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Effects Of Social Media On Students Of Management Colleges Of Bhopal

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ABSTRACT

The extensive use of Social Networking in India has been on the rise among the new generation youths. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, skype, WhatsApp, LinkedIn or Twitter accounts and online handles. The new age social networking culture has been well accepted and has met an enthusiastic response and acceptance. There are reports of cultural changes and in the way traditional interactions and social communications are conducted in India. Research studies on this new age social media impact and usage within India have been limited to specific surveys and theories.

As social media sites continue to grow in popularity, it is our premise that Technology is a vital part in today's student success equation. This descriptive, exploratory research study drew a random sample (N=48) of males (n=26) and females (n=22) who were administered a student perception questionnaire on how social media affects students of management college of Bhopal. 35% percent of the participants were undergraduates and 65% were graduate students, studying at management colleges of Bhopal. 31% percent of participants have full-time jobs, 30% have part-time jobs and 39% do not have jobs. The results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media. The objectives of this research paper is an attempt to investigate the extent of social networking impact on the students of management colleges in Bhopal. . The reason for selecting college students is that, present pursuing college students are youth of our country and as we all know the direction of a country and culture is decided by the direction taken by youths of that country. This paper is

an attempt to analyze the pattern of social networking usage and impact in order to determine the social networking addiction.

Key Words: social media, college students, learning efficiency, networking, culture.

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 changed dramatically. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010), 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 likely to drink and drug. However, every day, many students are spending countless hours immersed in social media, such as Facebook, watsap, twitter Myspace etc., At first glance this may seem like a waste of time; however it also helps students to develop important knowledge and social skills, and be active citizens who create and share content. At present, whether social media is favorable or unfavorable, many students utilize these sites on a daily basis. As social media sites continue to grow in popularity it is our belief that technology is a vital part of today’s student success equation. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their college students are spending too much time on Facebook and other social media sites and not enough time studying. Therefore, our research ascertains the relationship between the social media and students’ study efficiency.

While social networking met with huge enthusiasm among new generation initially, this new social culture seems to have been accepted by all age groups in India. The rise of internet access speeds and smart phones helped social networking even more and days of considering social applications as waste of time is long gone. Initially the use of social networking was limited to corporates and businesses for connecting with peers, customers, clients with twitter handle, Facebook accounts or WhatsApp mentioned on business and visiting cards. Social networking has now branched to include friends, family associates and classmates as well. Social networking offers several opportunities like access to information, videos, extension of social group, ability to express, learning opportunities, seeking and maintaining friends and relatives.

Social networking with the ability to effectively vanish boundaries, the anytime anywhere availability has seen impact on privacy as sharing too much, false unnecessary information about themselves or voice opinions, even getting exposed to fraudsters or cyber criminals and most critical of all the increased

addiction to Internet and Social applications . These tend to influence the youth for their social, emotional and psychological well-being. Adverse outcomes are seen as increasing exposure to cyber-bullying, unknown persons accessing personal information, online dating, exiting, and sleep deprivation, exposure to unsuitable digital content, outside influences of third-party groups encouraging to transfer money and low social interactions and limited face to face communications.

LITERATURE REVIEW_

This section presents a review of the research studies related to social networking aspects in order to determine which areas have already been explored and investigation in which area can add value. This help formulate objectives and undertake this research work. These research studies also provided an understanding into the existing efforts for understanding of the complexities of the social network sites.

Isodje, A., presented an overview on the use of Social Media for business promotion, since social media as an online collaborative platform has the power to impact cultures and business. This further infiltrates communities, professional groups, peer bodies, which can be successfully used for promoting ones business.

Purva et al, presented that online social networking like Facebook and Twitter have the fastest means of communication and having gained wide popularity, have revolutionized interpersonal communications by providing a platform to individuals for expressing themselves at a global level, beyond their immediate geography. The authors present the study on diffusion dynamics of specific real world events, discussed on Twitter, with respect to location and time. The events were categorizes into broad categories based temporal (short or long), geographical distribution (local or global), information diffusion (viral or gradual), influence (popular or unpopular) and the cause (natural or planned). It was conclude that the three-dimensional analysis of real-world events by exploring relationships among them.

