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IMPACT OF SOCIAL MEDIA PLATFORM ON STUDENTS HABITATION: AN OVERVIEW

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Abstract- Today social media overcome all the fields of Business, hospitality as well as education , and minimize the social skills of young people. Social media efficiently spread in all areas of society- trade, political affairs, media, marketing, law and crisis services. It has also become a key tool for aggravating thought, conversation around particular social issues. Social media is a transformer of messages simultaneously and approachable to community. Social media is rising exponentially day by day with in the past few years. Its really integrated part of people in daily lives and online social networking sites have caused deep changes in the way people confabulate and interrelated. Age and accountability direct to prime of life and student tend to make use of time more wisely and appropriately and not waste it in social media. The rising esteem of social media sites in the middle of students demands and self-analysis the social behavior. Here the overview of the generality of social media addiction between students was estimate and compare, to evaluate the health and education habitats . An estimate the various factors related with social media obsession.

Keywords- Social media, media, platform, technology, psychological changes, additions, physical problems.

Introduction- Social media has been defined as ‘a collection of internet websites, services and practices that support collaboration, community building, participation and sharing’. Some of such tools which h have become the focus of this try include social networking sites, video-sharing sites, blogs and micro blogs [1]. According to [2], it has been defined as a set of web based broadcast technologies that enable the democratization of content, giving people the opportunity to emerge from consumers of technology to publishers. It is “user generated content that is shared over the internet via technologies that promote engagement, sharing and collaboration” [2]. It has been used the potential for effect, many communal bodies invest time and money in creating social network sites (SNS), while others go to great lengths to block theirhuman resources’ use these sites. Canadian government prohibited human resources from Face book and the US congress planned legislation to ban youths from accessing SNS in schools and libraries [3]. This was it seems that they belief that their interaction with these media impacted negatively on their times in those areas related study. There has been considerable concern that social media divert from education and reduces the social skills of young people. Nowadays, regardless of their socioeconomic background, adolescents have greater revelation to electronic gadgets like androids, digital watches, at a much younger age, and hence, more prone to social media overuse or addiction.

Social media dependency may have a harmful effect on the psychological health, physical health, and behavioral problems for users in their developing years. Blue whale, off late has emerged as a perilous social media tool which is being blamed for deaths of adolescents and endangered the lives of teenagers.

Internet addition test is one of the most trusted tools available to assess the prevalence of Internet addiction[4]. However, for social media addiction, there is no gold standard scale available. As social media addiction is becoming a major issue among the youth, developing a scale to measure social media usage among adolescents seems necessary[5].

The getting higher attractiveness of Social Networking Sites (SNS), in line with social increase interaction, alliance, and sharing among internet users. SNS such as Face book, Twitter, instagram, Path, Google+, etc. have gained huge popularity in the today's digital world and are being adopted vigorously by billions of users. This number will increasing day by day over a period of time.

In spite of various SNS, Face book, whatsapp, twitter, instagram is the most popular and the biggest social networking site with the major number of users. These number will increase day by day over a period of time. In the third quarter of 2012, the number of active Face book, whatsapp, twitter, instagram users had surpassed 1 billion. As of the second quarter of 2016, Face book, whatsapp, twitter, instagram had 1,71 billion monthly active users [6]. A huge and vastly growing number of Facebook users, cause a lot of scholars, conducted research on Facebook such as research on Face book usage [7][8]. Another scholar discussed and analyzed the potential Face book for education [9][10]. In addition, several scholars pointed out the effects of using Face book[11][12], including academic performance [13]. El Bialy and Jalali [14] stated that Face book, twitter, instagram is not convenient for education because teachers do not offer a suitable mode of learning. Moreover, Manca and Ranieri [15] argued that more favorable attitude towards personal sharing and connecting with peers in professional networks rather than integrating social media into their teaching practices. Therefore, the primary objective of this study was to investigate and compare the use of Facebook by students and teachers at three colleges in Indonesia and also investigate the purpose of the students and teachers using Facebook in educational settings.

Survey – Survey research method was held on three different colleges. Random sampling of the students population was carried out and primary data were fetch using self prefecoral, structure questionnaire.

First survey was performed by Alvan Ikoku federal college o f Education Oweeri was 11,691 people and sample size was 372. While assume that the follow framework significant level of 0.5 and in this standard deviation of 0.5, standard variety of 1.96 & confidence level of 95%. There was a 100% reply rate as the research's privately dispense and collect questionnaires from students.

Second cross section done on Government & private colleges located in Urban Bangalore city. They chose PU colleges first & second PU student who attain introduction measures .Sample size was 1870 based on the pilot study currency of 32% to meet the initial 15 PU colleges visited. 5 from private sector and 10 from government colleges.

Social media habit was determined using Chi- Square Test, Z Test.

Third survey research was organize on campus e-mail account & sent link to a survey hosted or survey monkey.com. Total 135 examinee agreed to join in the pre-test survey 92.59% (125) are students, 93.33% (126) pre-test is valid ,after the acceptance of 3 college in RIAU, Indonesia, STMIK. Amik- Riau , STIE Pelita Indonesia & STIKOM Pelita Indonesia, all- inclusive 94.5% response rate.

Finding-

The study exhibit that social media rate observed among student:

- 71% student served own android while 25% did not used [16].
 - 35% only show that they did not know what is android [16].
 - Among 1870 study subject 1389(74.2%) were non social media user and 481(25.8%) were non social media users [17].
 - The media expenses for study subject was Rs.200 (100,600) per month and median time spent on social media was 14(7,21) hours (week) [17].
 - 921 (66.4%) of social media user were male and 468 (33.6%) were female [17].
 - Over all dependences social media was observe 27.4% of the study subject, 24.0% in government and 38.8% in private colleges $Z= 3.26$ [17].
 - Generally habit of social media among social media user (1389) was 36.9% [17].
 - In this term of gender 69% (227) of examinee identification as male -31% (102) examinee are female [18].
 - 67.17% (221) of respondent were 20 to 25 years old and 5.17% (17) of respondent above 25 years old [18].
 - In this age, 55.10% (27) of respondent under 30 years of age, whereas 22.45% (11) of respondent were 30 to 40 years old. The rest are master degree (97.96%) [18].
- Similarly, in term of time using face book, most of the respondent(67.35%) used face book, for more than 6 years,28.57% (14) for 5 to 6 years,4.08% (2) for 3 to 4 years; no one indicated they had been using Face book for less than a years as well as for 1 to 2 years [18].

Conclusion- Social media effects are 2.21 times more likely to have physical manifestation collated non social media user in present study. Physical manifestation relieved that social media user suffer from backache, shoulder pain, eyes infection, neck pain, wrist pain, myopia etc. Social media user were 1.6 times more unprotected or unsafe as compare to non social media user was psychologically behavioral change they are suffer from stress, anger, irritable, anxiety, sleep disturbance, neglect personnel hygiene and eat irregularly. The study points towards the need for legislative action like considering having an age limit for use of Social Media .

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