03

A Sociological Inquiry into the Impact of Facebook on University Students (with Special Reference to University of Kelaniya)

K.P.R.Sujani Asangika
Temporary Assistant Lecturer
Department of Sociology
University of Kelaniya

Abstract

Universities "refers to higher education institutions that incorporate students who are over 18 years of age after tertiary education. Universities play a pivotal role in social upbringing. It aims at teaching, research, and conducting various research and surveys, such as transfer of culture, teaching professions, scientific research and future research. Productivity is a benchmark for the extent to which the objectives, and also objectives of an organization, entity or person have been achieved. This is what the productivity of university students. Further productivity is defined as to how the objectives of an organization are realized and the right thing to be done. However, many scholars have come to use Facebook among the new media now. Facebook has become the mastermind's website of the most active users of the world. Four students who had been in Harvard University in 2004 have designed Facebook to achieve academic success. Today, Facebook is also the social network that is widely used in Sri Lanka. The problem with this

research is the impact of the Facebook on education effectiveness of university students. The purpose of the research is to identify educational productivity, to influence the educational productivity of students by the effects of Facebook. As a targeted sample, the University of Kelaniya analyzed the data from 500 students. This research took five faculties within 100 students in one faculty. And also, sample including the same male and female students. Data collecting techniques are 500 questionnaires and 10 case studies. Data was analyzed using SPSS Software. The conclusion of this research is that the effectiveness of education of the scholarship drops due to the use of Facebook without the proper time management. Also, they were able to identify stimulus to help them get rid of stress. It was revealed that the growth in education in the education sector and it impacts on the personality of persons. And the Findings of this study shows that time spent on Facebook and addiction to it negatively and significantly affects student's academic performance.

Key Words: Academics, Universities, Productivity, Facebook