



A STUDY ON IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS

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ABSTRACT

Social media plays a wide role in human lives. Social media significantly determines the academic performance of the students. Social networking has become a common mode which has spread all over the world. Social media is a web-based telecommunication which facilitates the social interaction between a group of people via some type of network. But social media platforms are also for local networks as well. Social media is a platform where we can get any source of data or information. Social media helps to acquire knowledge through establishing communication with other students and teachers through connecting with Facebook, Instagram, Twitter, etc. Although the students are getting benefit, they have more negatives by using the social media because they are addicted through spending more time for using social media. This addiction negatively affects the students in their academic life. In this view, the researcher has taken this study to examine the negative impact on students [social media on college students in Bangalore]. This study sample size had covered 105 students studying in Commerce & Management Colleges in Bangalore. A well-structured questionnaire has been framed and distributed among the college students to collect their opinion towards negative impact of social media. The collected data were subduced into tables and charts with the help of the statistical package SPSS 22.0. Also, statistical tools such as Percentage Analysis, Mean Score Analysis. The results showed that most of students are 19 years old and mostly affected by the social media like twitter, instagram etc.

Keywords: college students, information sharing, opinion, interaction

Introduction

The social media is a connection between group of people, social media which permits us to coordinate or communicate with friends and family and through this can learn new things, new ideas, knowledge can gain. Social media are interactive computer based technologies that will facilitates the generation of new knowledge in the minds of college students and sharing of data/information, ideas, through using the social media. The utilization of social media is not only useful for professionals but also it is widely used in educational sectors by the college students. Social media which affect the college students and it will create a negative impact on students' performance. Social media has a spirit and which is influence on student's education, as it helps a lot of portion on students' education. Students are using the multiple types of social media regularly such as Facebook, Instagram, Twitter, LinkedIn etc, for their daily lives. Generally, students can use social media for many reasons such as for their study purpose; entertainment purpose. Social Media had become a major role on human especially for college students; it may cause the overall academic performance of students, especially the ones who have a habit of using social media while studying. The college students are spending more time by using the social media other than their educational activities in regular. Through The social media which may create negative impact on students and their concentration as well as makes ample of health issues and this study had aimed to examine the negative impact of social media on college students.

The development of social media has become more and more favorable technology among students. Social media mainly any human interaction, communication or sharing information via network/ internet through the social media devices such as computer, tablet or mobile.

Literature Review

- Owusu-Acheaw, & Larson (2015) did a study to assess students' use of social media and its effect on academic performance of tertiary institutions students in Ghana with a focus on Koforidua Polytechnic students. Questionnaire was used for collecting data. The study revealed that majority of the respondents had mobile phones which also had Internet facility on them and had knowledge of the existence of many media sites. The study further confirmed that most of the respondents visit their social media sites using their phones and spend between thirty minutes to three hours per day. In addition the study revealed that the use of social media sites had affected academic performance of the respondents negatively and that there was direct relationship between the use of social media sites and academic performance.
- Hasnain, et al (2015) carried out a research to study the relationship between the use of social media and students' academic performance in Pakistan. The results suggest, social media has an inverse relationship with academic performance. Social media platform used in a positive manner it can help students and youth in gaining knowledge that can be used to enhance their academic performance .
- Zahid, et al (2016) did a study to determine the effect of growing use of social media sites on the academic performance of the students of universities and colleges. On the basis of random sampling, 300 students were selected. Questionnaire was used as the instrument for data collection. The questionnaire received from respondents were analyzed with descriptive statistic. Results indicate that the effect of social media can be positive
- Emeka & Nyeche (2016) also did a study on the Impact of Internet Usage on Academic performance of undergraduate students using University of Abuja, Nigeria as a case study. Survey method using questionnaires as the instrument for data collection was adopted. The result revealed that the use of Internet is a beneficial tools to students and enhances their skills and capability which will assist them in studies and professional life. Mensah & Nizam (2016) carried out a study to examine the impact of use of social media on students' academic performance in Malaysian Tertiary Institution. In other to measure social media platforms a questionnaires were developed based on past literatures. The

