THE IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS

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ABSTRACT

The use of social media has been rapidly growing over the past several years. Not only do working people utilise social media, but student use of it has increased significantly, or perhaps better said, in the education sector. The use of social media has improved society in many ways. Users can produce, modify, and share new types of textual, visual, and audio information as well as communicate and connect with one another through the many social media sites and easily accessible applications that are made possible by the Internet. It has a significant impact on our lives since it is very helpful in many spheres of life, including the political, economic, and educational ones. With the passage of time, social media has begun to have a detrimental effect on society, as millions of people get unhealthyly addicted to staying up to date on the newest events through apps like Facebook, Twitter, and WhatsApp. Even though they no longer meet in person, they maintain longer-lasting friendships through their online communication. It is important to understand the positive and negative effects that social media has on our educational system and the next generation. The present study is aimed at the students of Shree D. V. Rawal Arts and Commerce College who are using internet, using different social networking apps. This study has been done through Google Forms. A Google Form was prepared on the effects of social networking. Then the Google Form was sent to the students through WhatsApp.

Keywords: *Social Media Sites, Students, Effects.*

Introduction

The Internet has become a permanent fixture in people's life today. It is difficult to envision a young man not checking social media and news headlines at least once a day for updates. Staying up to date with the newest news and trends is imperative in today's world. Does this trend, though, have an impact on pupils' academic performance? Our world was split between online and offline realms with the advent of social media platforms like Facebook, YouTube, and Twitter. Social media refers to digital platforms that facilitate connections between individuals both locally and globally. It is employed to promote interpersonal relationships [18]. They enable us to converse with one another across continents and to hear one other out.

Social media use is not exclusive to adults or professionals; students often use it extensively in educational settings. Some individuals are only able to identify themselves by their images, and even those who are unable to type their own name can still access the internet and check their smartphones frequently for updates.

Problem Statement

After the advent of Internet technology, the term 'social networking or social media' became more popular. The first definition of social media was given by two experts named Andrea Calpan and Michel Heinsein. Which works to bring the world closer ideologically by reducing the distance between

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the people of the society. The term "social media" describes the ways in which individuals connect with one another through the creation, sharing, and/or exchange of knowledge inside online groups and networks. The primary accounts on Facebook, X/Twitter, Instagram, LinkedIn, and YouTube are managed by the Office of Communications and Marketing.

Types of Social Media

- Social Networks: Whats app, Facebook, Twitter, LinkedIn
- Media Sharing Networks: Instagram, Snapchat, You tube
- Discussion Forms: Reddit, Quora, Digg
- Bookmarking and Content Curation Networks: Pinterest, Flipboard
- Consumer Review Networks: Yelp, Zomato, Tripadvisor
- Blogging and Publishing Networks: WordPress, Tumblr, Medium
- Interest Based Networks: Goodreads, Houzz, Last.fm

Literature Review

Jacobsen and Forest (2011), social media has a negative effect on grades, and two-thirds of students reported that using social media while doing homework had a negative impact on their grades. Kalpidou, Costin, and Morris (2011) also reported that there is a relationship between social media and grades. According to a study conducted by Ohio State University, students who used social media the most had lower grade points than those who did not use it as much.

Jaipuria Tha and Sinha (2016), social media is more likely to have an impact on students. College students who keep track of their grades find that it has an impact on their lives to some degree. They continued by saying that social media is a great tool for college students to establish friends and relieve stress. It was also mentioned that a strategy is needed to maintain a healthy balance between social media and academic research. As a result, college students ought to consider how to balance their use of social media with their studies.

Linkedle or MySpace (Matin, 2008). While offering a thorough analysis of social media use among college students and highlighting the potential benefits and drawbacks of this behaviour, a June 2010 Nieben Media Research study found that nearly 25% of students spent their online time on social networking sites (Jacobsen & Fonte, 2011). YouTube and Twiner are the next most popular social networks among college students, after Facebook. Furthermore, according to Facebook alone, there are 500 million active users, 50% of whom log on daily. Furthermore, according to a study by Online PhD, students spend about 1000 minutes a day on Facebook. 92% of college students have a Facebook account in 2007, a significant number of students married to the social media platform. 99 percent of students had by 2008.

Study Objectives

The main objective of this study is to analyses the impact of social media on students.

Hypothesis

- Social media has a positive impact on students' Life.
- Excessive use of social media appears to have a negative impact on students' life.

Research Methodology

Both quantitative and qualitative research methodologies were employed in the study. A descriptive study design was applied in order to obtain a precise situational profile.

Sample Selection

Elucidating research configuration has been chosen in present study. In this research, the researcher has chosen 54 students of first year of Arts and Commerce from Shree D. V. Raval Arts and Commerce College situated in Halvad taluka of Morbi district as sample.

