



A STUDY ON PERCEPTION OF PARENTS AND STUDENTS TOWARDS IMPACT OF SOCIAL MEDIA

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Abstract

A social media is a dedicated website or application that allows people to communicate with others using profiles, messages, comments, and images. Social networks usually include a list of friends, allowing information to be provided only to the people a user chooses. Examples of social networks include Facebook, MySpace, and Twitter.

Social networks began to gain popularity as internet connections became faster and more widespread in the early 21st century. As they've expanded, social networks have become integral parts of people's lives, taking up more time and allowing connection with a much larger number of people, though generally on a more superficial level. With more than 70% of US adults now using social Social media websites, this is a significant trend with huge implications for human psychology.

Keywords: Social media, Perception Of Parents And Students Towards Impact Of Social Media, Impact Of Social Media On Academic Studies.

Disclaimer:

From the study The researcher get to conclude that maximum number of parents who have responded are graduates and maximum numbers of students are pursuing their post graduation and mostly they use whatsapp followed by instagram and they are least interested in Tick Tock and Emo, The maximum population have been agreed regarding effect of social media on study and they have positive impact towards it.

Maximum students are agreed that the social media helps to gain wider and technical knowledge of the subject. While the higher level of involvement of parents with their children at social media platforms reduces the risks for their children and all the parameters are equally and solely responsible to educate and monitor the children on social media issues, larger part of population believes that due to social media usage students spends less time onstudy.

1. Introduction:

• SOCIAL MEDIA INDUSTRY

Social media refers to user-created content (audio, text, and video, multimedia) that is published and shared online. It is also the online technology that allows users to share content and communicate with one another. Social media has changed how we live our lives and affected how nearly every industry does business. People use social media to stay informed, compare and buy products, and keep in touch with family and friends. Companies also use social media to reach customers.

• SOCIAL MEDIA IN INDIA

Around 462 million of India's 1.3 billion people are online. And while this is a relatively small proportion of the population – 34.8 % – India has the second largest number of internet users in the world, and has experienced 30.5 % growth since 2015. In 2017, 1.06 billion individuals (or 79 % of the population) had mobile subscriptions. As mobile data plans become more affordable and ubiquitous, access to the internet in India should become more widespread in the next several years.

MAJOR PLAYERS

- 1 Facebook
- 2 Youtube
- 3 Instagram
- 4 Snapchat
- 5 Whatsapp
- 6 Twitter

2 Objectives of the study:

1 To study impact of social media on academicstudies.

2 To analyze the perception of parents and students towards the positive andnegative impacts of social media inVapi.

3. Background:

TO STUDY IMPACT OF SOCIAL MEDIA ON ACADEMIC STUDIES.

The purpose of selecting this objective is to know the impact of social media on student's academic studies. There is no doubt that Social media has gained wider acceptability and usability and it is also becoming probably the most important communication tools among students especially at the higher level of education . As much as social media is viewed as having bridged the gap in communication that existed. Within the social media Facebook, Twitter and others are now gaining more and more patronage. These websites and social forums are way of communicating directly with other people socially. Social media has the potentials of influencing decision-making in a very short time regardless of the distance. On the bases of its influence, benefits and demerits this study is carried out in order to highlight the potentials of social media in the academic setting by collaborative learning and improve the students' academic performance. The results show that collaborative learning positively and significantly with interactive with peers, interactive with teachers and engagement which impact the students' academic performance.

TO ANALYZE THE PERCEPTION OF PARENTS & STUDENTS TOWARDS THE POSITIVE & NEGATIVE IMPACTS OF SOCIAL MEDIA IN VAPI

The purpose of selecting this objective to analyze the perception of parents & students towards the positive & negative impacts of social media and also find the how much time students spend on social media, sites which are mostly use by students.thi objective selected to know the both perception of parents and students because A social media is a dedicated website or application that allows people to communicate with others using profiles, messages, comments, and images.

Social networks usually include a list of friends, allowing information to be provided only to the people a user chooses. Examples of social networks include Facebook, MySpace, and Twitter.the benefits of Social media is that it allows us to connect with people who would normally fall off our radar. Friends we've lost contact with over the years no longer need to go away. And also having negative effects People are always on their phones or laptops updating statuses, posting pictures, liking things, and messaging back and forth with friends. Although social media is extremely beneficial in several ways. It does have a negative impact on mentalhealth.

4. Problem Statement

- The researcher found that maximum number of Students are spending more than 3 hours per Day on social media.
- Most of the students use whatsapp followed by instagram and least are interested in Tiktok & Imo.
- Social media helps to gain wider and develop technical knowledge. Most of the Students had considered that even up to some extent it diverts focus from study.
- Maximum number of Students have positive effects of social media while 23% have negative effects.
- Majority parents are connected with their children on social media.
- The maximum number of people think that due to social media usage their children are getting affected on study.



I. Literature Review:

A social media is a dedicated website or application that allows people to communicate with others using profiles, messages, comments, and images. Social networks usually include a list of friends, allowing information to be provided only to the people a user chooses. Examples of social networks include Facebook, MySpace, and Twitter.

