

Effects of on Academic Motivation in Social Media

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ABSTRACT

Investigation has proved the heavy presence of social networking sites academic motivation and social media relationship between factors affecting student attitudes to desire study behavior. The programmes of academic motivation has evolved by online teaching methods, purchased study material, performance evaluations, motivation, benefit, discipline, the success of these academic motivation programmes evolved and analyzed. The present study effects of on academic motivation in social media among college students. 300 students were selected on the basis of using stratified random sampling method. Surveying method has been used in order to collect data. Suggestions are made for more effective academic motivation of increase in the online programmers after the competitiveness in other similar intuitions leads to successful academic motivation.

Keywords: Academic Motivation, Social Media

1. INTRODUCTION

Today challenge for teacher is not a class room teaching but teaching of online course for social networking sites. In India many online courses are conducted by SWAYAM is a programme initiated by Government of India under the MHRD and the National Programme on Technology Enhanced Learning (NPTEL) was initiated by Indian Institutes of Technology. Many researches has proved Social media are online technology platforms, there learning good or bad now academicians how to motivate his students using of social network site not only that how to learn some courses from social media example face book, YouTube, twitter whatsapp etc.

2. STATEMENT OF THE PROBLEM

Social media have become one of the sub systems of student's life and motivation as with any kind of motivation has positive impact on the students' cultural, life and for the wellbeing of students. Hence, it is understood that possible solutions for managing and academic motivation factors becomes the cause for the academic motivation on difficulties of the social media learning of students, creative thinking, new idea and development of social media. In view of the above, the problem is stated as a study of effects of academic motivations and social media among Arts and science college students from Thiruvallur.

3. SIGNIFICANCE OF THE STUDY

There is a difference between a student's appearing in the classroom and sharing his friends what his/her knows and How to make possible uses social networking sites in online class, create awareness and purchase study material at time. Teachers motive to guide them and pursue their higher education when changing educational system on the possible influence it has on them. The study will help investigator with more information on the impact of social media on student's academic motivation.

4. NEED AND IMPORTANCE OF STUDY

As we all know that with the revolution of social media, it becomes easier to catch anybody at any time but the users should know how to utilize the social media efficiently in order to keep his/her personality in a proper discipline. As the social media is the new area of research is the current or need based problem.

5. METHODOLOGY

OBJECTIVE OF THE STUDY

- The primary objective is to study about the effects of social media on academic motivation
- To describe the Effects of Social Media based on demographic related variables.
- To find the Academic motivation based on demographic related variables.
- To expound the user's response on social media independent variables in Thiruvallur.
- To find out the influence of social media on academic motivation in study area

HYPOTHESES OF THE STUDY

- Student opinion does not differ towards social media on Arts and Science College with respect to demographic profile.
- Student opinion does not differ towards Academic motivation on Arts and Science College with respect to demographic profile.

SAMPLING DESIGN

The present study is concerned with the Arts and science colleges. Thus the population consists of Arts and science college s in and around city of Thiruvallur studying in state arts and Science College.

SAMPLE SIZE

All the students studying in the Arts and science colleges (ordinary level) of Thiruvallur are the population of the study and its effects of academic motivation and social media in college students. The sample is a small segment of a population for analysis. It should be representative of the population. Therefore sample is selected so that the influence of chance or probability can be minimized. The efficiency of a study rests on the proper selection of sample on which

the test is to be administered. The researcher has used Random Sampling to select the college students in Thiruvallur. The sample was drawn by giving representation to the type college management i.e Public, Private and Government college of Thiruvallre districts.

**SHOWING THE DISTRIBUTION OF STUDENTS DRAWN FROM
DIFFERENT COLLEGE, IN THE SAMPLE**

S. NO.	NAME OF THE SCHOOL	DISTRIBUTED QUESTIONNAIRES	COLLECTED QUESTIONNAIRES	ACCEPTED
1	Dr Ambedkar Govt law college	50	50	50
2	Thirumurugan Arts and science college	50	50	50
3	Ponnuswamy nadar arts and science college	50	50	50
4	Sri ram arts and science college	50	50	50
5	Christ college of Arts and science	50	50	50
6	John bosco arts and science college	50	50	50
Total		300	300	300

TABLE NO 1

From the population, sample size 300 has been chosen for the Questionnaire interview on the basis of simple sampling method.

