Impact of Social Networking on Family, College and Society

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Abstract

There are numerous ways, positive and negative, in which social media impact college students. Understanding absolute volume of time and the type of activities for which college students use social networking sites is crucial for higher education administrators. Researchers have begun to empirically examine impacts on Family, College, and Society. They find that social media are not the problem-the problem is the precise use and purpose of social media activities that make the difference. This paper presents the impact of Social media on Family, College and Society.

Key words: Social media, Social media Activities

Introduction

 The definition of social media is "the relationships that exist between network of people" (Walter & Riviera, 2004). In the last ten years, the online world has distorted drastically. Thanks to the discovery of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly beyond belief rate.

Schill (2011) states that the social media sites encourage negative behaviors for teen students such as procrastination (catching up with friends), and they are more probable to drink and drug. However, every day, many students are spending countless hours immersed in social media, such as Face book, MySpace, Twitter, Skype. At first glance this may seem like a waste of time; however it also helps students to develop significant knowledge and social skills, and be active citizens who create and share content.

How addictive are we??

If you ask someone as to why they quit social media the reasons are many among them would be compulsively checking social media and a lot of time being wasted on that .When we wake up in the morning the first thing they did the morning is to roll over and all social media accounts, or anytime being bored or at any awkward situations. Instead of doing some activities that they once deeply enjoyed or create value for self. Whenever someone quit social media there is always this outcry. Some of them would simply say "Why don't you have a control on how to use it" this is acceptable but one need to understand that social media was created to be addictive. The creators of Face book, Instagram, Twitter wants you to stay on their apps as long as possible

,millions of dollars are being spent into researching what humans find addictive and how better they can make it to use them as long as possible. The book titled "The shallows" by Nicholas Carr talks about how internet is affecting our ability to focus, think, and learn deeply. The book has a scientific and well researched approach.

We hear and see the notifications. We can feel the phone in our hand. Every time we touch a tab, we're rewarded with new information about what our peers are doing. Every time we refresh the page, there's newer information which rewards our brains with more dopamine. Our brain loves to learn and to see the attention that we receive and when we use social media because of which we keep using it. This repeat cycle and connection strengthens our brain to create addiction. Carr makes a very critical point in his book .Not just social media, the internet as whole rewards us shallow thinking.

Here is a quote from is book "….when we go online, we enter an environment that promotes cursory reading, hurried and distracted thinking and superficial learning."

Impact of Social Media on Family

There was a time where we often went out with friends, family, or stayed in for a family evening. Gone were the days where everyone is sitting around a fire, talking or playing a board game.

It may be a night where we go on a district walk and converse about goals, dreams and our day. In reality though, family nights or activities are heavily enveloped with technology. According to a study on media influence, conducted by the Kaiser Family Foundation, it was found that kids aged between 8-18 years old spent over 7 hours a day using electronic media .

That equals up to 50 hours per week in front of a screen. Numerous research studies show that when children are on their screens they were losing on interpersonal relationship skills. Screen time can lead to obesity, difficulty focusing, and maintaining relationships.

On the other hand, technology can be used to keep families connected. It can help members keep track of schedules, location, and a sense of security between members that parents and/or children can be reached immediately if needed.

Technology is also helpful for families of divorce or separation through more immediate voice or face contact. In a 2008 study published by Pew Research Center's Internet & American Life Project, reported that cell phones, email, and texting helped families compensate for the increased stress of modern life by allowing them to communicate with family members when apart

Parents are more involved on their phones, with work and personal responsibilities blurred. Too often are parents working at home, and spending more time on technology than with children or partners. 70% of women report that cell phones, computers, and/or TV interfere with their relationship a majority of the time [6].

They also report that 40% of the time, partners get distracted by TV during conversation and that 33% of the women stated their partner checks their phone during meal times .

Researchers are finding that individuals communicate more often with family and friends due to technology, but the approach and nature of communication is potentially weaker. Studies are also finding that kids who spend more time using technology and are in front of a screen, have more difficulty than peers understanding emotion, developing relationships, and may be more dependent on others

Many are gaining weight, easily distracted and finding it hard to read the subtle signs in developing and maintaining relationships. In fact, they're often mentally absent when sitting with a group of friends or family.

And it's not only our kids. How many times have we pulled out our cell phones when having dinner to check that important email or text that just chimed in? And how many of us have sat in a restaurant with a companion who has "checked out" to tend to his electronic device? How much time is spent capturing a moment digitally versus experiencing what is taking place? Or investing energy documenting children's lives on social media versus investing in the relationship?

College

As to the relationship between social media and grades, a study released by Ohio State University reveals that College students who make use of Face book squander less time on studying and have lower grades than students who do not use the popular social networking sites (Kalpidou, Costin, & Morris, 2011).

On one hand, the positive aspect of online communities is that youths can utilize them for academic assistance and support (Lusk, 2010). Due to the ability of social media to enhance connections by making them easily accessible, social media can yield many benefits for the young, including providing a virtual space for them to explore their interests or problems with similar individuals, academic support, while strengthening online communication skills and knowledge. "Students who may be reluctant to speak up in class are participating in book discussion blogs and writing for real audiences. There are new Web tools emerging all the time that are enhancing learning.