Following are the few briefings of articles that is an orbital of the stated topic,

1. Abelardo Pardo believes that technology offers a platform for innovation, and allows its users to express their opinions about how they feel towards the information being published. He adds that, social media is also a platform that allows students to interact with one another, with their teachers and communities that share their same education. Pardo also states that these types of interaction are “an essential part of how humans learn.”
2. Victoria Rideout states that, among the younger generation, the time they spend on social media, what she calls ‘entertainment media’ is “more than twice the average amount of time spent in school each year.”
3. Victoria Rideout also adds that an American child spends on average seven and a half hours a day just for having fun on the media, not only that, but they multi-task, between all the different media they use. For example, they can be listening to music, sending a tweet and also posting on Facebook. Rideout says, that since social media is seven days a week, unlike school or having a full-time job, over the years the amount of time one could spend over the internet.
4. According to Kirschner and Karpinski, discuss Wim Veen’s new term, “Homo Zappiens”, which refers to the learners of the new generation, and the new way they use to learn. This new way is known as “meta-cognitive skills,” meaning they learn on their own without the need for instructions, it is also called “discover-based learning.” They also add that, the younger generation shares an unclear bond with technology since their birth, leading them to multi-task. They note that 46% of the younger generation who access the internet use it to help them with their school assignment
5. June Ahn discusses in her research a theory called ‘Signalling Theory’, this theory refers to how individuals on social network sites present themselves, and develop their identities and build trust with others. She also adds that, by having many friends on the different platforms, this causes the individual to lose the trust of their friends because they start adding people they do not know, to show others how popular they are.

II. Research methodology:

1. Research design:

A research design is a systematic approach that a researcher uses to conduct a scientific study. It is the overall synchronization of identified components and data resulting in a possible outcome.

There are mainly two types of research design:

- Exploratory type of research design
- Conclusive type of research design

In our study descriptive research design will be used which is a part of conclusive research design.

2. Sources of data:

- Primary data will be collected through the questionnaires and through related documents provided by the Students and Parents for the same.
- Secondary data will be collected from the articles, books, journals, case studies, statistics etc.

3. Data collection method:

- Research Type: Exploratory and Descriptive
- Sources of data for study: Primary and Secondary
- Sample Size : Parents-70
Students-100
- Population: Students and Parents of vapi city

III. Analysis and Interpretations:

OBJECTIVE 1:

TO STUDY IMPACT OF SOCIAL MEDIA ON ACADEMIC STUDIES.

The purpose of selecting this objective is to know the impact of social media on student's academic studies. There is no doubt that Social media has gained wider acceptability and usability and it is also becoming probably the most important communication tools among students especially at the higher level of education. As much as social media is viewed as having bridged the gap in communication that existed. Within the social media Facebook, Twitter and others are now gaining more and more patronage. These websites and social forums are way of communicating directly with other people socially. Social media has the potentials of influencing decision-making in a very short time regardless of the distance. On the bases of its influence, benefits and demerits this study is carried out in order to highlight the potentials of social media in the academic setting by collaborative learning and improve the students' academic performance. The results show that collaborative learning positively and significantly with interactive with peers, interactive with teachers and engagement which impact the students' academic performance.

OBJECTIVE 2:

TO ANALYZE THE PERCEPTION OF PARENTS & STUDENTS TOWARDS THE POSITIVE & NEGATIVE IMPACTS OF SOCIAL MEDIA IN VAPI

The purpose of selecting this objective to analyze the perception of parents & students towards the positive & negative impacts of social media and also find the how much time students spend on social media, sites which are mostly use by students. thi objective selected to know the both perception of parents and students because A social media is a dedicated website or application that allows people to communicate with others using profiles, messages, comments, and images.

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DEMOGRAPHIC PROFILE

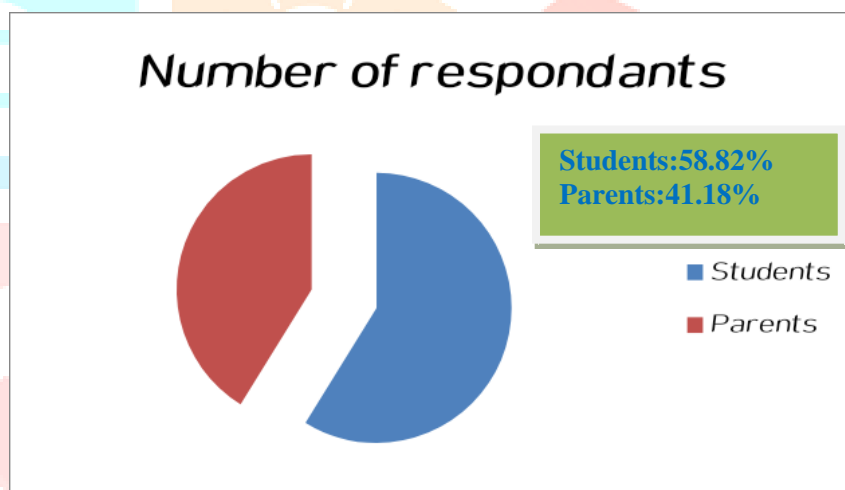
Number of respondents

Table number 1:

Sr.No	Response	No of respondents	(%) of respondents
1	Student	100	58.82
2	Parents	70	41.18
	Total	170	100

Source: Calculated based on responses

Graph number 1:



Interpretation:

This question asked to know the demographic profile of respondents.

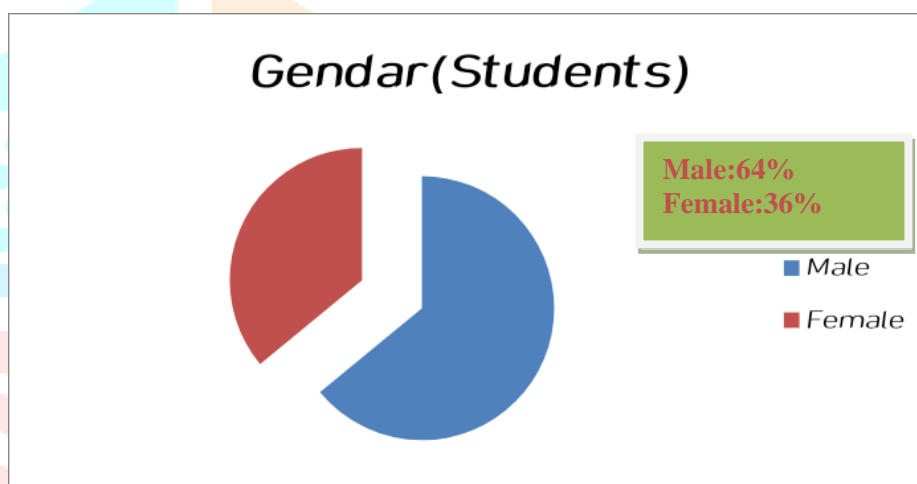
- Above graph shows that, 41.17% respondents are Student and remaining 58.82% respondents are parents.
- According to the analysis the researcher has found that 58.82% respondents are parents and remaining 41.17% are students.

