CHAPTER- 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

An educationist once said that every intellectual endeavour is similar to the building block that is added to further new blocks to build a house. There-fore in conducting a new- research; the researcher has to look at the other works that have been done in the new domain on which she/he is working. Review of literature is quite essential to explore and understand about the work which has already been done in that specific area and it gives the researcher a broad idea to undertake the research for a better result.

The literature review is a fundamental precondition to actual preparation and implementation of any research work. —According to Ranjit Kumar (2013) it has following functions:

- It provides the theoretical background to your study;
- It reviews the means by which you establish the links between what you are proposing to examine and what has already been studied. In other words, it helps you to refine your research methodology:
- Through the literature review, you are able to show how your findings have contributed to the existing body of knowledge in your profession.
- It enables you to contextualize your findings.
- Bring clarity and focus to your research problem
- Improve your methodology
- Broaden your knowledge base in your research area
- Contextualize your findings

2.2 NEED OF REVIEW OF LITERATURE

a) It provides a wide range of theoretical and empirical knowledge available about the chosen research topic.
b) It informs the researcher about what has already been done in the area and helps to avoid unwanted repetition.
c) It provi les possible research design and methodological procedures that can be used in the research study.
d) It provides suggestions for possible modifications in the research to avoid unanticipated difficulties.

e) It enables the researcher to speak with authority on the research topic and the wider subject area.

f) It helps to identify possible gaps in the research.

g) It enables the researcher to compare the research methods, theoretical frameworks and findings with works already done.

h) It informs the researcher about the experts in the wider subject area selected.

2.3 STUDIES CONDUCTED IN THE FIELD

Brahma and Verma (2018) studied the use of Social Networking Sites (SNSs) by the students of Central Institute of Technology (CIT) in Kokrajhar, Assam. The survey and random sampling technique have been used for the collection of data. Around 200 structured questionnaires were distributed among the students of CIT, Kokrajhar and filled-in questionnaires were collected on the same day itself and analysed for data interpretation in the form of tables and charts. The study explored that all the respondents were aware of SNSs and are using more than one SNSs websites, it has found that Facebook is use in large number, while YouTube and Instagram follow it. Mobile is the most preferred tool for accessing SNSs, a majority expressed that low internet speed was the main problem, also indicates that students are using SNSs for entertainment purpose.

Dutta et.al., (2017) studied the impact of social media on student life, a blessing or curse and found that social media has good effects like it helps in socialization, sharing knowledge, development of creativity and updating oneself. Bad effects like distractions, lack of use of proper spelling and grammar, reduced focus and time wastage etc.

Gangwar, Deshbhratar and Garg (2013) carried out a research work on social media in quality enhancement in higher education. The purpose of their study was to examine the use of social media to enhance the education and to impart quality education to all the institutes whether it is rural or urban institute. Main objectives of their research to highlight the use of social media in education impartment, to encourage low cost and speedy education system through social media. To strengthen the relationship between students and teachers. The descriptive research methodology was

used for this research. The variables under the study are students, teachers and virtual teaching and the nature of the study is based on natural environment. The findings suggest that use of social media approaches enhanced the learning experiences of students. Their use caused both the instructor and students to realize their roles in the course and behaviour in the classroom had to change significantly.

Goel and Singh (2016) studied the impact of student's attitude towards social media use in education on their academic performance and found that there are positive beliefs and attitudes towards social media for exchanging academic activities and academic performance of the students. The results also indicated that management student use social media mainly for sharing their assignments, projects and learning experiences with their colleagues.

Hussain (2012) carried out a research work A Study to Evaluate the Social Media Trends among University Students. The study was conducted to a). Examine the trend of using social media among university students, b). Evaluate reasons behind using social media, and c). Identify the problems of university students in using social media. A questionnaire was developed for data collection. The study revealed that majority (90%) of the students was inclined to use face-book. They used social media for exchanging academic activities and developing social networks throughout the world. They used such media for sharing their learning experiences with their colleagues and international community. It was obvious from the study that social media played a crucial role in promoting collaboration and linkage to develop Virtual Community across the world.