Data Collection Tools

Both primary and secondary data were used to provide pertinent information for the investigation. The study's 54 student respondents provided primary data for the collection. secondary data were gathered from earlier research, books, papers, articles, and electronic resources that were connected to the current investigation.

Research Type

The research type of the presented research study is descriptive research.

Data Collection Strategy

The survey questionnaire, observations, a review of earlier research, and analysis served as the instrument for gathering data. In order to collect information for the research topics, surveys, literature reviews, and analyses were employed. The respondents were given survey questionnaires. It's a tool with multiple questions to elicit data from the participants. The survey was created for the responders using Google Form.

Variables

We chose the following two factors for our study: Performance of the students as the dependent variable Using social media as a separate variable.
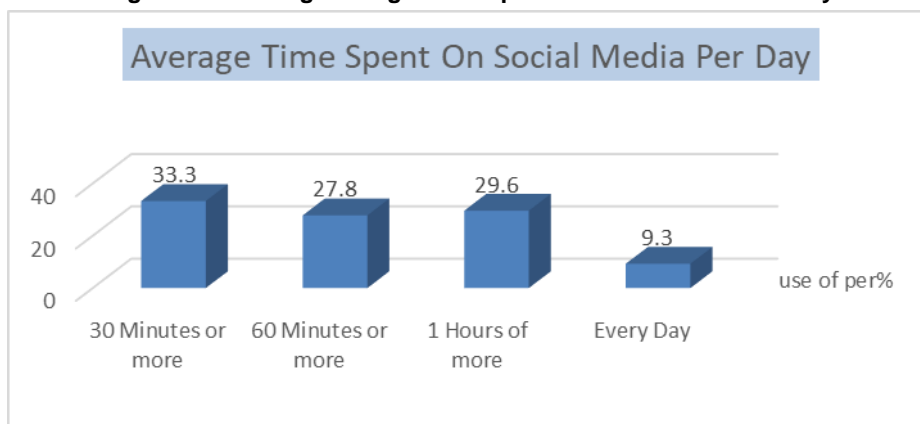
Results and Discussion

**Figure 1: Showing Social Media Usage Among Students**
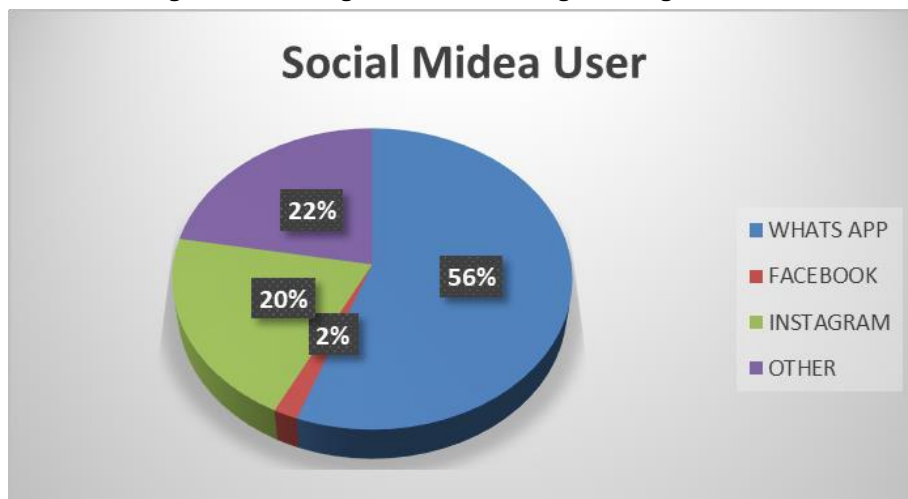
It has been observed that among young people, What app 55.6% and and 22.2% of all social networking site usage, respectively. With 20.4% of students using it Instagram.

Figure 2: Showing Average Time Spent on Social Media Per Day


In response to a question about how long they often spend on social media, students stated that 33% of them use it constantly for more than 33 minutes, 27.8% for more than 60 minutes, 29.6% for more than an hour, and 9.3% for just one login every day. Additionally, the investigation showed that there is an increased risk of safety for young individuals who use the site frequently.

Figure 3: General Purpose of Social Media
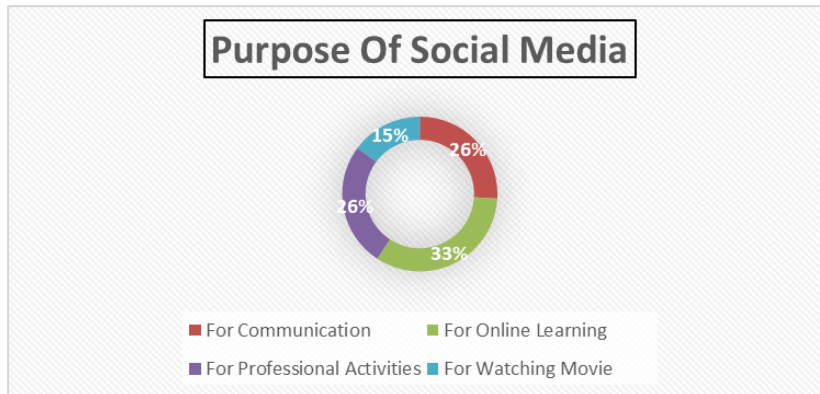
The next question in the survey was what type of information they get from these sites. 25.9% preferred job-related information, 33.3% for online education, 25.9% for chatting with friends and families, and 14.8% chose entertainment. The graph clearly shows that most of the youth are interested in knowing and want to get professional information through online platforms.

