Educational
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Engagement With Social Networking Sites (SNS) And Its Relation To Study Habit Among Undergraduate College Students In Kolkata

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ARTICLE INFO	ABSTRACT
	In the age of advancement, the world is impacted in several ways by Information and Communication Technology (ICT). The study aims to assess the engagement with SNS and the study habit among the students, compare both in terms of gender and subject stream and finally correlate engagement with SNS and the study habit. The study has adopted survey based quantitative method of research and two standardized tools have been employed on undergraduate college students in Kolkata. The results showed no significant difference in the mean scores of engagement with SNS irrespective of gender and subject-stream. With respect to gender, no significant difference is found out in study habit. But the students under humanities group performed better than the students under science group with respect to their study habit. No significant interaction effect is found between gender and subject-stream upon the Engagement with SNS and study habit among the students. A moderate negative correlation is found between Engagement with SNS and study habit among the students.
	Keywords: Social Networking Sites (SNS), Study habit, Undergraduate students, Subject-stream

INTRODUCTION:

In the age of advancement, the world is impacted in several ways by Information and Communication Technology (ICT). Social Networking Sites (SNS) are the important part of ICT. In present study SNS has been operationally defined as the internet based social media sites like facebook, instagram, whatsapp, twitter, my space, pinterest etc. Billions of people around the world avail themselves of the use of SNS. According to a statistical report (Kurup, R., 2020), at a city level, Kolkata ranks fourth position with 6.3 million users. This increased engagement with SNS has been found to be beneficial in some cases and detrimental in other cases. In this context, one matter comes to the focus that if there is any relation between the time spent on SNS and study habit. Study habit is an important factor in students' academic performance, which greatly determines his or her level of academic achievements (Badau, K., 2018). Study habit can be defined as the activities such as, reading, taking notes, holding study groups which are performed by students regularly and habitually for the accomplishments of the task of learning (Jato, M., Ogunniyi, S. & Olubiyo, P.O., 2014). In this study, study habit is operationally defined in terms of note taking, reading habits, learning techniques, time management, memorization and taking examinations etc.

The conceptual framework of the present study is presented below with diagram:
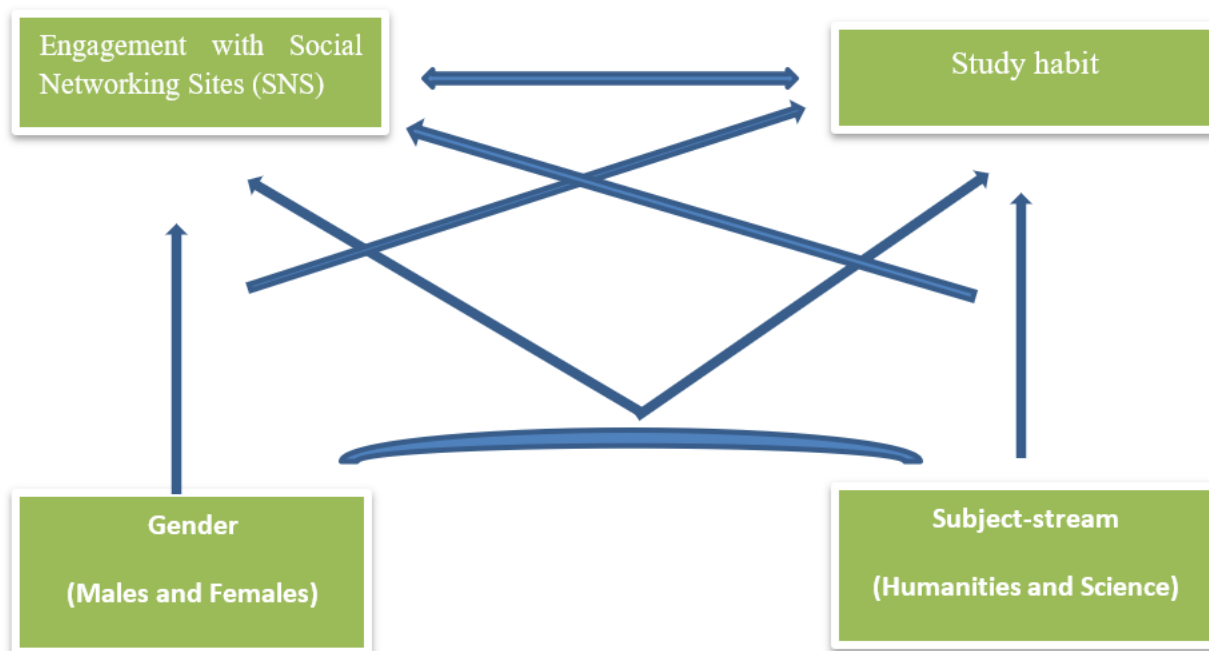

