Impact of Social Network Media Performance in Academic Environment

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Abstract - **Since the tremendous growth of the internet, the social networking media have become an essential part in the everyday life of academic people. This study tries to find and fill the gap between the teaching and learning in the academic culture of engineering institution by selecting the best social network media to promote and develop online quality content of educational resources. This kind of study pulse the mentality of academic student in private engineering institution through structural questionnaire survey method have been taken and made the best situation solution. The study recommends that academic students should record scholarly accomplishment of gigantic against successive accessing social network media.**
Keywords: **Social Network Media, Academic Environment, Engineering Institution, Students**

I. INTRODUCTION

Web technology of Social Network Media has become a main part of younger, who use the desktop computers, Laptop, iPad, Smart Phone with the connectivity of the internet to acquire information, sharing information of all kinds of online resources for their completing professional assignment in academic village. (Madhavan, M, Sakthivel, A and Krishnakumar, K. -2017). Due to velocity growing of information communication technology on the multi-dimensional social network media the citizen of the every country fellows is accessing the endless hours.

The Social Network Media has run up with the variety of constructive services that assist the not only industry but also in education, making the relationship between teacher and student. Social Network Media connects set of groups who are engaged through particular their relationship, such as friends, classmates, roam mates, institution mates, native mates, school mates, college mates and it's for exchanging the informative messages (Garton, Haythornthwaite & Wellman, 1997).

In the modern age of 21st century teaching and learning is a very simple one with the help of Social Network Media for sharing the resources among professional groups in forming the strong relationship and also university and college are planning to change the navigate in retrieving information through right Social Network Media that will not impact the higher academic culture, but will also contribute to our county development activities in R & D in the world marketplace (Sharda Gangwar, Anita Desbhratar & Praga Garg-2013).

In the current scenario web based technology has attracted the people and do the effectiveness, communication of professional activities at anywhere at any time. Many of the Social Network Media open their gate to welcome the academician to update their personal as well as official information as in good& bad reviews (Buettner, (2016). In shortly the higher academic institution has utilized the social networking media to focus the youth in for admission by scattering their attractively valued course performances and services.

II. STATEMENT OF THE PROBLEM

Due to scarcity of disseminating academic related course materials, the cost of international editions, lack of quality teacher, restriction time, financial circumstances and the application of technology the resources can be uploaded in the social media is the effective tools and best channel. The most of the working people and studying people are willing to adopt the some social network media to propagate their images and popularity with other side of remote places (Apuke, Destiny Oberiri (2016), most of student community is giving more priority ton social network media rather than they do to their studies in the common places such as church, mosque lecture and conference (Asemah, Okpanachi and Edegoh, 2013).

According to Kim and Kim (2010), availability of instant information is very rare in the classroom and it is possible on day only and also an education user of student and staff want to share the information about all the educational course materials, knowing technical up-gradation, job related information with placement and etc. through a personal webpage of user and direct link of social network media (Buettner, 2016).

III. CHARACTERISTICS OF SOCIAL NETWORK MEDIA

The services and other features of Social Network Media is varied the every Social Network Media in delivering reliable content sources to knowing and unknowing user community with unique special habitual are presented (Mazman and Usluel 2010).
1. Focusing feedback and suggestion
2. Intermediate between end user and content
3. Making strong relationship

4. Simplifying the complicated obstacles
5. Identifying the quality of content and information originated
6. Set-up privileged in passing the information
7. Proving storing pool unlimited

IV. AIM OF THE STUDY

1. To create a strong web based platform
2. To strengthen, build relationships between faculty and student
3. To lend unlimited educational quality materials at anywhere
4. To understand the institutional ongoing program
5. To share and review academic activities

V. DESIGN OF RESEARCH

The structured questionnaire 50 were collected out of 60 from the undergraduate students of the SVS College of engineering randomly via their e-mail during the 15 day period of September 2018.The basic, simple percentage calculation method was applied in different situation of this survey with tabular as well as a graphical representation.

VI. DATA ANALYSIS

TABLE I GENDER-WISE RESPONDENT

Gender	No.of Respondent	Aware the SNM	Aware Internet	Account on SNM
Boys	(36 / 40) 90%	(23)63%	(34)94%	(17)47%
Girls	14 / 20 (70%)	7 (41%)	12 (86%)	4 (28%)
Total	50 / 60	30	46	21
%	83%	60%	92%	42%

The table I expresses the heartfelt congratulation to undergraduate engineering student in the settlement of questionnaire that was 83% with full involvement and dedicated commitment and this table extends the analysis on aware the Social Network Media and aware internet. The UG graduate has given strong evidence as that 92% were in aware of internet using rather than aware of Social Network Media. Typically this kind of result thateverybody knowing the electronic social media for accessing social media performances. Many of the students of boys and girls were not having an account on Social Network Media that 47% and 28% respectively.

TABLE II BRANCH WISE ACCESSING ELECTRONIC RESOURCES VIA SOCIAL NETWORK MEDIA

Section	Circuit Branches	Non-Circuit Branches	Total
Boys	21	15	36
Girls	10	4	14
Total	31(62%)	19(38%)	50

The electronic resources have been utilized by engineering students for their developing academic communication assignment with the help of Social Network Media which was interoperated in the table II., where the 62% of the circuit branches (CSE, ECE and EEE) were significantly utilizing the Social Network Media when compared to non-circuit 38% of (Civil and Mechanical) branch of engineering domain. This represents the girl students from circuit branches and non-circuit branches have been benefited from using Social Network Media than boys in particular subject.

