

A CRITICAL REVIEW ON EFFECT OF SOCIAL NETWORKING SITES ON ACADEMIC ACHEIVEMENT AMONG INTROVERTS AND EXTROVERTS

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ABSTRACT

In recent years, new relationships have started with the arrival of man-made machines called computer and internet. Social networking sites is the primary tools that always enable socialization .In the young generation this sites gaining more and more popularity everyone has using this sites. There is still an area of knowledge that holds theview that personality traits of student affect the use ofsocial networking sites. The present study was undertaken to explore and compare the effect of social networking sites on the academic achievement of extrovert and introvert by various researchers.

Keywords: Social media, Social networking, Extrovert, Introvert, Academic achievement

INTRODUCTION

The conceptualization of the Internet has been unable to be denied, and affecting millions of people who are communicating with each other and also gather information with each other people also use internet to search something new which can be anything like new words, new information ,news, emails, music, movies, games, social networking sites, or online shopping etc Additionally, it is also used for business purposes like promotion of product, keep in touch with family friends and also one of the easiest way to deal with any problems. The internet is the very fastest way to search any information with the less time and gain more and more information by only sit at home. In only one click with can order any food or dress material from any location. It is just beginning to touch every aspect of our life is increasing over next few years.

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socialization. There is still an area of knowledge that holds the view that personality traits of student affect the use of social networking sites.

Education is a very essential part of any individuals' life. On behalf of youths, education should be more important than anything, unfortunately, this is not the case. Today's youth would rather spend more time on a social network site engaging in unproductive actions than involve themselves with productive tasks. Providing ubiquitous facility for social networking can lead to addiction to any teenagers as well as adults, as academic satisfaction is not sufficient for those students who suffer from social isolation.

SNS has many regulations for creating connections, though they frequently permit subscribers to see the connection of a confirmed link as well as recommend additional connection primarily based on an individual's identified community. A few social media sites like LinkedIn used for job search and expert connection while Facebook is also between professional and private.

Millions of people are currently using social networking websites regularly. The web is much more than simply a way of looking for information. Individuals learned that the Internet might be utilized to link with various other individuals, whether for business or maybe business objective, making new friends, finding old pals and long-lost family. The social networking sites have been used extensively so that they haven't just caught the interest of academic along with business scientists globally but additionally us, particularly. Social media websites now are being examined by several cultural science scientists as well as an increasing amount of academic commentators are starting to be a lot more plus keener on examining Facebook, Twitter, along with other social media products, due to the likely impact of theirs on academic results.

Extraversion-Introversion, a term means a range of trait going from shy or quiet people versus outgoing or loud people. Extraversion types of personalities need a lot of stimulation and often express emotions freely in inter personal relationships. Extraversion lacks symptoms of repression, conflict, over-sensitiveness, creating unrealistic goals and day dreaming. They are very confident and communicate with each other very openly but the introvert personality can need more external training. They more focus on real life and feel fresh and relaxed every time as compare to extrovert personality. An extremely introverted person obtains his satisfactions by mental imagery.

LITERATURE SURVEY

A great deal of past research has sought to find out the many ways that personality may affect individuals' media use patterns, particularly on the Internet or online. This is because people are different in their social and psychological circumstances, which may affect how and why they use the differing forms of media to fulfill their personal needs. These personality characteristics rely on several models differing between three and five total dimensions accepted as the universal, comprehensive elements of human personality including extroversion, neuroticism, openness, agreeableness, and conscientiousness. An interesting finding from the study of Kalra and Manani (2013) on the basis of the findings of current study that students are manage their studies and having no difficulty in obtaining marks they proper manage their time of using social media as compare to their studies. It doesn't effect in their academic performance. Findings suggested that despite of spending time on internet or on using Social Networking Sites, and even with the personality differences students are efficient enough for their studies that they do not face any deficiency in meeting their studies' requirements. Bhatt and Dhakar (2016) argued that positive effect in majority of adolescents was found to be comparatively higher than negative effects. However, the possibility of negative outcomes though observed comparatively lesser in the study cannot be overlooked. Constant monitoring on the part of elders could pave the way for quality results. According to Harbaugh (2010) Facebook users who spend their time on social networking sites more than two hours are more extroverted. And the users who not spend there much time on social networking sites are introverted personality. More of the extroverts are experience more successful on interaction with people on social networking sites rather than introverts. The general population is mostly of extroverts personality because they spend more time on facebook & other interaction online sites. The extrovert and introvert maintain their existing relationship on online platform or without online like offline contacts. (Liu and Larose 2016). Face to face interaction which is extrovert personality types can be positive related with online use. Tosun and Lajunen (2016). This phenomenon, also known as the social enhancement hypothesis, states that extroverted and outgoing individuals are motivated to add online contacts to their already large network of offline friends. These results are important because they show that personality is a highly relevant factor in determining online behavior. However, social media use, particularly for purposes of interacting with others, may be higher among those who rank lower in extroversion for the

following reasons. Researchers also note that introverts may be drawn to the Internet for the social interactions lacking in their offline or 'real' lives. In doing so, these introverts may adopt a more extroverted character online. "Introverts are able to construct and reconstruct their identity in numerous ways on the Internet—something not possible for the average individual offline." Consequently, when people used social networking sites more than two or three hour than they are more updated on social networking sites and having the fully confident when they talk to other people when they are offline. However some people of extrovert personality are differently behaved when they are behave in real life. Something which can be different or choosing manner can be done only in online. Furthermore, the level of extrovert personality will be more impact on media. Both the extrovert and introvert viewing the internet as use in that extroverts and introverts will differ in viewing the Internet as either an replacement or evolvment for social interaction, respectively. Introvert personality are more likely to be than extrovert when use of media as a option when it is face to face interaction , past research has shown. It aslo0 to be reached that those who have any difficulties in face to face interaction or in verbal communication they are more become extrovert and prefer online interaction Research has been found demonstrating that those who have difficulties in face-to-face interactions or who are communication-avoidant may also communicate better and prefer online interactions more than in person. including "anonymity, control over self-presentation, intense and intimate self-disclosure, less perceived social risk, and less social responsibility.

CONCLUSION

A major effect of online social networking was found in the social interaction pattern of introvert and extrovert adolescents. Thus, the various current researchers' findings conclude that it is applicable to say that those who use Facebook more often or heavily are recognized as more outgoing or more extroverted. This is important because past research has delineated how and why introverts would be more heavy users of Facebook for many reasons in that they seek to be a different person online and a comfort factor is found online and in online interactions. A great deal of past research has attempted to make this assumption come to life stating that introverts would be heavier users of Facebook because of the alternatives it offers to face-to-face communication. However, current research has found that Facebook and SNS, in general, offer the extrovert an

outlet and a new platform for which they can interact with others at times that they would not be able to and would otherwise be alone

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