PROCEDURE FOR COLLECTION OF DATA

The researcher himself has administered the various tools used in this study on Arts and Science College in and around Thiruvallur. Before administering the tools, a good report has been established with the students. Appropriate care was taken for the arrangement of the seats and appropriate supervision was carried out so that no copies were made during the test sessions, the students were instructed to follow the instructions given on each questionnaire before answering them.

6. RESULTS AND DISCUSSION

ONE WAY ANOVA ANALYSIS SHOWS ACADEMIC MOTIVATION AND USING SOCIAL MEDIA NETWORK PROMOTED OF SOCIAL MEDIA

VARIABLE	USING SOCIAL MEDIA NETWORK (SNS)	N	MEAN	SD	F	P
Academic Motivation	Up to 6 Months	13	3.4316	.44984	1.279	.281
	7 to 12 Months	68	3.5346	.45066		
	13 to 20 Months	94	3.4929	.46770		
	above 21 months	125	3.5471	.47233		

	Total	300	3.4944	.46374		
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Source: primary data

TABLE NO 2

The one way ANOVA is conceded for the sample of 300, to confirm the significant difference among the Arts and science college s using SNS groups with respect to academic motivation, using Social media Network (SNS) of the Arts and science college is separated into four groups' viz., up to 6 months, 7 to 12 months, 13 to 20 months, and above 21 months. Frequency distribution, mean, standard deviation, F ratio and p values are calculated.

Using SNS of the Arts and science college has influence on the academic motivation (F = 1.279 and p = .281), Here the p values are greater than 0.05, so the null hypotheses are accepted and not significance. From this one way ANOVA result, it is identified that Using Social media Network (SNS) of the Arts and science college s has not significant differences with the independent variables towards effects of social media.

Academic motivation obtained means scores as 3.4316, 3.5346, 3.4929 and 3.5471 with respect to four Using social network sites (SNS) groups of Arts and science colleges. It is visibly exposed from the one way ANOVA result that there is not much difference among the Using Social media Network of Arts and science college s towards entertainment. Further, the standard deviations also show that there is not much difference.

The Arts and science colleges from four different group Using Social media Network SNS do not differ through the academic motivation and do not differ significantly. It is noted that one way ANOVA result moderately influence the academic motivation with respect to Using SNS of the Arts and science college s towards effects of social media.

ONE WAY ANOVA ANALYSIS SHOWS ACADEMIC MOTIVATION AND TIME SPENDING PROMOTED OF SOCIAL MEDIA

VARIABLE	TIME	N	MEAN	SD	F	P
Academic Motivation	Everyday	116	3.3404	.48385	2.513	.058
	4-6 Days	76	3.4615	.47739		
	1-3 Days	60	3.4237	.48029		
	Less than a week	48	3.5173	.49941		
	Total	300	3.4277	.48638		

Source: primary data

TABLE NO 3

The one way ANOVA is conceded for the sample of 300, to confirm the significant difference among the Arts and science college s time groups with respect to academic motivation, time spending separated into four groups' viz., Every day, 4-6 Days, 1-3 Days, and Less than a week. Frequency distribution, mean, standard deviation, F ratio and p values are calculated. Spending time of the Arts and science college s has influence on the academic motivation F = 2.513and p = 0.058. Here the p values are greater than 0.05, so the null hypotheses are accepted and not significance. From this one way ANOVA result, it is identified that spending time of the Arts and science college s has not significant differences with the independent variables towards effectiveness of social media.

Academic motivation obtained means scores as 3.3404, 3.4615, 3.4237 and 3.5173 with respect to four spending time groups of Arts and science college s. It is visibly exposed from the one way ANOVA result that there is not much difference among the spending time groups of Arts and science college s towards academic motivation. Further, the standard deviations also show that there is not much difference.