Johnston et.al., (1013) studied use, perception, and attitude of universities students towards Facebook and Twitter. The results showed that the percentage of students using Facebook increased to 95%, Facebook daily usage and the number of Facebook friends doubled from previous surveys. This results also found that the South African students are more dependent on using Facebook, in comparison to using Twitter; that their perception of Facebook privacy has led to a decrease in personal information shared on Facebook as well as a change in audience perception. The attitude of students towards Facebook remained positive, on the other hand, a less positive attitude was experienced from the students using Twitter; and Facebook is a more popular method for communication between students. The results also suggest

12

that should therefore make use of social networking software such as Facebook and Twitter both in their personal lives, and in classrooms

Kalasi (2014) in his paper *The Impact* of Social Networking on New Age Teaching and Learning: An Overview Literally, the increasing number of research regarding social media and its use in different areas, most especially in education gives proof that it can lead to a significant change in how we structure learning spheres in the future. It has the potential to change the traditional relationship between teachers and students, thus giving more control and guidance to motivate students which can results in a more satisfactory learning experience. A growing number of educators are using the advantages social media offers in the classroom to engage into a more dynamic dialogue with students and other faculty members. Literally, the use of social media makes us to provide a new and innovative dimension in the whole educational process in order to enable student adapt to a future where everything rapidly evolves.

Manan, Alias, and Pandian (2012) explored the possibility of blending a traditional, face to-face course with online instruction using Facebook. The study participants included 30 third year undergraduates enrolled in an Introduction to Critical Thinking course at a public university in Malaysia. Facebook was used as a platform for group discussions and chat, out-of-class activities, uploading documents, and sharing information by posting texts, videos, pictures, and links. Based on the survey conducted using the poll question feature, the majority of students enthusiastically accepted the use of Facebook as a tool for online learning and found it to be both interesting and enjoyable. Additionally, students reported that the different approach to learning enhanced their understanding of theories and concepts relative to critical thinking.

Mills (2011) emphasis that social networking sites are attractive to students because they are an effective means of self-expression where interactions are relevant and the platform is motivating to the students. This motivation influences students to increase their use of social networking sites and develop close relationships with the other students and the sense of community that is developed thereby increases student interaction.

Mohammad and Tamini (2017) studied student perception of using social networking sites for academic purposes and found that Face book, Twitter and Google+

are clearly visible as students' top admiration in most of the cases, whereas What Sapp also appears for some positive uses by the students. This shows that Social- networking site is an integral part of their daily life. Furthermore, the results show that students are using social networking websites by spending a lot of time on them; most of them claim they are using social networking sites after every 30 minutes. Some of them agreed about the advantages and the disadvantages of using the social networks. This shows the awareness level of students about the bad and good side of using these SNSs. However, most of them agree that using SNSs is considered as time wasting. This is due to lack of skills in time management, which can be improved and enhanced by providing workshops about the good practices for time management.

Ralph and Ralph (2013) carried out a research work on Weapons of mass instruction: the creative use of social media in improving pedagogy that discuss how instructors implemented the use of social media for the delivery of instruction to reach and engage these students in a more meaningful manner. Result reveals the use of social media in the college and university classroom is an important and emerging trend that assists educators to continuously adopt interactive technology to facilitate greater student engagement with course content, while maintaining dynamic interaction with other learners. The case is especially more compelling for shy students and helpful for those with different learning styles. This approach helps to increase participation and promotes greater collaboration and deeper learning.

Raut and Patil (2016) studied use of social media in education: positive and negative impact on students and found that positive impacts like google has helped over 20 million students in their education. It helps students to build skills regarding use of computer. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives. Talents got discovered faster, students who were good at programming got their name out their easily, student who were good in music, got their videos out and shared leading them to their dreams. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

Tartari (2015) studied the use of social media for academic purpose and his findings suggest that social media and social network sites in particular can be very useful as an educational tool. Students using SNSs as a supplement to their curriculum showed that they loved spending time on SNSs, and exercises, videos and other sharing in group are useful for their academic purposes. The paper concludes with suggestions for improving academic purpose and it highlights the fact that every educator must regard how their current teaching standard can be improved or how they could perhaps be replaced because of a prevalent web.