Fig. 1: Conceptual framework of the present study

The conceptual framework of this study includes two main variables- Engagement with Social Networking Sites (SNS) and Study habit, where correlation is intended to be found out. Two categorical variables of this study are- Gender (Males and Females) and Subject-stream (Humanities and Science group). In this study, it is intended to compare the Engagement with SNS with respect to gender and subject-stream and to find out the effect of interaction between gender and subject stream upon the Engagement with SNS among the undergraduate college students in Kolkata. This study also intends to compare the study habit with respect to gender and subject-stream, and to find out the effect of interaction between gender and subject-stream upon the study habit among the undergraduate college students in Kolkata.

REVIEW OF THE RELATED LITERATURES:

From reviewing the literatures, inconsistent results have been found with respect to the engagement with SNS and its relation to study habit: some showing positive (Eg.,Olutola, A.T. Et al., 2016; Kochar, R. & Kumar, R., 2021), some showing negative (Eg.,Chris, L.A., 2015; Arjun, M. & Juna, B., 2015; Gok, T., 2016; Obadara, O.E. & Olaopa, S.O., 2018; Ezeji, P.O. & Ezeji, K.E., 2018; Bayleygn, B.W. & Buta, D.B., 2019; Shaheen Et al., 2021; Vu, T.V., 2021; Kochar, R. & Kumar, R., 2021) and other showing no significant relationship (Eg., Okeke, I. & Nneka, C.M., 2019) between the engagement with SNS and the study habit of the students. Moreover, a very few studies have been done on the relationship between the engagement with SNS and study habit, worldwide and specifically in India. In Kolkata, no study has been done on this topic. So, this area of investigation can be said as the need of the hour.

OBECTIVES OF THE STUDY:
The objectives of the study are stated below:
i. To assess the engagement with SNS among the undergraduate college students in Kolkata.
ii. To compare the engagement with SNS between male and female undergraduate college students in Kolkata.
iii. To compare the engagement with SNS between humanities and science group undergraduate college students in Kolkata.
iv. To find out the effect of interaction between gender and subject-stream upon the engagement with SNS among the undergraduate college students in Kolkata.
v. To assess the study habit among the undergraduate college students in Kolkata.
vi. To compare the study habit between male and female undergraduate college students in Kolkata.
vii. To compare the study habit between humanities and science group undergraduate college students in Kolkata.
viii. To find out the effect of interaction between gender and subject-stream upon the study habit among the undergraduate college students in Kolkata.
ix. To correlate the engagement with SNS and study habit among the undergraduate college students in Kolkata.

HYPOTHESES:

The formulated hypotheses are:

H_01 : No significant difference is present in the mean scores of engagement with SNS between male and female undergraduate college students in Kolkata.

H_02 : No significant difference is present in the mean scores of engagement with SNS between humanities and science group undergraduate college students in Kolkata.

H_03 : No significant effect of interaction between gender and subject-stream is present upon the engagement with SNS among the undergraduate college students in Kolkata.

H_04 : No significant difference is present in the mean scores of study habit between male and female undergraduate college students in Kolkata.

H_05 : No significant difference is present in the mean scores of study habit between humanities and science group undergraduate college students in Kolkata.

H_06 : No significant effect of interaction between gender and subject-stream is present upon the study habit among the undergraduate college students in Kolkata.

H_07 : No significant correlation is present between the mean scores of engagement with SNS and study habit among the undergraduate college students in Kolkata.

METHODOLOGY:

The study has adopted survey based quantitative method of research. Two variables in this study, for correlation are: Engagement with Social Networking Sites (SNS) and Study Habit. Besides, two categorical variables are: Gender(Male and Female) and Subject-Stream(Humanities and Science). In this study, the population is undergraduate college students in Kolkata. The sample of this study are 80 undergraduate honours college students in Kolkata, studying in colleges, affiliated to University of Calcutta. Four colleges affiliated to University of Calcutta were selected by using simple random sampling. Equal number of participants are taken from male and female group and from Humanistic and Science subject group by using stratified random sampling technique. In this study two standardized scales were used, Viz. Social Networking Time Use Scale (SONTUS) by Yunusa Olufadi and Palsane and Sharma Study Habits Inventory (SHI-PS) by Palsane and Sharma.

