Contribution of SNSs to the development of Academic learning in Social Science

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Abstract:

Interpersonal interaction destinations have progressively turned into a significant instrument for youthful grown-ups to collaborate and associate with their friends. As the greater part of these youthful grown-ups are additionally students, teachers have been searching for approaches to comprehend the wonders to bridle its potential for use in instruction, particularly in Social science personnel of Bangalore University. Significant where SNSs are well known among the PG understudies and researchers, yet there is little information accessible to portray examples of utilization for the more extensive fragment of the objective populace. This investigation displays the aftereffects of an across the nation review on tertiary dimension understudies in Bangalore University. The respondents invest the vast majority of their energy online for long range informal communication and learning. The outcomes additionally show that while the respondents are utilizing SNS for casual learning exercises use it to connect with their speakers in casual learning settings. The respondents additionally revealed investing more energy in SNS for mingling instead of learning and they don't accept the utilization of SNS is influencing their scholarly exhibition.

Keywords: Social networking sites, Information Communication Technology, Academic Learning, Face Book, Users.

1. INTRODUCTION:

The Social networking sites (SNS) have permeated our daily lives. Interpersonal organizations have turned into a vital piece of the lives of a huge number of Internet clients around the globe and like other Web, 2.0 advancements, enable individuals with no specialized learning to make an online profile and to convey and impart data to other people. Informal organization locales use among PG understudies and Research Scholars needs much consideration because of expanding understudy database in the site, measure of time given to it, expanding action on to the site by the understudy network it influences understudies' typical action throughout everyday life and makes new issues to their social and scholastic improvement. To survey and assess these and more this popular issue requires investigate. As the motivation behind this examination was of an illustrative and exploratory nature, the Researcher felt the most fitting technique for research for this specific point was quantitative. The required information and test is quite certain, in short I expected to gather information that gave an understanding to how sociology individuals explore through SNS, data unveiled on close to home profiles and reasons regarding why certain data was or was excluded on the page, and obviously this required people with customary access and learning of PCs and the web.

In particular, information was gathered through the conduction of semi-organized survey. This information was then upheld with a short substance examination of the every one of the member's person to

person communication profiles in which I inspected the level of data unveiled. Percentile examination used to look at the information and MS EXCEL utilized for the investigation.

1.1 Objectives:

The study was carried out in order to attain following objectives.
- ➢ To analyze Whether SNS appropriate in Social Science Environment.
- ➢ To find out the impact of social network sites sociability.
- ➢ To find out the impact of social network sites on academic performance.
- ➢ To suggest social and academic benefits and pitfalls of the social network sites too socially and academically.

2. ANALYSIS OF RESULTS AND DISCUSSION

This paper deals on the subject of analysis and interpretation of the data, and dissection of the findings. Tables and graphs are the most common methods of presenting analyzed data. In total, 110 questionnaires were distributed and after continuous follow up, 84 were returned with responses, this gave responses rate of 76.36% questions that were posed to the respondents include question on the qualification of the user.

Keeping in view the destinations of the present investigation and so as to discover the critical contrasts among three gatherings has a place with low interpersonal organization locales (SNS) clients, normal informal community destinations clients and high interpersonal organization clients, percentile examination was determined. The got outcomes have been appeared in the accompanying tables and diagrams. The investigation of results on Academic execution, Emotional development, imagination and play exercises was being displayed separately in the accompanying segment. Content investigation and clear examination, for example, mean, frequencies and rates were utilized to break down the information. Recurrence dissemination tables, pie outlines and histograms were utilized where fitting in order to guarantee that the exploration is clear and effectively justifiable. After the investigation and elucidation of information, a last report was composed to give a rundown of the discoveries. In this segment, the outcomes from the information gathered are dissected and examined. The point of the survey was to pick up respondents' frames of mind and impression of the utilization of long range informal communication

Table1: Designation-wise distribution

Research scholar and PG students	Questionnaires distributed	Response	Percentage
Research scholar	25	20	80%
PG students	75	64	85.33%
Total	110	84	76.36%