variables considered were time appropriateness, time duration, Nature of Usage, Health Addiction, Friend-People connection, security/privacy problems and student academic performance. This research adopted descriptive research design. Data was collected with questionnaires. The sample of 102 students from Erican College was selected using convenient sampling method. The data collected was analyzed using description means and regression via SPSS 21. The Pearson's correlation coefficients of four independent are correlated with student's academic performance while two are not. However, using the regression analysis four variables is significant which include: Time appropriateness, people-friend connection, nature of Usage and health addiction while Time duration and security/privacy problems are not significant

- Tamayo & dela Cruz (2014) studied relationship between the use of Social Media sites and the Academic Performance of the the students of Bachelor of Science in Information Technology at Centro Escolar UniversityMalolos. The study shows that using Social Media impedes student's learning and directly affects the students' attendance at school. The result of the analysis was plotted in a scatter diagram to show a clear view of correlation or relationship between the variables. Social Media and Academic Performance has effect to each other. It only means that when a student gets too involve with the use of Social Media it effects his performance in class activities and overall academic performance.

Statement of the Problem

The expansion of mobiles and development of social media technology had a substantial influence on the way of people to communicate on a daily basis. The utilize of the social media among the students are growing increasingly and attaining more and more development among students. Many students get addicted to the utilization of social media technologies as they are continue to engage in one or another activity on social media. Due to this they can get popularity in the society, due this it may affect on students' academic performances. Due to this many students halt their studies, and they will concentrate on some other activities. In this with regard to the study investigates the impact of the social media on college students on their educational performance.

Objectives of the Study

- To study varied student profiles & inclinations towards social media of the selected college students in Bangalore.
- Toanalyzetheimpactofsocialmediaamongthe degreecollegestudents

Hypothesis of the Study

- Time spent on social media will negatively impacts on academic work.
- There is no significant bifurcationbetween negative impact of social mediaand age of the respondents.
- Gender does not influence the habits of social media usage.
- There is no correlation between nature of activities and performance activities and social media
- There is nobifurcationbetween negative impact of social mediaand using social media of therespondents.

Research Design

Primary data has been collected by surveying the questionnaire to students. The paper follows both quantitative and qualitative data. Random sampling technique was used to collect primary data and it has been captured from 105 respondents. These respondents are the students of the different colleges. It was an exploratory study and tools used were Percentage Tables, Mean Score analysis. All the analysis was done by using IBM SPSS 22.0. Respondents were encouraged to fill the questionnaire which had 07 questions based on the impact of social media on college students.

The following table shows the demographic profile of the students.