GENDER (STUDENTS)

Table number 02:

Sr.No	Response	No ofrespondent	(%) of Respondents
1	Male	64	64
2	Female	36	36
Total		100	100

Graph number 02:



Source: Calculated based onresponses

Interpretation:

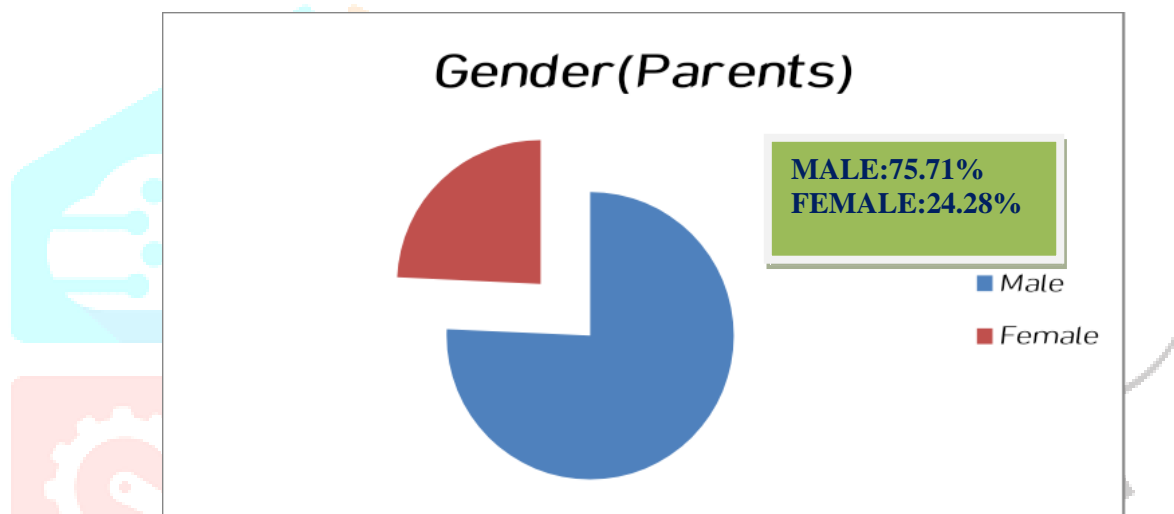
Thisquestionaskedtoknowthegenderofrespondents.Abovegraphshows that64%respondentsaremaleandremaining36%respondentsareFemale.

According to the analysis the researchers has found that maximum respondents are male and remaining are respondents are female which helped to know the gender ofrespondents.

Gender (Parents)

Table number 3:

Sr.no	Response	No of Respondent	% of Respondent
1	Male	53	75.71
2	Female	17	24.28
	Total	100	100

Source: Calculated based on responses Graph no 3**Interpretation:**

This question asked to know the gender of respondents. Above graph shows that 76% respondents are male and remaining 24% respondents are Female. According to the analysis the researcher has found that maximum respondents are male & remaining are female respondents.

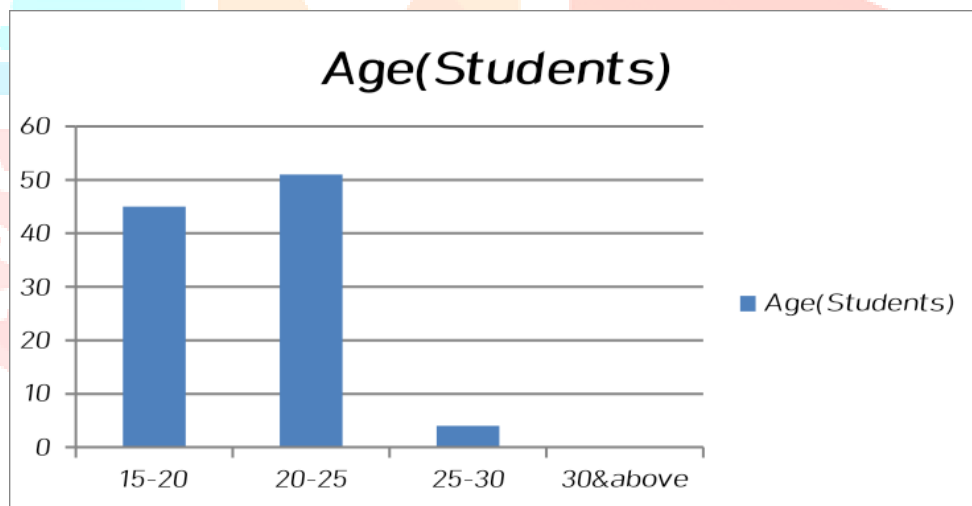
Age(Students)

TableNo.4

Sr.no	Response	No of Respondent	% of respondent
1	15-20	45	45
2	20-25	51	51
3	25-30	4	4
4	30&Above	0	0
	Total	100	100

Source: Calculated based on responses

Graph No4



45% 51% 4%

Interpretation

It has been interpreted that 45% of the respondents are between the age group of 15-20.