Davmane et al, analyzed the factors for the online social networking sites as per user's behavior regarding user friends, the peer groups, access patterns, amount of time spend, the effect on personal and professional life. User attitude and behavior is also surveyed for over seven hundred users using a questionnaire consisting of 27 questions which focused on behavior of Indian users in terms of usability, trends and access.

Singh et al, presented the research effort in ensuring awareness about the social networking site concept, merits, demerits and meaning. The research methodology in this paper was based on primary and secondary data regards to grouping of users having similar type of interests, jobs, activities, backgrounds or some other type of real life similarities.

Purti et al, focused on Big Data Management for Social Networking Sites by review and analysis of how Big Data is being managed for social networking sites by Facebook and Twitter. The data size for social networking sites constitutes almost 105 terabytes of data for every thirty minute, which in itself is a huge chunk of the data, unlike other data sources which has structured, limited data to handle. Facebook uses Hive for storing the data on HDFS (Hadoop Distributed File System) while Twitter has implemented a set of solutions storage inside Hadoop to store the data in LZO compressed format.

Kumar-et-al, propose a sentiment analysis method on the tweets in Cloud environment and utilized Hadoop for intelligent analysis and storage of big data on Facebook and Twitter. The reason is that handling huge amount of unstructured data is a tedious task to take up. The current Analytics tools and models used that are available in the market are not sufficient to manage big data. Therefore, there is a need to use a Cloud storage for such type of applications. The big data due to rise in social media has gathered huge interest among users and social networking site data is being used for various purposes including prediction, marketing and sentiment analysis.

Mittal-et-al, analyzed the effects of online shared sentiments of emoticons, interjections and comments extracted from posts and status updates. The authors also conducted a survey on the responses on the World Wide Web as an extensive large virtual space with users sharing and expressing views and opinions. Communication with the known and unknown residing anywhere on the globe at any point of time with the consumers being influenced by the social media whether intentionally or unintentionally.

Shang-et-al, investigated why and how people use location sharing services on social networking platforms in China. To accomplish this the authors conducted research questions and forty three in-depth face-to-face interviews. The results indicated maximum users are concerned about privacy issues¹⁵ when using the location sharing services from social networking platforms, even as some indicated that they were not

Zhou-et-al, proposed a unique system called ProGuard for detecting malicious identity accounts in financial institutions dealing online with real and virtual currency. The authors suggested using behaviors, recharging patterns and currency usage by such accounts and even demonstrated experimental results proving their proposed system accomplished 0.3% false positives only.

Kilior-et-al, presented a trust analysis system for online social networks to improve privacy and approval process for authentic social network site users. The authors discussed that real users may not be willing to disclose their identities due to privacy issues on public sites and social networks.

Wang-et-al, proposed use of a probabilistic model for detecting identity thefts on social networking when using mobiles over unsecure Internet. The authors conducted experiment on real time data sets and

displayed their proposed system achieved better performance and response by use of user behavior analysis as a key parameter for identity theft detection.

STATEMENT OF THE PROBLEM_

To address the issue of the effectiveness of using social media on management college students of Bhopal, Research on this topic will start to reveal social networking sites are simply part of how students interact with each other with no apparent impact on grades. Thus, the objective of this research paper is to explore the advantages and disadvantages of students' use of social networking for study. The main purpose of this research paper is to expand on previous research, explore the relationship between the effects of social networking and students' study efficiency, and to determine if social media interfering with students' academic lives.

RESEARCH QUESTION_

- *Which is the most popular social media site for students?
- *What is the amount of time students spend utilizing social media in various academic processes?
- *For what purpose is the student utilizing social networking?