RESULTS AND DISCUSSION:

In the present study, after collection of data from the sample, the scores were calculated, which are categorized in the following table:

Table 1: Descriptive statistics of the collected data on samples with respect to Engagement with SNS and Study Habit:

Engagement with SNS		Study Habit	
Mean	11.45	Mean	57.3125
Median	11	Median	58.5
Mode	9	Mode	50
Standard Deviation	3.659217596	Standard Deviation	8.120288313
Kurtosis	-1.048858701	Kurtosis	-0.16606933
Skewness	0.088681565	Skewness	-0.388458875

From the above table, the values of mean, standard deviation, skewness and kurtosis are found to be 11.45, 3.66, 0.09 and -1.05 respectively for the variable "Engagement with Social Networking Sites" and 57.31, 8.12,-0.17 and -0.39 respectively for the variable "Study Habit". So, in both variables, the distribution is fairly symmetrical.

Table 2: Classification of sample as per the calculated scores of Engagement with SNS:

Category	No. of Sample	Percentage of sample
High User	21	26.25%
Average User	31	38.75%
Low User	28	35%

H_01: **No significant difference is present in the mean scores of engagement with SNS between male and female undergraduate college students in Kolkata.**

Table 3: Mean and Standard Deviation of the scores of engagement with SNS among male and female undergraduate college students in Kolkata

Gender	Number of Students	Mean	Standard Deviation
Male	40	11.975	3.56253655
Female	40	10.925	3.723711273

Table 4: t-test: Two Sample Assuming Equal Variances

Statistical Details	Male	Female
Mean	11.975	10.925
Variance	12.69166667	13.86602564
df	78	
t Stat	1.288617804	
P(T<=t) two-tail	0.201340085	
t Critical two-tail	1.990847069	

Here the mean scores of males and females with respect to the engagement with SNS are 11.975 and 10.925 respectively. P value is 0.201340085 which is greater than 0.05 level of significance. So the null hypothesis is accepted. Hence, no significant difference is present in the mean scores of engagement with SNS between male and female undergraduate college students in Kolkata.

H_o2 : No significant difference is present in the mean scores of engagement with SNS between humanities and science group undergraduate college students in Kolkata.

Table 5: Mean and Standard Deviation of the scores of engagement with SNS among humanities and science group undergraduate college students in Kolkata

Subject-Stream	Number of Students	Mean	Standard Deviation
Humanities	40	11.025	3.826275554
Science	40	11.875	3.480255664

Table 6: t-test: Two Sample Assuming Equal Variances

Statistical Details	Humanities	Science
Mean	11.025	11.875
Variance	14.64038462	12.11217949
df	78	
t Stat	-1.039360516	
P(T<=t) two-tail	0.301848265	
t Critical two-tail	1.990847069	

Here the mean scores of Humanities and Science group students with respect to the engagement with SNS are 11.025 and 11.875 respectively. P value is 0.301848265 which is greater than 0.05 level of significance. So here the null hypothesis is accepted. Hence, No significant difference is present in the mean scores of engagement with SNS between humanities and science group undergraduate college students in Kolkata.

H_o3 : No significant effect of interaction between gender and subject-stream is present upon the engagement with SNS among the undergraduate college students in Kolkata.

Table 7: ANOVA: Two-Factor with Replication ANOVA

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Sample	14.45	1	14.45	1.082930677	0.301342126	3.966759784
Columns	22.05	1	22.05	1.652499753	0.202522411	3.966759784
Interaction	7.2	1	7.2	0.539591756	0.464862452	3.966759784
Within	1014.1	76	13.34342105			
Total	1057.8	79				

Here, P-value of interaction is 0.464862452 which is greater than 0.05 level of significance. So, null hypothesis is accepted and the result is not significant. Hence, no significant effect of interaction between gender and subject-stream is present upon the engagement with SNS among the undergraduate college students in Kolkata.

Table 8: Classification of sample as per the calculated scores of Study Habit

Category	No. of Sample	Percentage of sample
Above average Study Habit	Male: 5 Female: 1	Male: 12.5% Female: 2.5%
Average Study Habit	Male: 23 Female: 23	Male: 57.5% Female: 57.5%
Below average Study Habit	Male: 12 Female: 16	Male: 30% Female: 40%

H$_o$4 : No significant difference is present in the mean scores of study habit between male and female undergraduate college students in Kolkata.