TABLE III DEVICE-WISE SATISFACTION IN USING ELECTRONIC RESOURCES BY SOCIAL NETWORK MEDIA

Category	Computer	Laptop	Tablet	Smartphone	Total
CSE	4	3	-	6	13
ECE	1	2	1	4	8
Civil	2	1	-	3	6
EEE	3	2	-	5	10
Mech	2	3	2	6	13
Total	24 %(12)	22% (11)	6% (3)	48% (24)	50

The table III Explains the handling the electronic devices for accessing the Social Network Media in which Smartphone (48%) was much dominated, followed by computer (24%), Laptop (22%) and Tablet (6%) according to branches of engineering domain. As a result of this situation, students from the computer science and mechanical were highly placed as on top in handling the electronic devices than other students and at the same time the handling of Smartphone in this research paper was higher position as an electronic communication device than other devices for sharing their images, text, audio and video with their friends, professional family with the support of Social Network Media at anytime and anywhere according to their convenience (Mostafa Al-Emran, SohailIqbal Malik,2018).

TABLE IV RESPONDENT KNOWING SOCIAL NETWORK MEDIA

SNM / Gender	Google	Yahoo	Facebook	Whats App	You tube	Instagram	LinkedIn	Flickr	Amazon	Flipkart	Total
Boys	4	2	6	9	4	2	1	1	4	3	36
Girls	2	-	3	4	2	-	-	-	2	1	14
Total	12% (6)	4% (2)	18% (9)	26% (13)	12% (6)	4% (2)	2% (1)	2% (1)	12% (6)	2% (4)	50

The research questionnaire has been designed and distributed the two different opinions with the same aim in order to pulse the student mentality on knowing the Social Network Media. The table IV narrates about the student can give own choice as they like on knowing the Social Network Media, but in the table V that there was listed the Social Network Media for selection by students. The research came to observe from the both graphical representations (Fig.4 & 5) that WhatsApp (26% & 46%) and Facebook (18%, 28%) have been placed on the top than other Social Network Media. In figure-4 indicates the Google (12%) and Yahoo (4%) have been selected by the student to fulfill their requirements, on the other hand, in figure-5th nobody knowing listed the academic social network media.
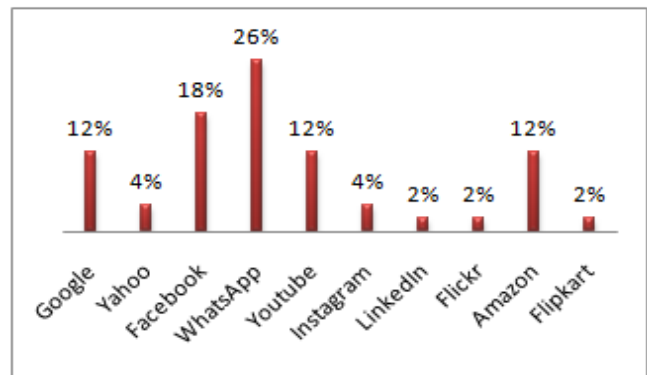

Fig. 4 Students Knowing SNM themselves

TABLE V KNOWING SOCIAL NETWORK MEDIA AS PER QUESTIONNAIRE

SNM / Gender	Google +	Research Gate	Academie.edu	Mendely	LinkedIn	Facebook	What'sApp	Twitter	Total
Boys	2	-	-	-	4	9	16	5	36
Girls	-	-	-	-	-	5	7	2	14
Total	2	-	-	-	4	14	23	7	50

In the fig.5, such a ResearchGate,Academia.edu and Mendely were not known by the student in an academic education village, but the LinkedIn has been selected by some students for some other purposes as was in this research survey. The Amazon and Flipkart have been remarkably utilized by girls and boys for electronics goods purchase which was indicated in the fig. 4, and also this study reflected the similarities in the human psychology of the engineering student and research person in the selection of some Social Network Media such as Facebook, WhatsApp and LinkedIn.
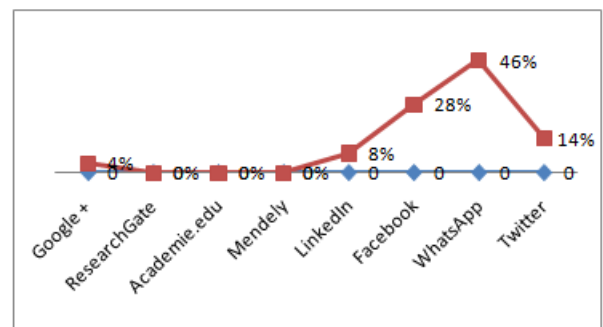

Fig. 5 Knowing SNM as per Questionnaire

TABLE VI PURPOSE OF ACCESSING SOCIAL NETWORK MEDIA

Category	Academic assignment	Personal assignment	Entertainment	Others	Total
Boys	(9)25%	(6)17%	(15)42%	(6)17%	36
Girls	(4)28%	(4)28%	(5)35%	(1)7%	14
Total	26%	20%	40%	14%	50

The purpose of accessing Social Network Media by academic candidate has been evaluated in the 6th table, where the majority of the student community has given to much priority for entertainment (40%) followed by academic assignment (26%), personal assignment (20%) and others (14%) and an interesting result has come that Social Network Mediahas been utilized for the purpose of their personal assignment (28%) by girl student when compared to boys.

VII. CONCLUSION

The social network media are an essential part of the world, especially in the education places as per analysis statement about the undergraduate engineering students who have utilized the Social Network Media for personal as well as academic discipline in different multimedia devices. Due to reshape the library resources for the present scenario with the help of the best social network media and library should develop the digital content and change the environment, according to student culture (Karan Singh, Ipsita Panda, BuluMaharana, 2015).Many of the students have not aware about the academic, social network media rather than the common social media. So that this study recommends that academic students should record scholarly accomplishment of gigantic against successive accessing social network media Buettner, A (2016).

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