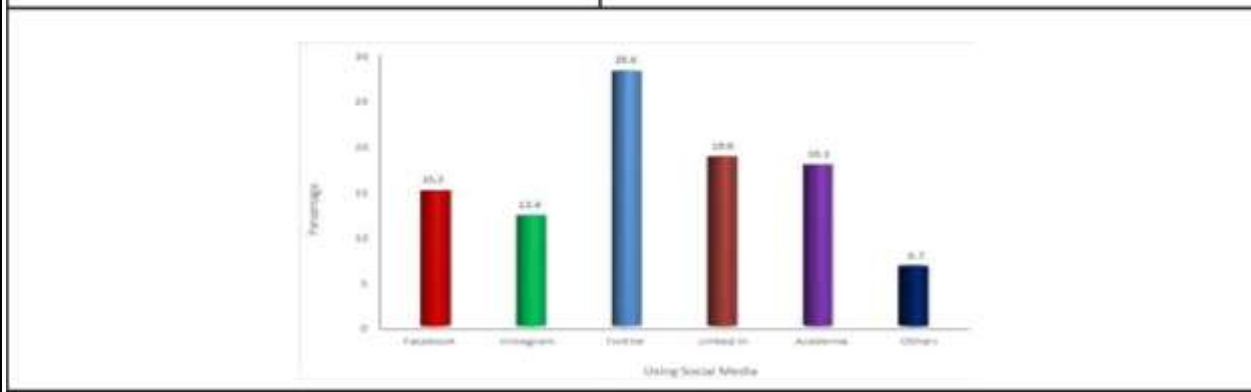
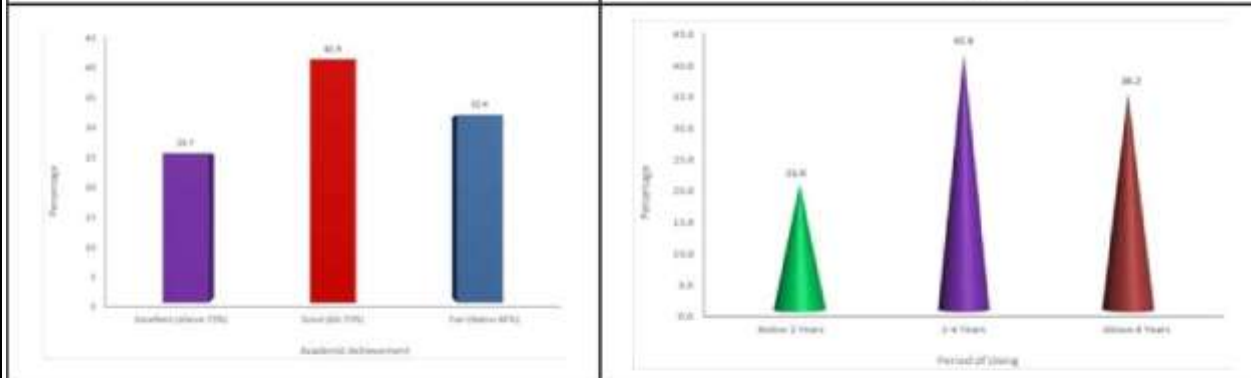
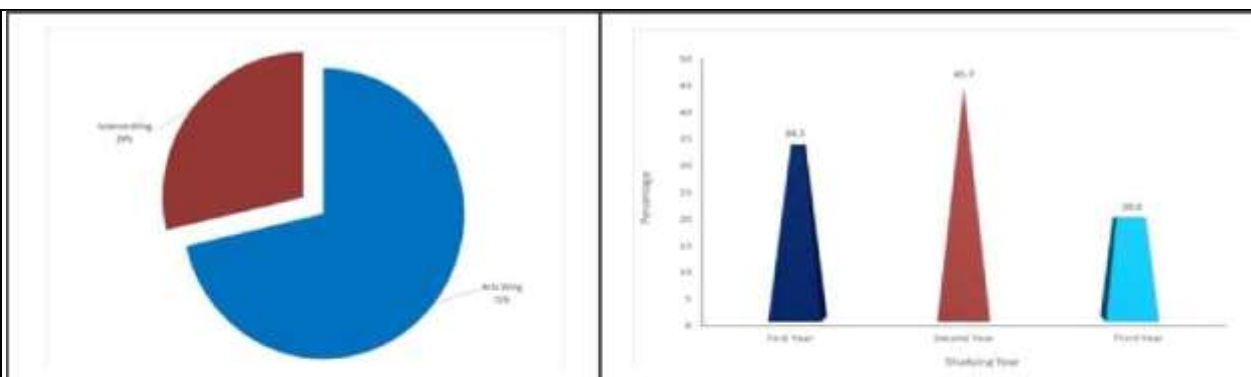
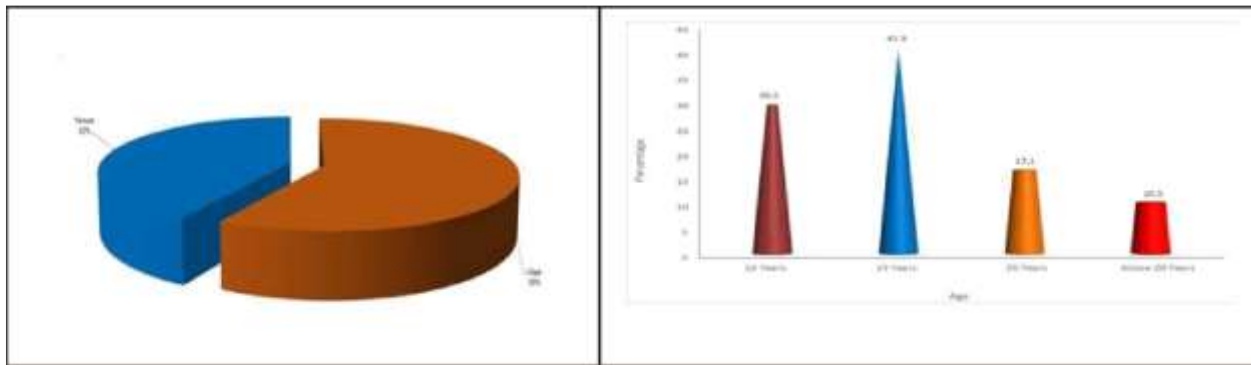
Table 1 Demographic Profile of the Respondents