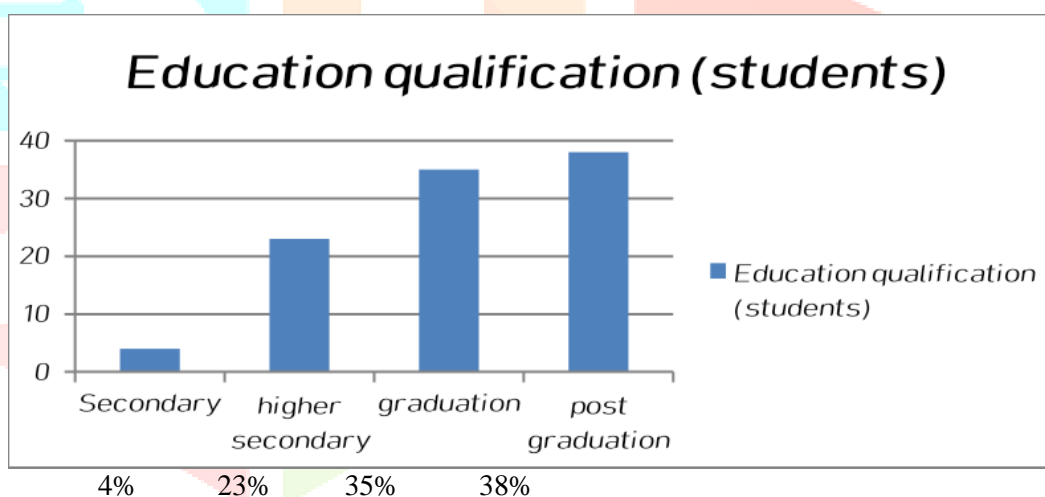
51% of the respondents are between the age group of 20-25 4% of the respondents are between the age group of 25-30 and there is no any respondent from the age group of 30 and above.

Education Qualification (Students)

Table No 5

Sr.no	Response	No of Respondent	% of respondent
1	Secondary	4	4
2	Higher Secondary	23	23
3	Graduation	35	35
4	Post Graduation	38	38
	Total	100	100

Source: Calculated based on responses



Interpretation

The question asked to know that education qualification of respondents

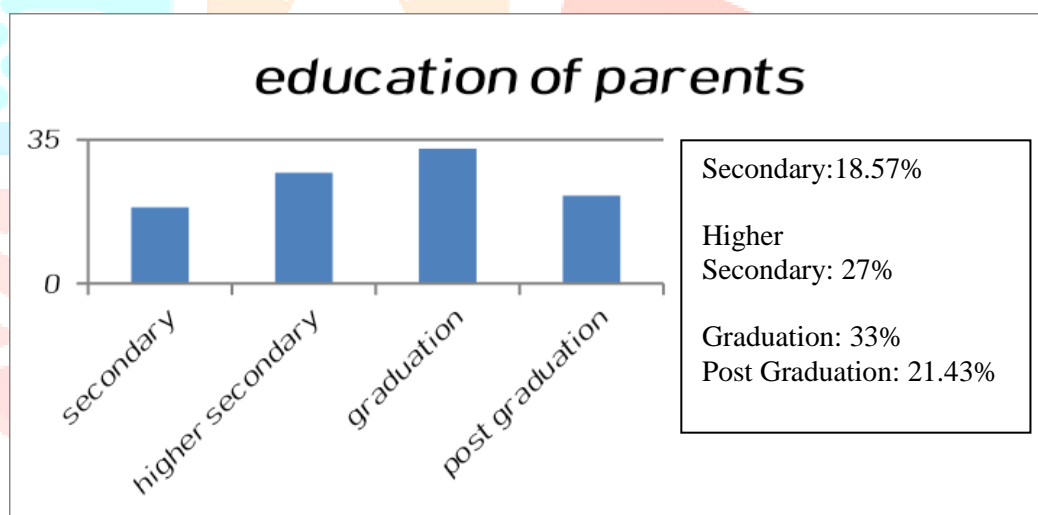
Above graph shows that education qualification of student. 38% student said that they are post graduate ,35% student are graduate,23% student are higher secondary qualification and 4% respondents said that they are secondary education qualification. According to the analysis the researchers has found that maximum respondents are post graduated and graduate

Education qualification (Parents)

Table No 6

Sr.no	Response	No of Respondent	% of respondent
1	Secondary	13	18.57
2	Higher Secondary	19	27
3	Graduation	23	32.86
4	Post Graduation	15	21.43
	Total	70	100

Graph no 6



Interpretation

The question asked to know that education qualification of respondents

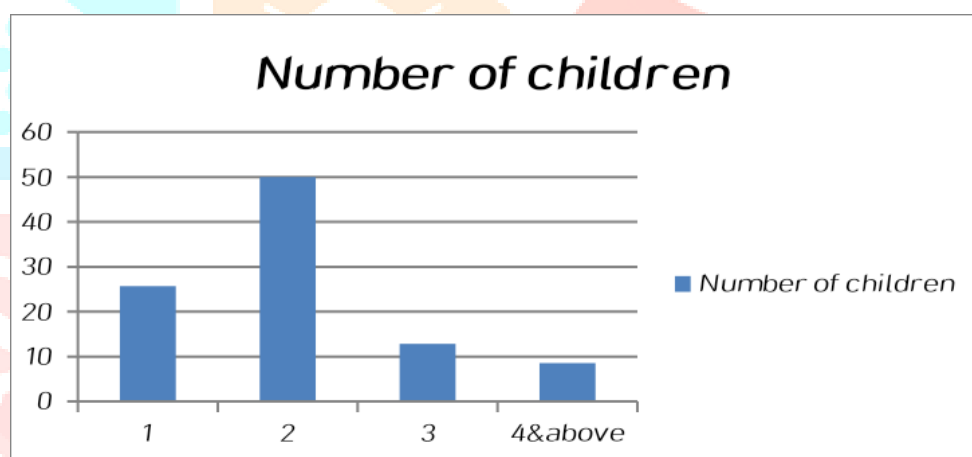
Above graph shows that education qualification of Parents. 33% respondents said that they are graduate, 27% respondents are higher secondary 21.43% responds are post graduate and 18.57% respondents said that they are secondary education qualification. According to the analysis the researchers has found that maximum respondents are graduate.