Table1 shows that, out of distributed 110questionnaires distributed 20 Research scholars21 (80%) and 64 (85.33%) PG Students totally 84(76.36%) were responded.
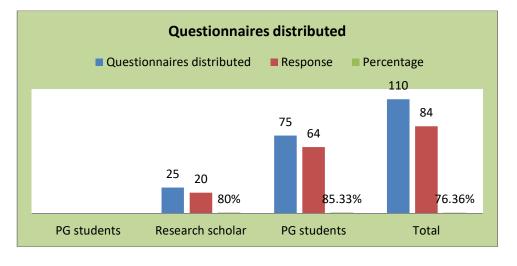
Fig.1

Table2: WhetherSNS appropriate in Social Science Environment

whether appropriatein Social Science	Responses	Percentage
Never	30	35.71%
Rarely	28	33.33%
Often	26	30.95%
Total	84	100%

Table 2 shows that, the inappropriate of SNS in Social Science Environment among respondents. The most of the respondents were responded it is never inappropriate in social science environment 35.71%, followed by rarely 33.33% and often only30.95%.
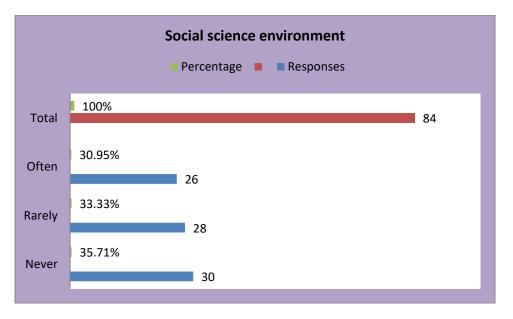

Fig.2

Table3: Usage of SNS for Social Science

Usage of SNS		Responses	Percentage
Never used		24	28.57%
Rarely used		35	41.66%
Often used		25	29.76%
Total		**84**	**100%**

Table 3 shows that,the Usage of SNS for Social Science works among respondents. Majority of the respondents were responded that never discuss with SNS on Social Science works 28.57%, followed by rarely 41.66%and often29.76%.
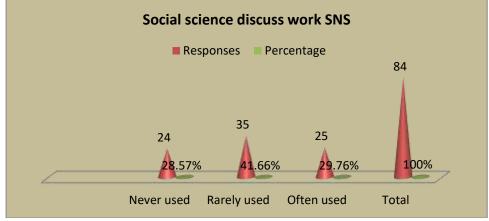

Fig.3

Table 4: Whether Social media is the best way for teachers to reach student?

Is the best way Social media for teacher to reach student?	Responses	Percentage
Yes	57	67.85%
No	27	32.14%
Total	**84**	**100%**

Table 4 Shows that, Social media is the best way for teachers to reach student. Majority of the respondents were accepted it is best way for teachers to reach student 67.85% and remaining respondents were denied of teachers to reach student 32.14%.
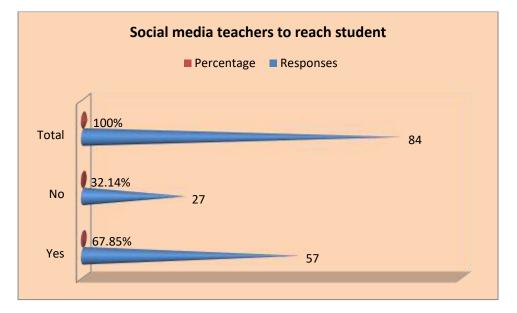
Social media teachers to reach student

■ Percentage   ■ Responses

Total — 100% — 84
No — 32.14% — 27
Yes — 67.85% — 57

Fig.4

Table 5: Frequency of Use of Different Academic Networking Sites (ANSs)