RESEARCH METHODOLOGY _

The purpose of collecting data was to perform a group research on how social media affects management college students of Bhopal. In this research, an anonymous questionnaire was administered to collect data which was the standard survey collection method. The total number of questionnaires administered were 50, however the usable questionnaires were (N = 50). According to the respondents, males (n=26) and females (n=24) were involved in this survey. 35% percent of respondents were undergraduates and 65% were graduate students currently studying in management colleges of Bhopal. 31% percent of participants have full-time jobs, 30% have part-time jobs and 39% do not have jobs. The number of females who have jobs is higher than that of males. This was one part of our anonymous questionnaire. In the following, other relevant questions were developed to carry out the research.

Other questions focused on the lives of students and the feeling of students When they were using different social media. For example, "How many hours a day do you check your social media site?" and "Do you post or respond while completing homework?" Also, at the end of the

questionnaire, we asked two open questions about the biggest advantage or disadvantage when college students used social media in studying and looking back to the last time that they used social media.

The participants were randomly selected regardless of gender or educational Level. These questions related to their lives. There were three different perspectives present in the research which included advantage, disadvantage or not sure. However, other independent variables were tried to decrease the impact on the results.

RESULTS_

60% of participants are in favor of Facebook, 22% like Skype, 10% prefer Twitter and 8% like watsap. 68% of the sample reported that they primarily used a laptop to check social media sites, while 20% use a cell phone and only 12% preferred to use a desktop computer. 45% of the sample admitted that they spent 6-8 hours per day to check a social media site, 23% spent more than 8 hours, 20% spent 2-4 hours and only 12% spent less than 2 hours. The ratio of students who posted or responded during college hours was 64%, 15% rarely used social media during college hours, 21% were not sure whether they would like to use it. 80% of the sample reported that they posted or responded while completing college work, 8% would never use social media while doing college work and 2% were not sure. In terms of the benefit of social media, 20% students agreed that social media helps with college assignments, 25% agreed that social media helps to make new friends, and 55% just used social media for fun.

DISCUSSION

According to the data we collected from the anonymous questionnaire, most College students would prefer to use social media and therefore spent vast hours checking social media sites. Facebook is very popular among college students, even though students would use it when they had classes. 90% of students spent their time on entertainment; there were not too many college students who preferred using social media to deal with their college work and assignments. 80% of the students admitted that they posted or responded while completing their college work and assignments. It has definitely affected their efficiencies and their grades. Considering the data collected, there was a negative attitude towards social media when college students used them. For instance, imagining one student spent over six

hours checking social media site and responded while completing their college work and assignments, it would be likely increase distraction of the students which can be detrimental to student performance.

CONCLUSION_

Our research has revealed that students of Management College in Bhopal were likely to be affected by social media. Social media is attractive, it not only provides college students another world to make friends, also provides a good way to release pressure. To some degree, it absolutely affects the lives of college students including the grades. This research also indicates that an approach is needed to better balance the relationship between social media and academic study. Therefore, students of Management College in Bhopal should think more about the balancing equation of social media and academics.

LIMITATIONS AND RECOMMENDATIONS_

This study was limited in several aspects. First, the timeframe to collect data was too short. Three to four weeks for the study was not sufficient. Second, this research did not consider student's psychological state, perhaps influences and motivations for social networking use.

Our research indicated that most college students would prefer to use social media and spend many hours checking social media sites. Social networking is definitely affecting students' efficiencies as well as their grades. Hence, educators need to be concerned about these problems and try to find better ways to solve these problems. Although, framed within an academic context, the concepts outlined here can be utilized to investigate the use of communication technology not only at school, however also at home, workplace, and various other settings, and for a variety of different audiences such as teenagers, young adults, the elderly, or families. For future research, it may be more helpful to measure the social presence besides motivation and pressure, examining how a student's psychological state influences motivations for social media use. Also, do social media sites have a positive influence on study and academics?

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