INDEPENDENT SAMPLE ‘T’ TEST SHOWING ACADEMIC MOTIVATION AND WATCHING ORIENTATION PROGRAMMERS PROMOTED OF SOCIAL MEDIA

VARIABLE	WATCHING ORIENTATION PROGRAMMERS	N	MEAN	SD	F	P
Academic Motivation	Yes	174	3.3799	.40799	-1.694	.091
	No	126	3.4483	.53782		

Source: primary data

TABLE NO 4

The independent sample ‘t’ test is conceded for the sample of 300, to confirm the significant difference between the Arts and science college s watching with respect to academic motivation Watching orientation programmers of the Arts and science college s are separated into two groups’ viz., yes and no. Frequency distribution, mean, standard deviation, t ratio and p values are calculated.

Watching orientation programme of the Arts and science college s has influence on the academic motivation ($t = -1.694$ and $p = .091$). Hence, the p values are greater than 0.05; so the null hypotheses are accepted and not significance. From this independent sample ‘t’ test result, it is identified that watching ‘Watching orientation programme’ of the Arts and science colleges has not significant differences with the academic motivation towards effects of social media.

Academic motivation obtained means scores as 3.3799 and 3.4483 with respect to two watching orientation programme groups of Arts and science colleges. It is visibly exposed from the independent sample ‘t’ test result that there is not much difference between the watching orientation programme groups of Arts and science college s towards academic motivation . Further, the standard deviations also show that there is not much difference

The Arts and Science College of two different watching orientation programme groups show do not differ towards academic motivation. It is noted that independent sample ‘t’ test result moderately influence the academic motivation with respect to watching orientation programme groups of the Arts and science college s towards effects of social media. The study highlighted those watching orientation programme social media network site (SNS) users’ highly influenced when compared does not watching SNS users’ towards effects of social media.

**INDEPENDENT SAMPLE ‘T’ TEST SHOWING ACADEMIC MOTIVATION AND
PURCHASED STUDY MATERIAL PROMOTED OF SOCIAL MEDIA**

VARIABLE	PURCHASED STUDY MATERIAL	N	MEAN	SD	F	P
Academic Motivation	Yes	107	3.3677	.30697	-5.295	.000
	No	193	3.5392	.44867		

Source: primary data

TABLE NO 5

The independent sample ‘t’ test is conceded for the sample of 400, to confirm the significant difference between the Arts and science college s purchased study material groups with respect to academic motivation. Purchased material of the Arts and science college is separated into two groups’ viz., yes and no. Frequency distribution, mean, standard deviation, t ratio and p values are calculated.

Purchased material of the social media network site users’ has influence on the academic motivation (t = -5.295 and p = 0.000); Hence, the p values are less than 0.05; so the null hypotheses are rejected at 5% level of significance. From this independent sample ‘t’ test result, it is identified that purchased material of the Arts and science college s has significant differences with the academic motivation towards effects of social media. Therefore the mean wise comparison, academic motivation shows highest mean (mean = 3.3677, and 3.5392 is for the Arts and science colleges purchased study material group for the Arts and science colleges purchased material group of yes. It is clearly identified from the independent sample ‘t’ test that there is much difference between the Arts and science college is purchased material groups. Further, the standard deviations also show that there is much difference among the Arts and science college s purchased study material groups towards effects of social media.

The Arts and science college is of two different purchased marital groups show significant difference through the academic motivation. It is noted that independent sample ‘t’ test result moderately influence the academic motivation with respect to purchased study material of the Arts and science college s towards effects of social media.

7. CONCLUSION

The social media plays an important role in the changing culture due to development of technology in recent years. The social networking sites (SNS) simplify the message we need to tell someone by exchanging information whether good or bad and many of students have use to social media that they can spend more time. This study was conducted to investigate the influence of social media on student academic motivation.

The analysis found that The social network site users’ of watching orientation, Time spending and Using Social media Network show do not differ through the promoted of social media and significant difference towards Academic motivation with respect to Purchased study material promoted of social media of the college students.

The findings revealed that the Purchased study material, Time spending, Watching Orientation programmers and Using Social media Network (SNS) on social media can affect student academic activities. Therefore it is our suggestion that for students to be more productive, the

need to minimize the time they spend engaging on social media activities. It is noted that independent sample 't' test and one way ANOVA result shows moderately influence Academic motivation with respect to the social network site users' towards effects of social media.

8. REFERENCE

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