Chapter – V

SUMMARY AND CONCLUSIONS
Chapter 5

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A social network sites are online networking system that provides the users to construct their social networks which connects people worldwide. Using social network the users can share their profile, interest, activities, photos and other background information. Social network services are web based and users can be able to interact with their friends through internet by instant messages, e-mails, online communication, video, voice chat and file sharing, etc.

Social network sites are few decade late technological developments which facilitate multipurpose usage form chatting to sharing the information, entrainment like playing games, sharing videos, pictures, stimulates the novel ideologies, online business etc. the development of SNSs boomed the Mobile industries and Tele communication Industries which marked a great contribution to economic development. This revolution has led to both positive as well negative impacts on the users.

The present study was initiated to investigate the impact of Social Network usage on Academic performance, Creativity, Emotional Maturity and Play Activities among Adolescents dwelling in Bangalore city. It was hypothesised that there will be no effect of social network usage on creativity, academic performance, emotional maturity and preferences in play activities among adolescents. The survey research method was employed for the study which was conducted on college students from various colleges of Bangalore city who are using social network sites and belonging to the age group of 16 to 20. With the prior permission from the college authority during their college hours the survey was conducted on various variables such as
socio demographic details, creativity, emotional maturity and play activity. By consulting their class teachers the forth coming exams marks were collected.

A total of 900 students were administered with the questionnaire and based on the scores of social network usage scale they were divided into three groups of 200 samples each. i.e, those who score 74 to 107 in social network usage scale were considered ad average users, those samples who scored 73 and below were considered as low users and those with 108 and above were considered as high users.

Group 1: Low SNS users (Scores in SNS: 73 and below)

Group 2: Average SNS users (Scores in SNS: 74 to 107)

Group 3: High SNS users (Scores in SNS: 108 and above).

In the Socio demographic details information pertaining to age, class, scholastic details, socio economic details of parents, order of birth and other relevant details were extracted after which the following instruments were administered.

Social network usage scale (2015) by researcher was used for the present study to quantitatively asses the level of SNSs usage. Divergent production ability by Sharma K.N (2005) was administered to evaluate the creative ability, Emotional maturity scale by Singh.Y and Bhargava.M (1999) was administered to quantitatively evaluate emotional maturity, Play activity Scale (2105) by researcher was administered to know about the preference of the students among Indoor games, Outdoor games and Online play activities. By consulting the class teachers, forth coming examination marks were recorded to know about the academic performance of the students.
To achieve the objectives of the present study the data was analysed using one way ANOVA and Post-hoc test.

The obtained results on the component of academic performance showed that the mean percentage among sample groups belongs to low social network sites users, average social network sites users and high social network sites users differed significantly. Low social network sites users group has obtained greater mean percentage on academic performance compared to average social network sites users group and high social network sites users group has obtained lesser mean percentage compared to average social network sites users group and Low social network sites user group, indicating that High use of social network sites has a serious negative impact on the academic performance among the adolescents.

In the component of creativity, the Z mean scores obtained among sample groups belongs to low social network sites users, average social network sites users and high social network sites users differed significantly. High social network sites users group has obtained greater Z mean score compared to average social network sites users group and low social network sites users group has obtained lesser Z mean score compared to average social network sites users group, which marks clear evidence that use of SNS enhances the creative abilities among adolescents. This might be because of the novel ideas that they tend to view, share and get to discuss about will stimulate their creative thinking abilities.

The obtained results revealed that there is a significant mean difference on emotional maturity among sample groups belongs to low social network sites users, average social network sites users and high social network sites users. High social network sites users group has obtained greater mean score on emotional maturity
compared to average social network sites users group and low social network sites users group has obtained lesser mean score compared to average social network sites users group. Through above results we can infer that students with High social network sites usage are emotionally not so matured compare to average and low social network site users.

The component of play activities which was sub categorized under Indoor play activities, outdoor play activities and online line play activities. The obtained results in play activities indicated that mean scores among sample groups belongs to low social network sites users, average social network sites users and high social network sites users differed significantly in their play activities. High SNS users showed high prefer for online and indoor games, Average SNS users showed high prefer for Indoor and outdoor games and Low SNS users showed high prefer for outdoor games.

