

EFFECT OF SOCIAL NETWORKING SITES ON ACADEMIC PERFORMANCE OF THE STUDENTS

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Received: 07 Dec 2018

Accepted: 18 Dec 2018

Published: 22 Dec 2018

ABSTRACT

2000-2010 was the period of development of web 2.0 which could allow for growth and sustenance of social networks and hence, it was during this period that there was a boom of Social Networking Sites (SNSs) which are now seamlessly woven into the daily lives of about 2.62 billion people around the globe. Availability of cheaper smartphones, affordable and faster internet services have increased the reach of the internet; with reports of Internet And Mobile Association of India (IAMAI) providing an estimate of approximately 456 million mobile internet users in India by June 2018. Teenagers, young adults are identified as the most prolific users of internet and SNSs thereby increasing the concerns to understand ways in which SNSs are influencing and shaping the world of the Net Generation students. It is important to understand how students can leverage social networking technologies to enhance interaction among themselves, with their teachers, and use it for knowledge sharing. The aim of this review is to understand the positive and negative effect of SNSs on the academic performance of the students, to figure out which aspect significantly influence the academic performance and to propose solutions to mitigate identified negative effects.

KEYWORDS: *Social Networking Site (SNSs), Academic Performance, Students*