Instagram or Facebook where people will message us share their pictures and it's not always about business or a job but something completely unrelated to the purpose. The overwhelming majority of students who use LinkedIn use the free service. Natalie (2016) states that the study found that males tend to use LinkedIn sites more frequently than females. It is also observed that Business Administration students use LinkedIn more than students majoring in another subject.

Conclusion

There should be greater education for students on how using social media might affect their schoolwork. Students should make an effort to limit their social media usage during school hours. The beneficial rather than negative effects of social media on a student's academic achievement must be highlighted. The key to making the most of social media is moderation. Do not centre yourself on the number of likes or comments you get. Monitoring social media is a drain on time and may cause emotional distress. On SNS, we have the option of customising our newsfeed and seeing just the stories that we find interesting. The usage of social media networking sites for educational purposes is a pressing issue, and teachers should push their pupils to take full use of these tools.

Benefits of Using SNS for Students

Learning and networking

When it comes to education, social networking sites are invaluable tools for sharing knowledge and fostering collaboration. Online classes are available for students, who may then connect with one another and the instructor using social media platforms like YouTube, Twitter, LinkedIn, and Facebook to ask and answer questions. These also facilitate communication between students and their mentors, advisors, and mentors in the classroom. The result is a class where students aren't just listening to the teacher but actively contributing to the discussion.

Experience of global exposure

Students can communicate with anybody in the globe thanks to the many channels provided by social media. By engaging with others across so many mediums, kids may expand their horizons and learn far more. By asking questions about a broad variety of issues on these SNS, students may get exposure to perspectives from across the world. This has profound effects on both their academic success and their developing identities.

Facebook groups can create public discussion spaces

Facebook groups are communities inside Facebook where users may share and debate content related to a certain hobby or subject with their friends and acquaintances. The third speaker emphasizes the potential for Facebook (groups) to serve as a forum for student debate on a wide range of issues. Here, students may ask questions and obtain responses and advice from others who may have encountered or dealt with a similar situation.

Students love to watch educational videos on YouTube

For educational purposes, students may use YouTube. These films are great resources for students who learn better with visual aids. Universities all across the globe are using YouTube to share their instructional and research films with students. On accommodate this, many instructors upload many versions of the same lecture

to YouTube, and students may choose the one that works best for them. In recent years, however, its usage as a teaching tool in schools has skyrocketed, and it has become more common in homes as well.

LinkedIn Provides Employment Opportunities

Students may find internship and job possibilities on LinkedIn, but the site also helps them build a professional network. For finding work, internships, and volunteer work while in school, this is crucial. It's a great way for young people to meet potential future employers.

If utilized correctly, social media platforms may be a powerful tool in the classroom. Using social media, students may connect with one another. They are totally reliant on it for all of their education, development, and adaptation needs. One of the greatest advantages of social media is the way it helps teens prioritize their daily schedules. Modern youth credit their ability to grow and change with their access to technological tools and the prevalence of information shared on social media. The good benefits of social media on learning are many, and the field is constantly evolving to provide even more opportunities for students. Undergraduates in particular have found that social media tools like Wikipedia, YouTube, E-books, online lessons, and learning through video chats may greatly reduce their time spent studying and increase their efficiency. Not only that, but it's a place where individuals from all over the globe can share their ideas and work, which is great for international understanding and for helping kids from all over the world learn to appreciate one another's unique viewpoints. This diversity and extra learning give these students an extra edge of the society, more room for personal growth and an adaptation of worldly attributes, etiquettes and cultures.

Students can engage with peers who share the same interests, overcoming time and geographical barriers. Students who may have a hard time finding individuals who appear like them, may find this to be very helpful. As a result, we advise the university to educate students on how to effectively use social networking sites for academic purposes. Additionally, we recommend that social networking sites be managed so as not to interfere with students' academic study time. Since social media is the most effective method of communication and facilitates student connection, ease of access to information, and research, it can be said that social media is improving education and boosting student involvement and performance at universities. Students are more likely to succeed because they are able to tailor their efforts to the specific areas of study in which they have the greatest interest. Finally, it is important to note that the impacts of social media on college students are complex, ranging from positive to negative. There are no hard and fast rules for how to behave on social media; although there are obvious drawbacks (anxiety, procrastination, and poor self-esteem), there are also clear upsides (self-affirmation, stress release, and streamlined communication). The consequences on a student's social and academic life can only be mentioned if the student is able to self-regulate the amount of time spent on these sites every day. The problem is with the user, not the instrument. Students may benefit from using social networking sites for both personal and academic reasons, and educators should promote their use. The majority of students, studies show, turn to social networking sites like Facebook and Twitter to satisfy their academic needs. University students find YouTube, Facebook, and LinkedIn to be the most useful social networking sites. As a result of their extensive usage over the last several years, many students have the false impression that social networking sites are easy to use. Students' use of social media greatly facilitates information exchange, academic growth, and the enhancement of reading and writing skills. Typically, students spend between three and four hours each week on social media. Students use tablets, cellphones, and desktop computers to access social networking sites.

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