The finding of the present study provides an insight regarding the use and abuse of Social network site usage among the adolescents. The present study revealed the use of social network sites among adolescents has both positive as well negative impacts.

Technological development is created to ease our life by providing everything in instant. Unfortunately human tendency is that we make maximum misuse of technology and minimum use of the same. In the present study we can observe that there is an adverse effect of high use of social network sites on academic performance, emotional maturity and play activities among the adolescents but use of SNS helps fostering the creative thinking of a person. Hence these findings have direct implication towards the need of psychological intervention to help adolescent to
overcome the addictive behaviour that they have developed due to high use of social network sites, enhancing the orientation towards proper use of social network sites in a more constructive way such as healthy academic discussions, sharing of educational valued videos and audios, group discussions etc which help them in improving their academics as well maintaining a good healthy interpersonal relationship with their friends.

These findings has further implications such as the role of psychologist, parents and teachers for helping the young budding adult to combat the adverse effect of SNS use and make proper and maximum use of technology rather than using it in a wrong way. The present findings lay a strong foundation for further research in terms of intervention to social network sites addictive adolescents and to provide them with an orientation towards channelizing the use of SNS in more productive manner.

The use of internet social networking sites has adverse impact on academic performance, Emotional maturity in adolescents. It is found that the importance of learning to balance of using social network sites for the better purposes, which would help in their academics and manage their emotional status. It was also found that the use of internet social networking sites has a positive influence in enhancing creative ability in adolescents. Adolescents who use more internet social networking sites prefer online gaming more than those who use less internet social network sites.
Conclusions

- In Academic performance the results showed that the mean percentage among sample groups belongs to low social network sites users, average social network sites users and high social network sites users differed significantly. Low social network sites users group has obtained greater mean percentage on academic performance compared to average social network sites users group and high social network sites users group has obtained lesser mean percentage compared to average social network sites users group and Low social network sites user group, indicating that High use of social network sites has a serious negative impact on the academic performance among the adolescents.

- In creativity, the Z mean scores Creativity among sample groups belongs to low social network sites users, average social network sites users and high social network sites users differed significantly. High social network sites users group has obtained greater Z mean score compared to average social network sites users group and low social network sites users group has obtained lesser Z mean score to average social network sites users group, which marks clear evidence that use of SNS enhances the creative abilities among adolescents. This might be because of the novel ideas that they tend to view, share and get to discuss about will stimulate their creative thinking abilities.

- Through the present study it is concluded that there is a significant mean difference on emotional maturity among sample groups belongs to low social network sites users, average social network sites users and high social network sites users. From the above results we can infer that students with High social
network sites usage are emotionally not so matured compare to average and low social network site users.

- In play activities which were sub categorized under Indoor play activities, outdoor play activities and online line play activities. The obtained results in play activities indicated that mean scores among sample groups belongs to low social network sites users, average social network sites users and high social network sites users differed significantly in their play activities. High SNS users showed high prefer for online and indoor games, Average SNS users showed high prefer for Indoor and outdoor games and Low SNS users showed high prefer outdoor games.

Limitations of the study

- The main limitation of the present study was that the self rating technique was adopted for the present study. Other qualitative measures would have been incorporated to have an in-depth understanding of certain variables.
- Since the study is conducted on adolescent sample belonging from urban area, the same cannot be generalized for adult population and rural population.
- The study has limitation as it did not consider the usage pattern of social network sites in terms of number of hours.

Recommendations for further research

- Further research is needed in terms of longitudinal study, to have a complete understanding of impact of Social network sites usage and its adverse effect on academic performance of the adolescents at different onset.
- Further research should be focused on the other age groups such as young children and adults since they are also more prone to use social network sites.
• The study could be further extended to employee group to know the adverse effect of use of Social network sites on their career.

• Further research also needs to be conducted on different communities and cultures from different states to know the adverse effect of use of Social network sites on their career.

• Studies related to intervention models to combat the adverse effect of use of social network sites can be undertaken.