Figure: 4 Social Media Use Increase Social Distance Between Family Members
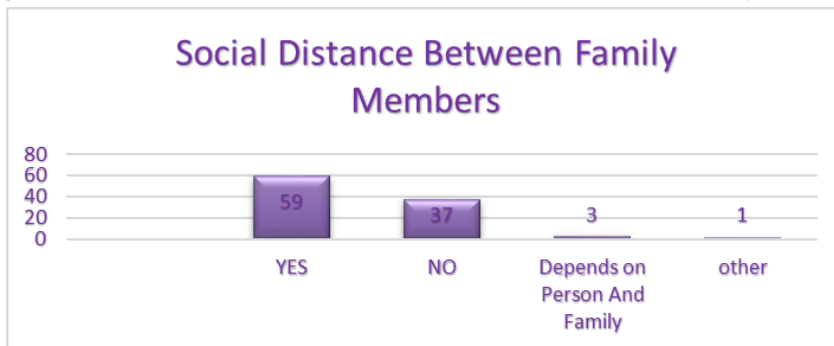
When asked whether frequent use of social media creates distance between family members or not, 59.3% respondents said that in their free time, they are not able to give time to family members due to use of social media sites and hence feel distance between them. While the 37% respondents said that when they are away from their family, they communicate with them through social media only, hence, there is no distance in relation to family members but it is because of them that they remain connected with them.

Figure: 5 The Benefits of using Social Networking Sites
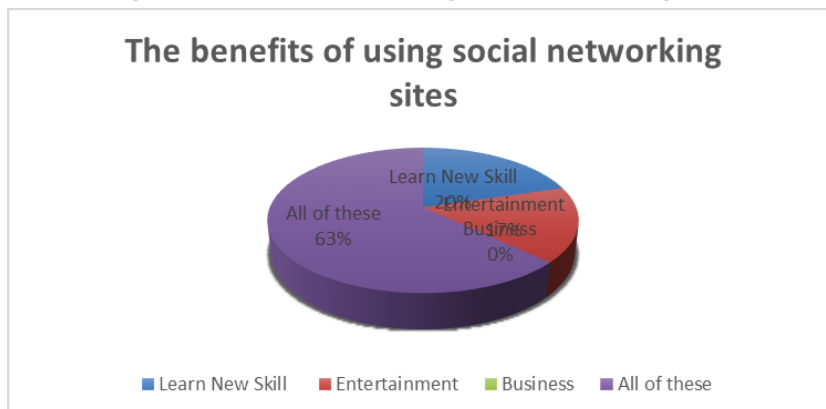
The next question was about the benefits of social media. Most people agree with the positive side of the benefits. 63% agree that social networks are used for research and learning, and because of entertainment programs they can have fun and learn something from them, and also get business information. This graph shows that there are many positive aspects of using social media.

Conclusive Discussion

In summary, the study finds that social media benefits today's high-tech, sophisticated society. Our lives have all been a lot quicker and easier as a result. One can connect to everyone on the planet or issue commands to anything with a single button press. This study is related to the survey of whether the students studying in the first year of college are satisfied with the new education policy or not. The survey was being conducted on 54 students by this researcher. All the participants actively answer this questionnaire (Google Form). The average age groups being contacted by this researcher were between 17-19 years. This study's primary goal was to determine the academic performance of students who spent the most time on these interactive websites. Studies have shown that the majority of the results are positive because students who spend time on these social media platforms during the course of their day are able to exchange and produce new ideas and concepts related to their studies. In addition, students use these platforms for leisure because they are useful for their academic work. Students now use these interactive social media platforms on a daily basis; they spend most of their time on them for amusement and to focus on their academics. The goal of this study is to determine both the advantages and disadvantages of social media use. The effective usage of social media can result from the divide between society's technological and cultural elements. Its significance cannot be downplayed, yet proper application of it requires attention. There are measures that can be taken, such as planning student drives or seminars, to reduce the detrimental use of social media. the increased knowledge of pertinent national laws, such as the Information Technology Act of 2000. It is important to encourage responsible social media use while preserving more conventional approaches, such as playing outside games. The realisation is crucial. In certain situations, offline culture and contact are even more significant than internet culture. Particularly when it comes to minors, parents or guardians should be monitoring the kind of information.

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