IMPACT OF SOCIAL MEDIA AMONG COLLEGE STUDENTS IN SULUR COIMBATORE

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ABSTRACT:

The purpose of this study is to examine the influence of the social media among the college students. To achieve this the descriptive survey research design was adopted the simple random sampling technique was used to select a sample of 155 students. The descriptive statistical of frequency counts and percentage were used to analyse the demographic data while inferential statistics of chi square was used in testing the research hypothesis. Research finding showed that a great number if students are addicted social media. To this end the research recommended that social media should be used for education purpose as well. Social media networking sites should be expanded and new pages should be created to enhance academic activities and avoid setbacks in the student's academic performance and students should be monitored by teachers and parents on how they use these sites.

Keywords: Social media, College students, Academic performance.

INTRODUCTION:

The use of internet based on social media program is to make connections with friends, family, classmates and clients. Social networking can be done for social purpose, business purpose or both. The program shows the associations between individuals and facilitate the acquisition of new contacts. Example: social media networking sites.

- WhatsApp
- Facebook
- Twitter
- Instagram
- YouTube
- Telegram

There has been significant interest and concern about the risks of online social networking because of access to personal information and the anonymity that the system allows. Social networking sites are not only popular for providing a platform   for chatting, sharing scraps, videos, pictures and etc., But also for discussing social issues. Earlier people keeping their data private buts now they like going public and viewing wall posts, status updates, tweets and in fact every excited of their lives. In this way, we are ourselves violating our privacy and liberty at the negotiation of publicizing intimate so as to attract hundreds of online readers and even strangers. One side these sites provide to be in touch with our dear ones on the

other side it creates platform for many cybercrimes. In this research paper focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites. Social medias are turned as web-based services that give an opportunity to individuals to create their own personal profile. It provides them with features such as chatting, blogging, video calling, mobile connectivity and video and photo sharing. People spend more than usual hours on social media sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another. These sites have held an addiction to the youth wherein they find it difficult to concentrate on their work and prefer logging in and jumping across one site to another. Some have become academically challenged by the use of these websites. But we witness very few out of the lot who does not access or make use of these

STATEMENT OF THE PROBLEM:

Social media offers young people several benefits and opportunities, including access to information, extended social networks, social skill practice, identity expression , informal learning opportunities', interest based groups, development and maintenance of friendships, and fun but the problem is the youth today are addicted to social networking sites they are wasting a lot of time in front of these sites and moreover, they are not able to handle their sites properly hence the research aim to study the impact of social networking sites among youth and to find out most preferred social networking sites.

OBJECTIVES

- To know the impact of social media among college students.
- To examine the level of student's addictiveness to social media and influence on their academic performance.
- To know which age group uses the platform more.
- To understand the effectiveness of social media

LIMITATIONS:

- The study is limited only college students in Sulur-Coimbatore.
- The sample size of 155 respondents taken for the study, so the findings of the study cannot be generalized.
- The respondent views and opinions may hold good for the time being an many vary in future.
- Study has been done during a time period of Three months.
- The study is conducted only in Sulur- Coimbatore. So, this study can't suitable to other paces.

SCOPE OF STUDY:

Social media offers young people several benefits and opportunities, including access to information, extended social network, social skill practice, identify expression, informal learning opportunities, interest – based groups, development and maintenance of friendship and fun. The focus of this research work is to primarily study the influence of the social media networks "Facebook, what's app, Instagram, Twitter, Telegram" has a significant impact to the academic performance of college questionnaire filled by 155 students. While the study recognizes that the impact of social platform and attitude towards social media among youth as such this study will limited itself only to the students in Sulur-Coimbatore.

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REVIEW OF LITERATURE

Shabir, Hameed, Safdar and Gilani (2014) examined 'the impact of social media on youth; A case study of Bahawalpur city' to analyse the influence of social media on youth social life. Data collected was analysed in terms of frequency, percentage and mean score of statements. The finding of study revealed that excessive users in educational computer labs use the social forms for comments, chatting and sharing of image and videos. But the negative images, messages, videos links etc are creating negative influence in the society at minor level.

Deshmukh and Tathe (2014) conducted a study titled 'An impact of social networking sites on youngsters' to identify the impact of social networking sites on Indian youth. A sample of 50 students was selected and percentage analysis was applied to analyse data. The findings showed that young adults and teenagers are the most avid users of social networking sites. The research suggested designing a social networking is the family development sector.