According to Cain (2008) social network websites provide ease of connecting people to one another; free of cost and after connecting one can post news, informative material and other things including videos and

pictures etc. This free of cost factor fascinate students for communication and data sharing. Cain (2009) stated that although social network websites can be practiced for good determinations but it is usually used for Involvement of digital snapshots and information, exposing securities, and conducting online conversations because many other communities inside social networking websites motivate user for this kind of inappropriate actions.

Abasyn Journal of Social Sciences Vol. 5 No. 2 Shahzad Khan 58 preceding studies found that more than 90% of college students use social networks. In the same way Ellison, Stein field, and Lampe (2007) stated that the students use social networking websites approximately 30 minutes all through the day as a part of their daily routine life. This statement shows the importance of social networking websites in students' life. Len hart and Madden (2007) discovered through a survey that students strongly recommend social networking websites to stay in touch with friends to keep informed and aware.

As Kuppuswamy and Shankar (2010) explained that the social networks grabs the total attention and concentration of the students and diverts it towards non educational, immoral and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs. Students and teenagers mostly use social networks for time killing and sake of enjoyment but it has been analyzed that internet use for education purpose and any appropriate task including online tutorials, online lectures and education material downloading is very good but use of internet for only social network is very useless perhaps dangerous.

Most college students use smart phones in classroom, says study.According to the survey over 675 students in 26 states, students checked their phones and other digital devices in class more than 11 times a day, on an average.

Society

Social networking is a tool used by people all around the world. Its purpose is to endorse and support communication. However, this type of technology might be doing more destruction than good. It is not only altering how we converse, but also how we interact with each other in daily life. Sarah Zay, of USA Today, stated that "With the rise of websites such as Face book, social networking may be on the edge of replacing traditional personal interactions for the next generation" . Traditional interactions will continue to be at risk if we don't comprehend the effects of our social media. Social networking affects our lives in many ways, together with our communication, self- expression, bullying, isolation, friendships, and even our very own sense of humankind.

Social networks, such as Face book, were shaped for the sole purpose of helping individuals communicate. There are a lot of other reasons that these technologies are used, but communication is still the number one. Many people use these networks to talk to their friends in other cities, states, or even other countries. There are many situations that do not allow the use of telephones; this is why social networking is preferable by many. These networks not only allow communication between friends, but allow you to meet new people.

On these networking sites, users in general create pages that represent them in some way. They post pictures of themselves and their friends. Their friends comment on these photos. This concept seems simple enough, but its use is very different depending on the age of the user. Adults are known to be more mature about what they post and how they interact online. It is more likely that adults would, "Use their profile pictures as a way of casually showing themselves, their family, or possibly a recent trip they took"

Teenagers gain popularity through the interesting pictures they post. Comments that are left on their pages mean more to them than actual words. These explicit pictures are very harmful to the user. Posting inappropriate pictures are demeaning and damaging reputations.

With so many teens using social networking, it has become easier to target one another. Cyber bullying is a form of bullying that is only done through the web and other technologies. Social networks make it worse for the victims. However, on the networks no one is there to observe the attack. This makes it harder for a victim to ask for help. The bully has an easier job insulting the other because there is no danger of getting caught by a close adult. These kinds of social attacks are harmful. All types of bullying are wrong, though cyber bullying might be the worst yet.

With the constant use of these social technologies, less people are communicating in person. Many people are becoming more isolated due to the lack of individual interaction. It is becoming easier to go through life with less personal confrontations and conversations. Many people are becoming used to only conversing through their computer.

These social networks allow an individual to have thousands of "friends." However, these supposed "friends" are really no more than strangers. On these web sites we allow strangers onto our page for petty reasons, such as having the same taste in music or movies. We spend more time with these people online, when we should be spending time with our real life friends that we've known for years. This lack of commitment to our real life friends leads to shallower friendships. Many people care for their Face book friends, but they don't even know what their lives are like. Many of those people will "know what fifteen of their friends had for breakfast, but

don't know whether any of them are struggling with major life issues" (PC Magazine Online 2). This is a common occurrence in online friendships now.

Many don't even realize that they have ruined their other friendships. Why do we do this to ourselves? Why do we create connections with people who we don't know, or even care about? It all stems from, "an underlying fear of being alone. Social networks may form shallow friendships but the connection makes you feel as if you are not alone". The constant use of this kind of technology is harmful to us as a whole and to our humanity. When we contact one another through these sites we are limiting ourselves. When you use networks like Face book, "you're representing yourself on a database. Then you live according to that database. You fill in check marks saying this is what I'm interested in, this is who I am, this is the music I want to hear, and you become a false impression of yourself"

This kind of illustration lowers us and our humanity. We are recognized only as what we put in writing on our pages. These social networks have injured many things, but they cannot be allowed to harm our humanity.

Although many people around the world use social networking, it should only be used as a device. Social networking aides long distance communication greatly but there must be an end to it. It cannot become our main form of communication and interaction. There are positives to this new technology but nowhere do these positives compensate the negatives. If we continue overusing the aid of these sites, then it will keep effecting our communication, self-expression, bullying, isolation, friendship and humanity in negative ways. There is nothing that can substitute personal interaction. Social networking is the problem and we must eliminate its overuse for the sake of our future.

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Rather than finding solutions, people update their problems as statuses on Facebook, which in itself is the problem. Social Medias are taking the process of problem-solving to the next level. Earlier, people would think about solutions to their problems. Now, they post their problems on Face book and other social networking sites to find solutions. The difference between the social and private life is decreasing, and people are realising that nothing is working out for them.

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