

Impact of Social Networking Sites on Students Academic Achievement in Present Scenario**Dr. Sarla Nirankari**

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Abstract

The main aim of this research is to how the social networking sites is impacting on students Academic achievement . Students are having a negative or positive impact. Most of the students spend a lot of their time on Social Networking Sites such as Facebook, WhatsApp, Twitter, Instagram etc because of which he/she is unable to concentrate on their study and works also. Social Networking Sites which are big area in themselves, this helpful is also enough in today's modern era, but only when we use it in the right way other wise this is a threat to our society as well as. The most important task in students life is education, which is not being done due to the impact of Social Networking Sites, otherwise they are unable to give neither site is able to interact with it. Due to the high usage of Social Networking Sites he/she is becoming Physically as well as Mentally weak which is hindrance in his/her all round development. The main aim of this research is to improve it by knowing its positive and negative impact so that our students can move towards their bright future.

Keywords Social Networking Sites; Facebook, Instagram, Twitter, WhatsApp, Academic Achievement.

Introduction**Social Networking sites**

Social networking sites are web- based services in which individuals can create a profile, to create a list of user to whom to share connections and thoughts and cross the connections within the system. it is the online platform which is people use make the social relationship with other people there that they share personal or career interests, activities, background. People spend their more hours on social networking sites to download pictures, browse through updates seek entertainment status and chat around with friends to keep themselves connected to one another.

Andrew Weinreich the inventor of social networking sites. **ORKUT** was the first social networking website that actually attracted users towards the idea of building up their social networks and the First social networking site was **sixdegree.com**. At present Orkut was followed by Myspace, Facebook, Twitter and Google+.

Social networking sites are mainly three types:

1. Social Networking Websites
2. Instant Messaging Services
3. Video Conferencing

Social Networking Websites:-

SNW is that website which enables users to create public profiles within that Web site. It is used

to form relationship with other users of the same web site who access their profile. Orkut, Facebook, Myspace, Google+ and Twitter are the examples of social networking websites.

Instant Messaging Service:- Instant messaging service is the exchange of typed message between computer users in real time via the internet. Its some features are available in most social networking websites like Facebook, Google+ etc.

Yahoo Messenger, Gtalk, Meebo , Line, viber etc the examples of Instant Messaging Service.

Video Conferencing -: It is the communication system between two people at different sites by using computer networks to transfer audio and video data. A webcam and microphone are necessary for video conferencing. Skype, yahoo messenger and whatsapp etc are the examples of video conferencing.

Advantage of social networking sites (SNS)

- It connecting the world.
- It gives the information to what happen around the world.
- It gives the best job search platform.
- Through it we share our thoughts, ideas and feelings.
- Through it we can do free advertisement.
- It helps in interacting with students and sharing their ideas each other. It is also helps in improving students creavity.

Disadvantages of social networking sites

- Sometimes it gives false and unreliable information.
- Due to SNS causing major relationship problems.
- Cyber bullying is when a person is continuously bullied through online accounts.
- Some peoples may tend to use to these social networking sites till mid night or even more which can obviously lead to the mental health problems and sometimes it harms their body too.
- People may spend time in facebook through which they lack to spend time with their family members.
- Sometimes users provide their personal information to others which is insecure because they can easily tracked down by strangers.

Safety is at pole when we share everything online. Through so much sharing going on, issues over privacy will always be a big concern. There are several types of social networking sites like Facebook, Twitter, Instagram, Whatsapp, ect.

Facebook is another famous social networking site. It is launched as facemash in july but later changing to the facebook on feb4,2004. It was establish by Mark Zuckerberg. It's name comes from a colloquialism for the directory given to students at some American Universities. Through Facebook we share photos, videos, status, check information, chatting, video calling following, like comments etc India has 241 million active user. Both Facebook and Myspace had a huge influence on not only social aspects of life but also, political and economic aspects of a human being. Every sixty seconds 2,93,000 status are done on Facebook. Taking about Average amount of time a person uses Facebook per month is 15 hours 33 minutes.

Instagram is a newer free social networking site. Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos and share them on different platforms. Instagram was launched in 2010

by Mike Krieger in san Francisco, California. India has 41 million monthly users.

Twitter was created in March2006 by Jack Dorsey, Noah Glass, Biz stone and Evan Williams by July 2006 the site was launched . It is particularly popular in the United State. where as the microblogging service had 48.65 million active user. Japan and United Kingdom were ranked second and third with 36.7 and 14.1 million users respectively. In India 7.75 users of twitter. Twitter experiences more than 500 million tweets a day. China is the most twitter users country.