Sachdev (2015) presented the paper 'Impact of social networking sites on the youth of India: A bird's Eye View to find out the answer whether social networking sites are boon or bane for today's society. Simple random sampling method was used and percentage analysis was applied to analyses data. The findings of the research showed that five key issues at stake in new social networking media are identify, privacy, ownership and authorship, credibility and participation. On one hand social networking sites provides way to connect our dear ones and other side, it gives a platform that becomes danger for India culture.

Arjun and Juna (2015) conducted a'Study on the Impact of Social Networking Sites Among Higher Secondary Students' to determine the influence of social networking sites on the study on the study habit of higher secondary students, A sample of 40 students was selected and percentages analysis was applied to analyses data. The findings of the study showed that a majority of the current higher secondary students have access to the internet and social networking sites give them a platform to interact with their friends. Social networking sites surely improve the studying habits of students and also their social skills.

Arora and Okunbor (2015) in their study 'Social Networking Addiction; Are the youth of Indian and United States Addicted?' aimed to investigate the daily usage of facebook and how people interact with social networking sites on a daily basis. Percentage method was used to analyse data. It was found that both groups of respondents have access to facebook more than three times. The research concluded that excessive usage of social networking sites does not seen like a very positive scenario. Cyber bulling, pseudo self-image, body dysmorphicsycdrome are some of the psychological manifestations of excessive social networking.

DATA ANALYSIS:

The primary data collected using the SPSS computer software. The statistical tools are

- Simple percentage analysis
- Rank analysis
- Weighted average analysis
- Chi-square analysis

ANALYSIS AND INTERPRETATION AGE OF THE RESPONDENTS

S.NO	AGE OF RESPONDENTS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 18 years	43	27.7
2	18-21 years	69	44.5
3	22-25 years	42	27.1
4	Above 25 years	1	0.7
	TOTAL	**155**	**100**

SOURCE: Questionnaire

INTERPRETATION:

The above table reveals that the age of the respondents. It is clear that 44.5% of them are between 18to21 years, 27.7% of them are below 18 years, 27.1% of them are between 22to25 years, 0.07% of them are above 25 years.

Majority (44.5%) of the respondents are below 18to21 years.

GENDER OF THE RESPONDENTS

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	71	45.8
2	FEMALE	84	54.2
	TOTAL	**155**	**100**

SOURCE: Questionnaires

INTERPRETATION:

The above table reveals that the Gender of respondents. 45.8% of respondents are male.54.2% of respondents are female. 45.8% of respondents are male.

Majority (54.2%) of the respondents are female.

FACTORS INFLUENCED TO SOCIAL MEDIA PLATDORM

FACTORS	1*5	2*4	3*3	4*2	5*1	TOTAL	RANK
Education	47	9	14	43	42	155	IV
	235	36	42	86	42	441	
Gathering information	24	34	32	34	31	155	III
	120	136	96	68	31	451	
Decreasing communication skills	34	38	42	20	21	155	I
	170	152	126	40	21	509	
Social platform strongly effects academic performance	26	52	32	20	25	155	II
	130	208	96	40	25	499	
Problem faced on usage of social media	24	23	34	39	35	155	V
	120	92	102	78	35	427	

INTERPRETATION:

The respondents have ranked decreasing communication skills as first (rank 1) among the factor influencing the social media, followed social media platform strongly effected academic performance(rank2), then gathering information (rank 3), just followed by education (rank 4), and problem faced on usage of social media (5).

LEVEL OF SATISFICATION

CATEGRORYS	1*5	2*4	3*3	4*2	5*1	TOTAL	MEAN SCORE
Increase learning and research capacity	35 175	45 180	71 213	4 8	0 0	155 576	3.716
Frequently visit make positive effect of study	36 180	77 308	35 105	3 6	4 4	155 603	3.890
Increase moral value	42 120	62 248	46 138	5 10	0 0	155 606	3.909
Betterment of society	43 215	53 212	48 144	10 20	1 1	155 592	3.819
Promote our social nomes	46 230	50 200	47 141	11 22	1 1	155 594	3.832

INTERPRETATION:

The above table justifies the satisfaction level of impact of social media. the highest mean score or average is 3.909 for social media increase moral value.