Number of children

Table no 7

Sr. no	Response	No of Respondent	% of respondent
1	1	18	25.71
2	2	35	50
3	3	9	12.86
4	4 & above	6	8.57
	Total	70	100

Graph no 7



25.71%

50%

12.86%

8.57%

Interpretation

This question asked to know the number of children of respondents

It has been found that maximum parents are having 2 children and the only 8.57.

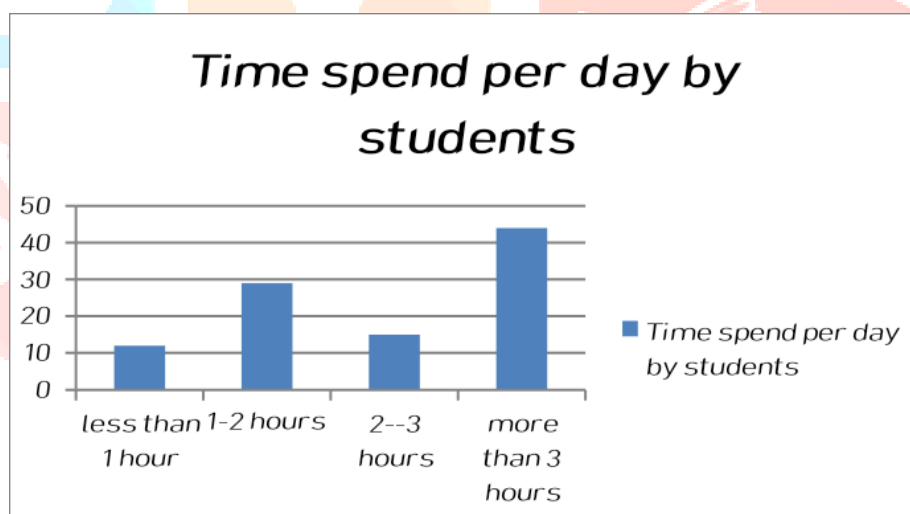
People are having 4 and more. According to the analysis the researchers has found that 50% respondents are graduated.

Time spend per day on socialmedia (Students)

Table 8

Sr. no	Response	No of Respondent	% of respondent
1	Less than 1 hour	12	12
2	1-2 hours	29	29
3	2-3 hours	15	15
4	More than 3 hours	44	44
	Total	100	100

Graph 8



12% 29% 15% 44%

Interpretation:

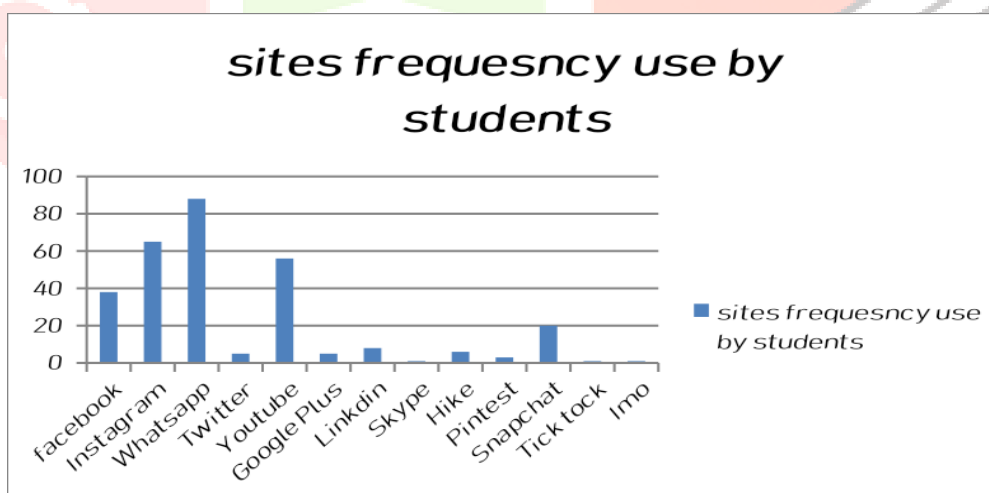
The purpose of asking this question to students is to know the how much time students spend their time on social media. The graph shows that the maximum number of students used to spend out their times is more than 3 hours and the minimum frequency of usage is less than 1 hour on social media platforms. It shows that maximum number of students spending their time more than 3 hours on social media on daily bases.

Most sites that are used by students

Table 9

Sr.No.	Response	No of respondents
1	Facebook	38
2	Instagram	65
3	Whatsapp	88
4	Twitter	5
5	Youtube	56
6	Google Plus	5
7	Linkdin	8
8	Skype	1
9	Hike	6
10	Pinterest	3
11	Snapchat	20
12	Tik Tok	1
13	Imo	1

Graph No9



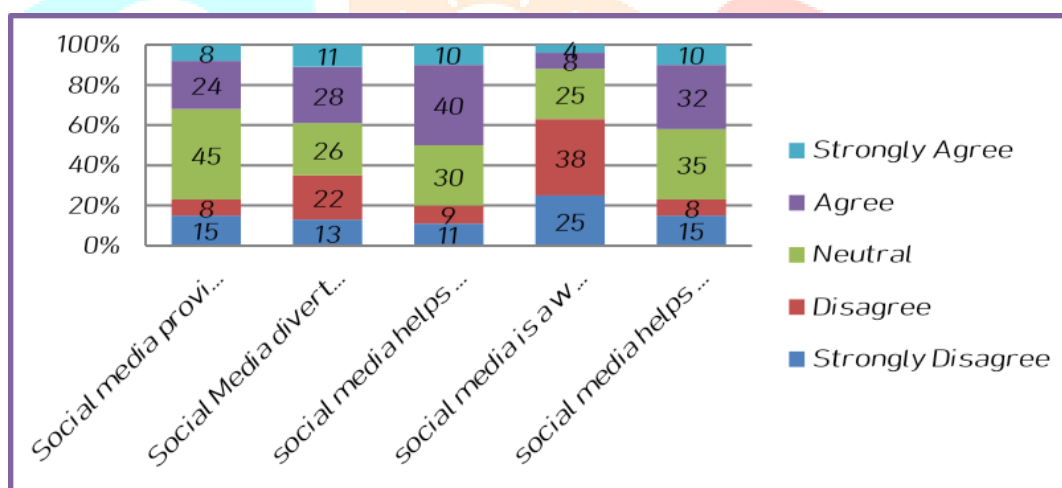
Interpretation:

The question is talk about the which site is mostly used by the students and the sites. This graph is interpreted that most sites are used by students and most preferred social media applications like whatsapp, instagram, youtube and facebook. According to researcher Whatsapp,intagram,youtube and facebook are most used by the students because these application and websites provide more benefit compare to others.

Select appropriate answer (Students)

Table number 10:

Parameters	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media provides support to my Study	15	8	45	24	8
Social Media diverts focus from study	13	22	26	28	11
social media helps to gain wider knowledge	11	9	30	40	10
social media is a waste of time	25	38	25	8	4
social media helps to develop the technical knowledge	15	8	35	32	10



Interpretation:

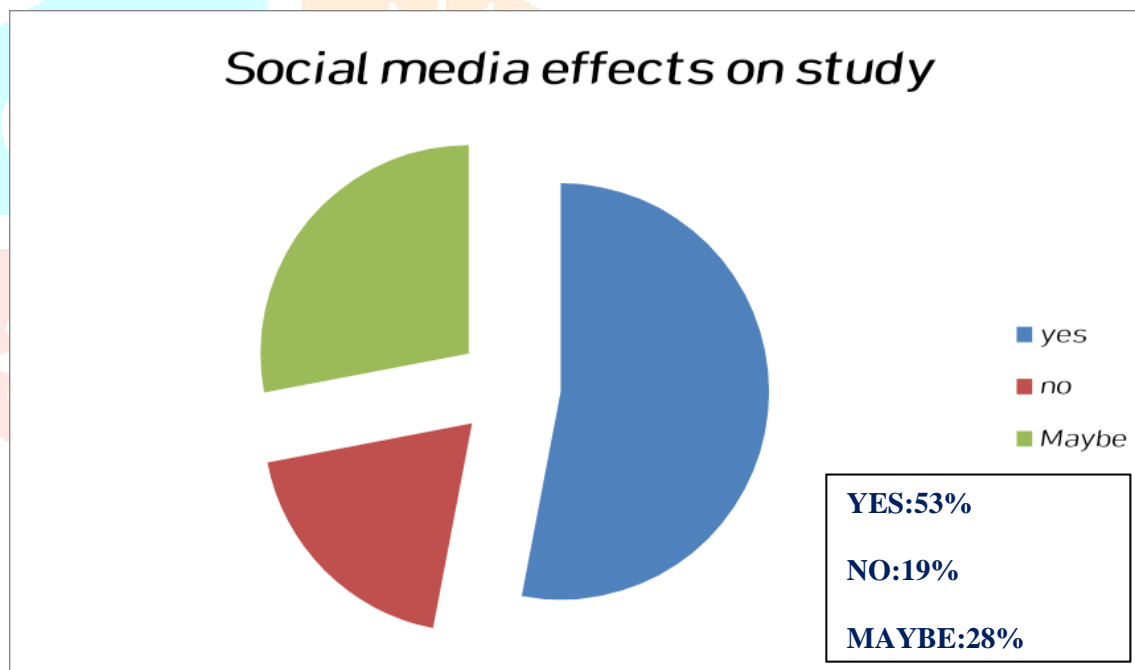
The above graph state that the positive statements suggests more people are favored in statements and on negative terms the maximum number are responded on a favored terms. Majority of respondents are strongly agree and agree with these statements like Social media supports to my study, social media helps to gain wider knowledge and social media helps to develop technical knowledge and maximum students are strongly disagree and disagree with these statements like Social media diverts focus from study and social media is a waste of time. According to that researcher positive statements suggests more people are favored in statements and on negative terms the maximum number are responded on a favored terms.

Social media effects on study (Students)

Table number 11:

Sr.No	Response	No of respondents	(%)of respondents
1	Yes	53	53
2	No	19	19
3	Maybe	28	28
	Total	100	100

Graph number 11:



Interpretation:

The question talks about social media effect and respondents are replied in form of yes, no and maybe. The graph shows that 53% respondents said that social media effects on study and 19% respondents said not while 28% respondents said that it may be effects on study. According to researcher on the basis of responses of students social media is effect on student’s studies.

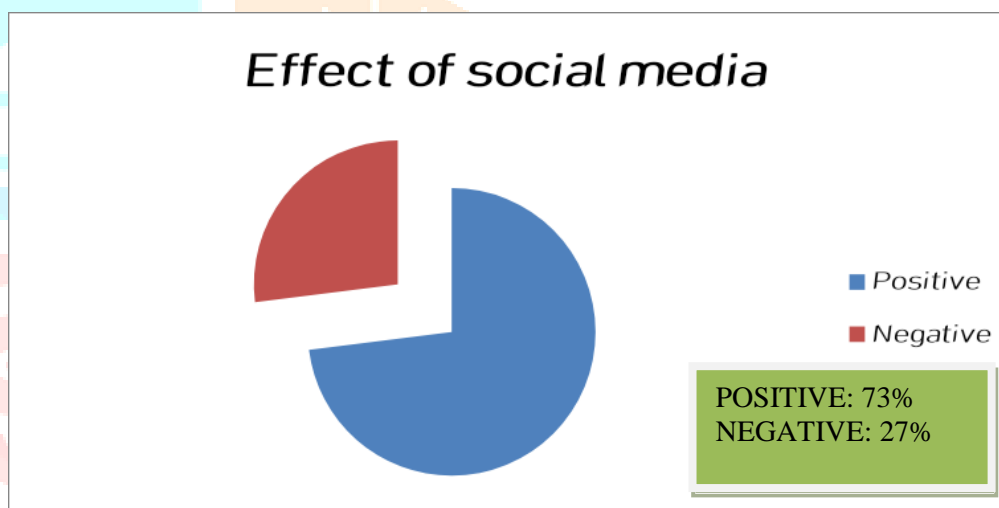
Effect of social media (Students)