S.N		Most frequently (%)	Frequently (%)	Uncertain (%)	Less frequently (%)	Not used (%)	Total %
1	Academic.edu	18(21.42%)	20(23.80%)	26(30.95%)	9(10.71%)	11(13.10%)	100%
2	Google scholar	28(33.33%)	24(28.57%)	10(11.90%)	15(17.85%)	07(83.34%)	100%
3	Mendeley	05(5.95%)	13(15.47%)	06(7.14%)	07(83.33%)	53(63.10%)	100%
4	Research gate	16(19.04%)	13(15.47%)	4(4.76%)	18(21.42%)	33(39.29%)	100%
5	Research ID	14(16.66%)	09(10.71%)	11(13.09%)	12(14.28%)	38(45.24%)	100%

Table 5 shows that, the Frequency of Use of Different Academic Networking Sites (ANSs).The majority of Most frequently used is Google Scholar 33.33%, followed by Academic.edu 21.42%. The majority of respondents frequently used is Google Scholar 28.57% and followed by Academic.edu 23.80%. Fortunately, Research Gate stands first in less frequently used 21.42%. Majority of the users did not used Mendeley, Research Gate and Research ID.
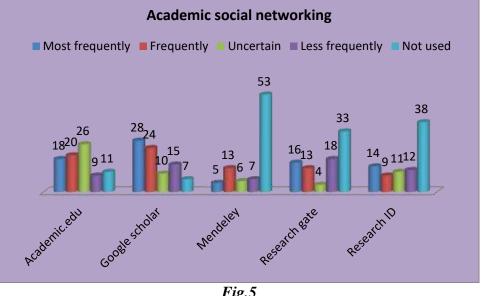
Fig.5

3. FINDINGS AND SUGGISATIONS

3.1 The present investigation was intended to examine the effect of Social Network on the scholastic work of PG understudies and Research Scholars of Social Science Faculty, Bangalore University. For the direct of the investigation a few goals were figured under part one. So as to accomplish the goals of the present investigation, the information was gathered by regulating the survey for the factors under inquiries incorporating the information concerning accomplishment scores of the clients. The past part, in this association, talked about the investigation and elucidation of information. Presently, in this part there is an important to condense the discoveries and ends coming about because of the present examination.

3.2 Findings:

❖ Respondents are active participants in the study as their rate of respondents is 71%.

❖ Majority of the users i.e., 30 (42.25%) Very negative effect respondents and 2 (2.81%) are the No effect respondents.

❖ the Usage of SNS for Social Science works among respondents. Majority of the respondents were responded that never discuss with SNS on Social Science works 14 (19.71%), followed by rarely 33(46.49%), and often 24(33.80%).

❖ , the Frequency of Use of Different Academic Networking Sites (ANSs). The majority of respondents are using most frequently Research ID 27(38.02%) for their academic work, followed by 18(25.35%) Frequently, 12(16.90%) Uncertain, 08(11.26%) less frequently, and 06(8.47%) respondents are do not use the above said SNS.

3.2Suggestions:

Based on the analysis of the research data the following suggestions are given for more constructive use of SNS:

❖ Students must use Social Networking Sites properly and not just for fun and entertainment, but also for communication with their PG students and research scholars.

❖ Students must also encourage their classmates to use SNS frequently since it promotes good communication with their PG students and research scholars SNS academic work and related activities.

❖ Students must also encourage their friends to use SNS since it promotes good relationship, making friendship ties grow stronger.

❖ Social Networking Sites should be used for personal development, where these sites enhance IT skills and help PG students to keep in touch with their professionals.

❖ Social Networking Sites should be used for sharing academic knowledge.

❖ The Social Networking Sites should be used for the purposes of discussions on social issues and also to share their own ideas and thoughts.

❖ PG and research scholars should create study groups on Social Networking Sites to improve their academic performance.

4. Conclusion:

The study basically aims to explore user behavior towards social media and does social media influences purchase intentions and SNS behavior of users. University students and executives forms majority portion of social media population, habituated to use social media several times a day through their smart phones. Sharing feedback or check reviews, entertainment, socializing and networking are key motives behind the use of social media. Attitude towards social media marketing, perception towards social media as a learning tool to know about brands/products are significant predictors to know about purchase intentions as well as word of mouth behavior through social media. Three groups have been formed through cluster analysis which has been named as social media believers, social media neutrals, and social media disbelievers.

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