No.	Demographic Profile	No. of Respondents	%
1	Gender		
	Male	61	58.1
	Female	44	41.9
	T o t a l	105	100.0
2	Age		
	18 Years	32	30.5
	19 Years	44	41.9
	20 Years	18	17.1
	Above 20 Years	11	10.5
	T o t a l	105	100.0
3	Study Wing		
	Arts Wing	75	71.4
	Science Wing	30	28.6
	T o t a l	105	100.0
	Studying Year		

4	First Year	36	34.3
	Second Year	48	45.7
	Third Year	21	20.0
	T o t a l	105	100.0
5	Academic Achievement		
	Excellent (Above 75%)	27	25.7
	Good (60-75%)	44	41.9
	Fair (Below 60%)	34	32.4
	T o t a l	105	100.0
6	Period of Using		
	Below 2 Years	22	21.0
	2-4 Years	45	42.8
	Above 4 Years	38	36.2
	T o t a l	105	100.0

Using Social Media			
7	Facebook	16	15.2
	Instagram	13	12.4
	Twitter	30	28.6
	Linked In	20	19.0
	Academia	19	18.1
	Others	7	6.7
	Total	105	100.0

Chart 1 Demographic Profile of the Respondents



In this section the data obtained from the survey method can be conducted is analyzed. The analysis is based on the hypothesis raised to guide the study.

H01 gender and negative impact on social media

Table 1 Gender and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.207	1	1.207	4.878	0.029**
Within Groups	25.496	103	0.248		
Total	26.704	104			

Table 1 show the value obtained from F'statistics computed is 4.878 and the corresponding p- value obtained is 0.029 which is less than the 0.05 level of significance. This implies that there is significant relationship between the greater than the table value and the result is significant at 5 percent level. Therefore, the gender of a student has no significant impact on the usage of social media sites.

Relationship between Age and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social media and age of the respondents.

Table 2 Age and Negative Impact of Social Media

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.570	3	0.190	0.734	0.534NS
Within Groups	26.134	101	0.259		
Total	26.704	104			

Table 2 shows the value which is obtained from e statistics computed is 0.734 and the corresponding p-value secure 0.534 which is greater than the 0.05 level of significance. So, there is no significance difference in negative impact of social media and the age of the respondents.

H0: ANOVA for Study Wing and Negative Impact of Social Media

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.397	1	2.397	10.157	0.002*
Within Groups	24.307	103	0.236		
Total	26.704	104			

Table 3 shows from the above analysis that the calculated 'F' value is 10.152 and corresponding p-value is 0.002 which is lesser than the table value of significant value is 0.05. Hence, the null hypothesis has not considered which means is rejected. It is identified that there is a no significant difference between the study

wing of the respondents and their negative impact of socialmedia.