Table number 12:

Sr. No	Response	No of respondents	(%)of respondents
1	Positive	73	73
2	negative	27	27
	Total	100	100

Source: Calculated based on responses

Graph number12:



Interpretation:

The question talks about positive effects and negative effects of social media on students study. The graph indicates that 73% respondents said that the effect of social media is positive and 27% respondents said that effects of social media are negative. According to the researcher on the basis of responses says that the effect of social media is positive on student's studies. This means that students getting service in positive way form socialmedia.

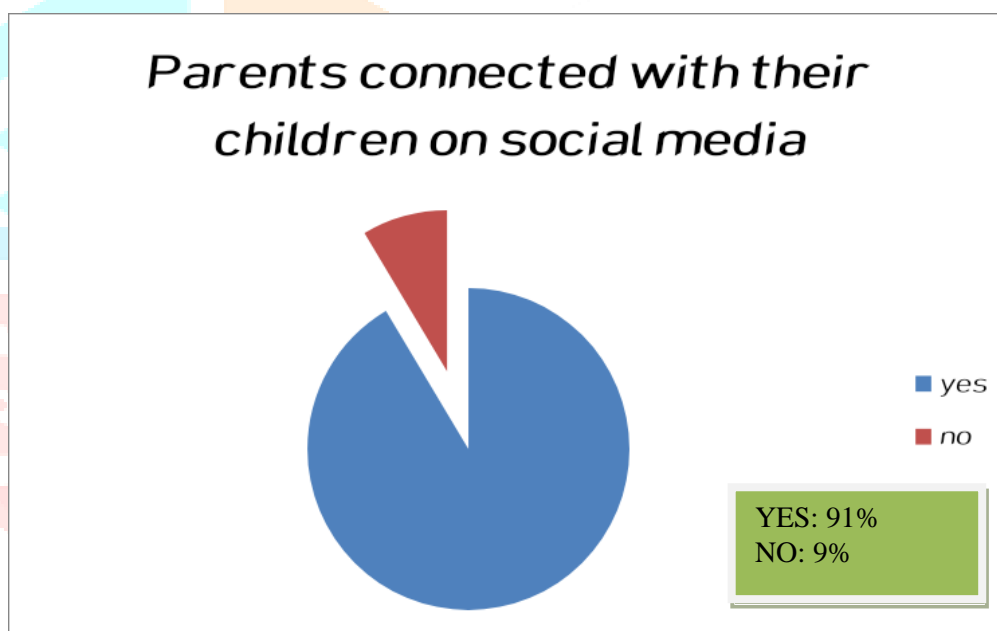
Parents connected with his child on Social mediaplatforms

Table number 13:

Sr.No	Response	No of respondents	(%)of respondents
1	Yes	64	91.43
2	No	6	8.57
	Total	70	100

Source: Calculated based on responses

Graph number13:



Interpretation:

This question asks to know that number of parents connected with his children on social media platform. This graphs shows that about 91% respondents connected with his children and remaining 9% are not connected. According to researcher there were majority parents are connected with his children on social media. It is indications of parents always connected with his children at every platform. Because of they can aware the social media activities of their children.

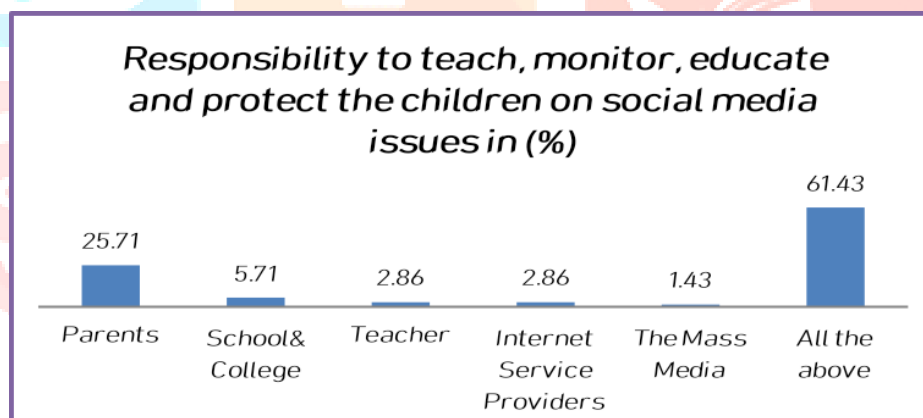
Responsibility to teach, monitor, educate and protect the children on social media issues

(Parents)

Table number 14:

Sr.No	Response	No of respondents	(%) of respondents
1	Parents	18	25.71
2	School & College	4	5.71
3	Teacher	2	2.86
4	Internet Service Providers	2	2.86
5	The Mass Media	1	1.43
6	All the above	43	61.43
	Total	70	100