Table 9: Mean and Standard Deviation of the scores of Study Habit among male and female undergraduate college students in Kolkata

Gender	Number of Students	Mean	Standard Deviation
Male	40	57.875	7.933012814
Female	40	56.75	8.365834058

Table 10: t-test: Two Sample Assuming Equal Variances

Statistical Details	Male	Female
Mean	57.875	56.75
Variance	62.93269231	69.98717949
df	78	
t Stat	0.617145492	
P(T<=t) two-tail	0.538936166	
t Critical two-tail	1.990847069	

Here the mean scores of males and females with respect to Study Habit are 57.875 and 56.75 respectively. P value is 0.538936166 which is greater than 0.05 level of significance. So here the null hypothesis is not rejected. Hence, no significant difference is present in the mean scores of study habit between male and female undergraduate college students in Kolkata.

H$_o$5 : No significant difference is present in the mean scores of study habit between humanities and science group undergraduate college students in Kolkata.

Table 11: Mean and Standard Deviation of the scores of Study Habit among humanities and science group undergraduate college students in Kolkata

Subject-Stream	Number of Students	Mean	Standard Deviation
Humanities	40	59.4	7.228150098
Science	40	55.225	8.507877195

Table 12: t-test: Two Sample Assuming Equal Variances

Statistical Details	Humanities	Science
Mean	59.4	55.225
Variance	52.24615385	72.38397436
df	78	
t Stat	2.365238582	
P(T<=t) two-tail	0.020503418	
t Critical two-tail	1.990847069	

Here the mean scores of Humanities and Science group students with respect to Study Habit are 59.4 and 55.225 respectively. P value is 0.020503418 which is less than 0.05 level of significance. So here the null hypothesis is rejected. Hence, there is a significant difference in the mean scores of study habit between humanities and science group undergraduate college students in Kolkata. So, it can be said that in the present study, humanities students showed better study habit than that of science students.

H$_o$6 : No significant effect of interaction between gender and subject-stream is present upon the study habit among the undergraduate college students in Kolkata.

Table 13: Statistical details of ANOVA: Two-Factor with Replication

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Sample	348.6125	1	348.6125	5.485698017	0.021793099	3.966759784
Columns	25.3125	1	25.3125	0.398312542	0.529855558	3.966759784
Interaction	5.5125	1	5.5125	0.08674362	0.769161494	3.966759784
Within	4829.75	76	63.54934211			
Total	5209.1875	79				

Here, P-value of interaction is 0.769161494 which is greater than 0.05 level of significance. So, null hypothesis is accepted and the result is not significant. Hence, there is no significant effect of interaction between gender and subject-stream upon the Study Habit among the undergraduate college students in Kolkata.

H₀7 : No significant correlation is present between the mean scores of engagement with SNS and study habit among the undergraduate college students in Kolkata.

Here, Pearson Product Moment correlation statistical technique was employed to find out the correlation between the mean scores of engagement with SNS and study habit among the undergraduate college students in Kolkata.

Table 14: Statistical details of correlation

	Engagement with SNS	Study Habit
Engagement with SNS	1	
Study Habit	-0.469562419	1

Here, the correlation value between the data sets of two variables, viz., Engagement with Social Networking Sites (SNS) and Study Habit is found to be -0.469562419. The result showed a moderate negative correlation between Engagement with SNS and Study Habit among the undergraduate college students in Kolkata. So based on the present study, it can be said that as the engagement with SNS increases, the study habit of the students decreases.

CONCLUSION:

From this study, no significant difference is seen in the mean scores of Engagement with SNS between male and female undergraduate college students and between humanities and science group undergraduate college students in Kolkata. So, it can be said that on an average, irrespective of gender and subject-stream, students' Engagement with SNS are same. The result has also showed no significant effect of interaction between gender and subject-stream upon the Engagement with SNS among the undergraduate college students in Kolkata. The variable 'Study habit' also showed no significant difference in the mean scores between male and female undergraduate college students in Kolkata. So, on an average, both males and females study habit are same. For the subject-stream, the result showed a significant difference in the mean scores of study habit between humanities and science group undergraduate college students in Kolkata. Here, humanities group students performed little better than science group students. The reason behind this result might be that Science subjects are laboratory-based subjects. Science students do more laboratory work. Whereas, Humanities students need to study more rigorously to conceptualize their subject-matters. They may need to work hard for securing higher marks in their subjects. So, their study habit is different than that of science group students. However, no significant effect of interaction between gender and subject stream upon the Study habit has been found among the undergraduate college students in Kolkata. The present study has shown a moderate negative correlation between Engagement with SNS and Study Habit among the undergraduate college students in Kolkata. So based on the present study, it can be said that as the engagement with Social Networking Sites (SNS) increases, the study habit of the students decreases.

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