H0: ANOVA for Studying Year and Negative Impact of Social Media

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.677	2	0.338	1.326	0.270 NS
Within Groups	26.027	102	0.255		
Total	26.704	104			

Table 4 showed that the value which is obtained from calculated 'F' statistics is 1.326 which is greater than the corresponding p-value obtained is 0.270 which is greater than the 0.05 level of significant. The majority of the students are in middle of the year of studying. Here there is no significant impact of social media on students.

H0: Academic Achievement and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.512	2	1.756	7.723	0.001*
Within Groups	23.192	102	0.227		
Total	26.704	104			

Table 5 showed from the above analysis that the 'F' statistics value is 7.723. The p-value indicates that there is a correlation between college students' activities on social media and their educational performance. Students are spending more time on other activities not related to academic performance. So, it will negatively impact on their studies.

H0: Period of Using and Negative Impact of Social Media

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.820	2	0.410	1.616	0.204 NS
Within Groups	25.884	102	0.254		
Total	26.704	104			

Table 5 shows that it is absorbed that 'F' statistics value is 1.616 and p-value is 0.204, which is lesser than the significant value. Which suggested that there is significant relationship between the year spent on activities on social media and the studying year spent doing academic or education work such as research, term papers, seminars etc. the more time student spend on activities on social media site the less the time the student have to spend on his academic work

H0: Using Social Media and Negative Impact of Social Media

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.763	5	1.153	5.449	0.000*
Within Groups	20.940	99	0.212		
Total	26.704	104			

Table 6 shows that it is absorbed that 'F' statistics value is 5.449 and p-value is 0.000, which is null hypothesis (zero) and there is no relationship between usage of social media respondents and impact of social media on students.

Findings

- From the above analysis, it is found that the most of the respondents are male.
- It is identified from the analysis that the majority of respondents belong to 19 years of age.
- Majority of the respondents are studying in arts wing.
- Most of the students are studying in second year.
- Above 75% of the respondents are very excellent in academic achievement.
- In the year of 2-4, the majority of the respondents are using social media.
- It is stated from the analysis that the majority of the respondents are using Instagram.
- From the analysis, it is observed that social media influences the academic performance of students negatively, because they distract from the students' studies and acquire the maximum level of negative impact among the six categories of negative impact of social media on college students.
- From the analysis, it is found that there is a significant difference between the gender of the respondents and their negative impact of social media.
- From the analysis, it is noted that there is no significant difference between the age of the respondents and their negative impact of social media.
- It is identified from the analysis that there is a significant difference between the study wing of the respondents and their negative impact of social media.
- From the analysis, it is observed that there is no significant difference between the studying year of the respondents and their negative impact of social media.
- From the analysis, it is identified that there is a significant difference between the academic achievement of the respondents and their negative impact of social media.
- It is found from the analysis that the variables age, academic achievements and period of using are having negative association.

Suggestions

- Therealization program related to social media should be conducted in colleges and universities that address the students either positive or negative impact of social media.
- The government, institutions and other stakeholders should set the strategies for close track of social media usage by college students in particular during college hours.
- The Colleges and universities, have to frame policies for the students for the usage of the social media and also make it mandatory to follow strictly by everyone..
- The colleges should conduct special programs such as seminars, guest lectures, workshops and symposiums regularly to notify the college students about the risk of spending too much of time on social media.
- The parents should kindly observe the activities of their children using social media that will be very supportive for their academic achievement.

Conclusion

The use of social media has become very popular all around the world due to a great development of technology in recent years. People across all walks of life make use of social media sites. This study was conducted to investigate the impact of social media on college student. The findings revealed that the time spent on social media can negatively affect student academic activities. Therefore it is our suggestion that for students to be more productive, the need to minimize the time they spend engaging on social media activities. The findings from study showed that the college students are influenced to a great extent by the social media negatively because attention there are focused on using the social media while their academic activities are neglected and left to suffer.

In this study identified that the impact of social media of college students are very much affected due to this, through this many students has gained the knowledge as well, improved their communication skills too, this we can say positive effect, while in negative side majority of the students has affected very badly due usage of social media, today's scenario students become more irresponsibility of their studies and getting mentally affected due to this.

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