Whatsapp is also a social networking sites. It was founded by Acton and Jan Koum. Its uses the internet to send messages, images, audio or videos. There are 25 millions new users every month and 833,000 users active in per day. India has the largest number of customers that they use the Whatsapp.

Academic achievement

Academic achievement has been recognized as one of the important goals of Education world over. It is general observation that learners place in similar set of academic positions and that their scholastic achievement varies. Academic achievement is the extent to which a teacher, students or institution has achieved its short or long term educational goals. Academic achievement is a test that measures a person's knowledge, understanding and skills in a particular subject or various subjects of a course. academic achievement is product of a number of factors operating within the individual and outside him. Academic achievement is commonly measured through examinations or continuous assessments but there is no general agreement on how it is best evaluated or which aspects are most important arrangement of knowledge such as methods or critical knowledge such as reality. A school with more academic achievements would receive more money than a school with less achievements. Academic achievement is once considered a criterion for total achievement and ability. so it is a blessing for the students to have higher academic achievement. The term achievement refers to the degree or the level of success attained in some specific school task specially scholastic performance.

In this sense academic achievement means the attained ability perform school task, which can be general to specific to a given subject matter. Academic achievement can be defined as ultimate perception and self- assessment of one’s purpose academic success. It generally indicates the learning outcomes of pupil. Academic achievement as knowledge attitude or skill developed in the school subject usually designed by test scores Or by marks assigned by teacher or by both. Academic achievement has always been considered to be a very important factors in the educational life of an individual , because good academic record over years predicts future success of a person. Academic achievement is affected by various cognitive and non- cognitive factors; learning is also one most important factor of academic achievement

Factors that influencing the academic achievement

- Attitude of the students
- School resources
- Leadership aspects
- Skills and abilities of teacher
- Classroom environment
- Social circle
- Role of parents
- Peer group
- Family

Implications of Social Networking Sites

Generally social networking sites has much positive as well as negative implication. Positive implication in the sense creating awareness of specific issues, for example recently most of the people are suffer from **Ebola Virus in Congo**. Still they people didn’t have much awareness. Through this social networking sites we can know about this virus and can also remove the cure. Apart from this, we can also use it in business advertising, which can help in furthering our business. In order to increase their Economic growth people are following very fast without eating anything and running away asleep. Beside this people cannot take their time to visit their friends and relatives. Social networking sites plays an important role in terms of act as bridge between the human beings. Social networking sites has a great influence in students life. However it has

a positive implication simultaneously negative implication is there. The overuse of social networking sites is a global problem which impacting all generations, and research says that essential internet usage can have a highly negative impact on our mental, physical as well as emotional health. Youngest especially are suffering the most. They spend their more and time in social networking sites. They lose their education, health and life also. The habit of reading is one of the important habits for gaining their knowledge, shaping their thinking and mental ability. But recent years due to social networking sites these habits are gradually decreasing. Because of this Cyber crime is increased day by day. Also the political impact is more. It will support especially US, Iran and India for elections. They have also served to rally people for a cause and have inspired mass movements and political unrest in many countries.

Now days all the Net savvy companies are using social media to promote their products, build customer loyalty, and many other functions. It is help for business in terms of can make interaction with the customer and handling them easily. Through this businessman can easily understand the expectations, requirement, needs and wants. Accordingly they can develop their product and provide satisfaction to their customers. Many firms organize a variety of contest and give them prizes and ask customer to visit their social website page more often.

Unfortunately there are a few downsides too to social networking sites. Many workers divert themselves on such things rather of focusing their work. Some studies prove that British companies have lost billions of dollars per year in productivity because of social networking sites addiction among workers. However growth of technology is uncontrollable, as human beings intellectually examine and utilized means maximum hazard can be reduce.

Conclusion

Social networking sites have both good and bad effect on students academic achievement. Some students use them good thing and some students are used for bad things. In present scenario most of the students waste their time on social networking sites it is the bad thing for their bright future. Students mostly use social networking sites for entertainment.

They mostly use Social Networking Sites due to the influence of their friends, colleague etc. Students spend much their time in social networking sites because of this they lose their education, health and life also. The time he spends for his studies is the time he mostly uses on social networking sites because of which their academic achievement is affected. To avoid this their parents should allow children to reduce their use of mobile phones and it is also the duty of the school to let the children fine the phone or any other kind of punishment so that children use less social networking sites due to fear of punishment.

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