RELATIONSHIP BETWEEN AGE AND YEAR OF USE OF SOCIAL MEDIA OF THE RESPONDENTS

AGE	YEAR OF USING				TOTAL
	Below 2 years	3 years	4 years	More than 4 years	
Below 18 years	12	15	11	5	43
18-21 years	20	25	13	11	69
22-15 years	7	17	13	5	42
Above 25 years	0	0	1	0	1
TOTAL	39	57	38	21	155

HYPOTHESIS:

There is no significant relationship between age and year of use of the social media of the respondents.

CHI-SQUARE TESTS

FACTOR	CALCULATED VALUE	DF	TABLE VALUE	REMARKS
Age	7.146a	9	16.92	Accepted

INTERPRATATION:

The calculated value of the chi square is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between age and year of use of the social media.

FINDINGS AND SUGGESTIONS

- Majority (44.5%) of the respondents are below 18to21 years.

- Majority (54.2%) of the respondents are female.

- Majority (65.8%) of respondents are Urban area.

- Majority (50.3%) of the respondents are under graduate

- Majority (43.2%) of the respondents are 2nd year.

- Majority (89.7%) of respondents are unmarried.

- Majority (56.8%) of the respondents are in joint family.

- Majority (36.8%) of the respondents are below 4.

- Majority (40.6%) of the respondents are prefer Facebook.

- Majority of the respondents are use social media platform for to keep touch with family and friends.

- Majority (51%) of the respondents are use 3 social platform.

- Majority (51%) of respondents are spending social media in a day.

- Majority (45.8%) of the respondents are subscribed entertainment.

- Majority (52.9%) of respondents are access social media 30 minutes once in a day.

- Majority (60.6%) of the respondents are smartphone.

- Majority (25.8%) of the respondents are completely private account.

- Majority (47.1%) of respondents are I find it a way to enjoy leisure or whenever I am alone.

- Majority (43.9%) of the respondence are laziness.

- Majority (66.5%) of the respondents are agree.

- Majority (36.8%) of respondents are 3 years.

- Majority of the respondents are athletes and sports terms and politicians.

- Majority (58.1%) of respondents are networking problems.

- Majority (42.65) of respondents are strongly agree.

- Majority (46.5%) of respondents are average.

- Majority (43.2%) of respondents are effective.

- Majority (43.2%) of respondents are both.

RANK ANALYSIS METHOD:

- The respondents have ranked decreasing communication skills as first (rank 1) among the factor influencing the social media, followed social media platform strongly effected academic performance(rank2), then gathering information (rank 3), just followed by education (rank 4), and problem faced on usage of social media (5).

WEIGHTED AVERAGE ANALYSIS:

○ The above table justifies the satisfaction level of impact of social media. the highest mean score or average is 3.909 for social media increase moral value.

○ The above table justifies the satisfaction level of positive impact of social media among the college students. The highest score or average is rises to 4.200 for impact of character formation of youth.

○ The above table justifies the satisfaction level of negative impact of social media among college students. The highest mean score or average is rises 3.916 for the it increases cyber-crime.

CHI-SQUARE TEST ANALYSIS:

○ The calculated value of the chi square is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between age and year of use of the social media.

○ The calculated value chi square is less than the table value. Hence, the hypothesis is accepted stating that there is significant relationship between area and most referable platform.

○ The calculated value of chi square is less than the table value. Hence, the hypothesis is accepted sating that there is significant relationship p between gender and spending time in social platform.

○ The calculated value of chi square is less than table value. Hence, the hypothesis is accepted stating

○ that there is significant relationship between marital status and year of use of social platform.

SUGGESTIONS:

○ Students should not waste too much time in front of social networking sites

○ Students should not accept friendship with strangers.

○ Social networking sites should improve their effectiveness of privacy policies.

CONCLUSION:

Social media is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purposes. The study is conducted to know about the impact of social media networking sites among college students at Sulur Coimbatore. From this study, we can conclude at social media sites have both positive as well as negative impact on the youth. Even though social media increase knowledge, develops attitude and helps in character formation, they lead to cybercrimes, severe addiction and serves as an avenue for predators to find victims thus students must be very careful while using social media. they should not accept friendship with strangers in social platform. Moreover, social media should improve their effectiveness of privacy policies.

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