Graph 14



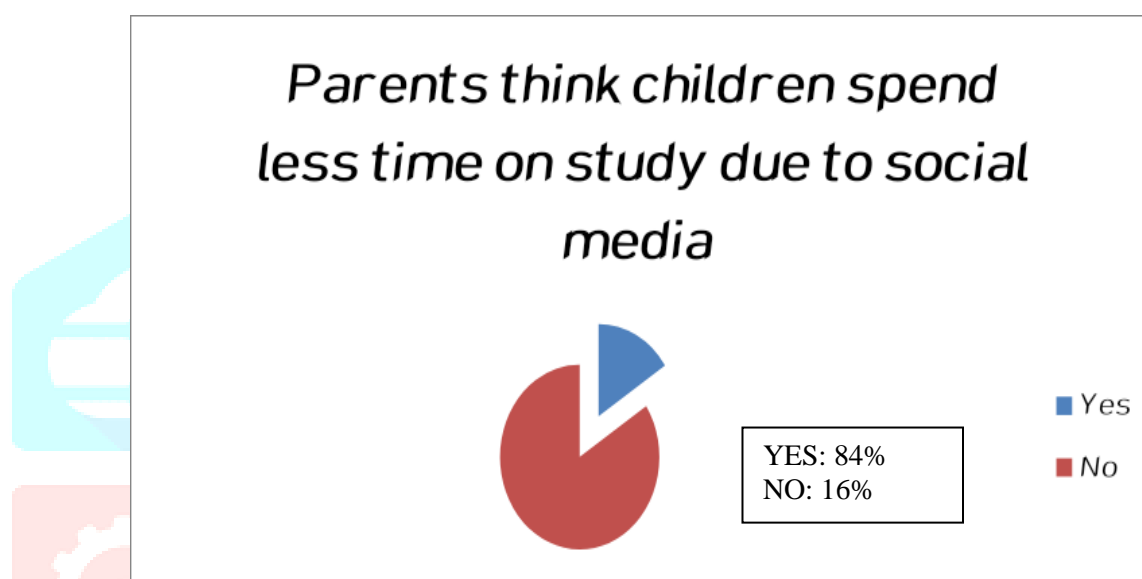
Interpretation:

This question asked to know that whose Responsibility to teach, monitor, educate and protect the children on social media issues. The graph is interpreted that 61.43% respondents said that everyone responsible to teach, monitor, educate and protect the children on social media issues. The researcher came to know that everyone is responsible for children online safety and that this collaboration needs the support of individuals, governmental and non-governmental organizations.

Parents think their children spend less time on study due to Social media

Table number 15:

Sr.No.	Response	No of respondents	(%) of respondents
1	No	15.71	11
2	Yes	84.29	59
	Total	100	70

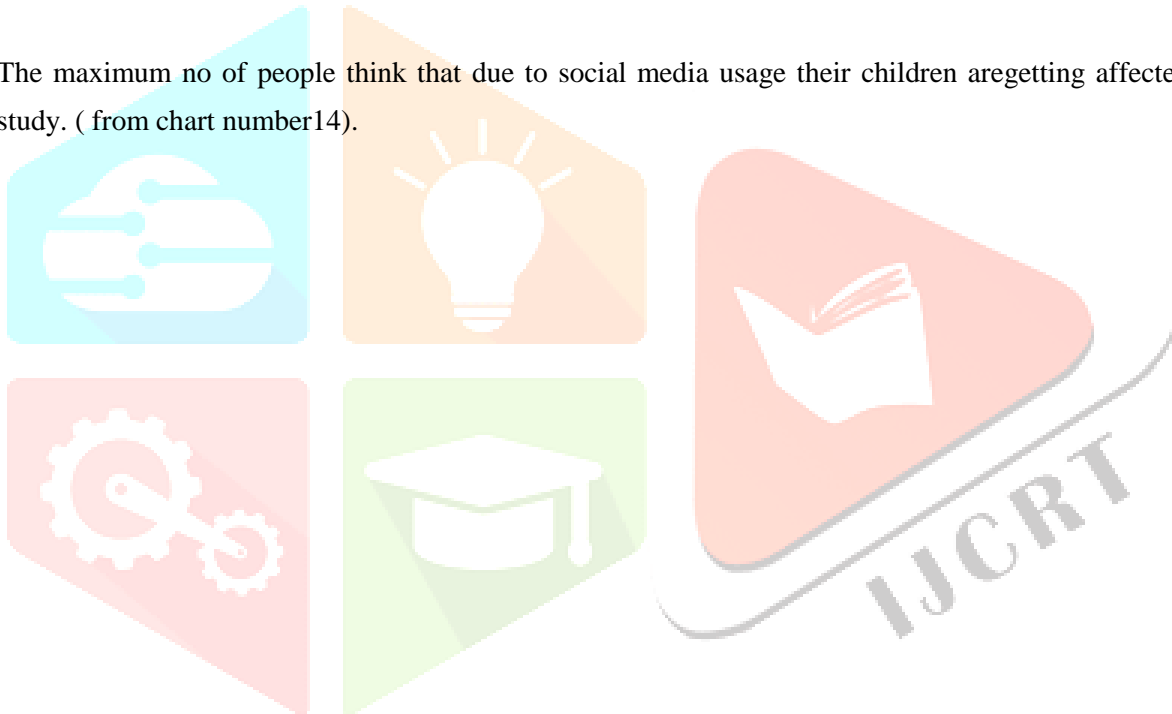
Source: Calculated based on response**Graph number15****Interpretation:**

This question asked to know that children of respondents do spend time on study or not due to social media.

1. The above graph shows that The maximum respondents said yes for their children spend less time on study due to social media and only 16 % do not agree with it. The graph shows that social media are impacting more on the study of children are spending more time on social media because of this they are not able to make habit to spending more time on study.

IV. Findings:

- The researcher found that maximum number of Students are spending more than 3 hours per Day on social media (from chart number8).
- Most of the students uses whatsapp followed by instagram and least are interested in Tiktok & Imo(from chart number9)
- Social media helps to gain wider and develop technical knowledge. Most of the Students had considered that even up to some extent it diverts focus from study. (from chart number10).
- Maximum number of Students have positive effects of social media while 23% have negative effects(from chart number12).
- Majority parents are connected with his children on social media.(from chart number13).
- The maximum no of people think that due to social media usage their children are getting affected on study. (from chart number14).



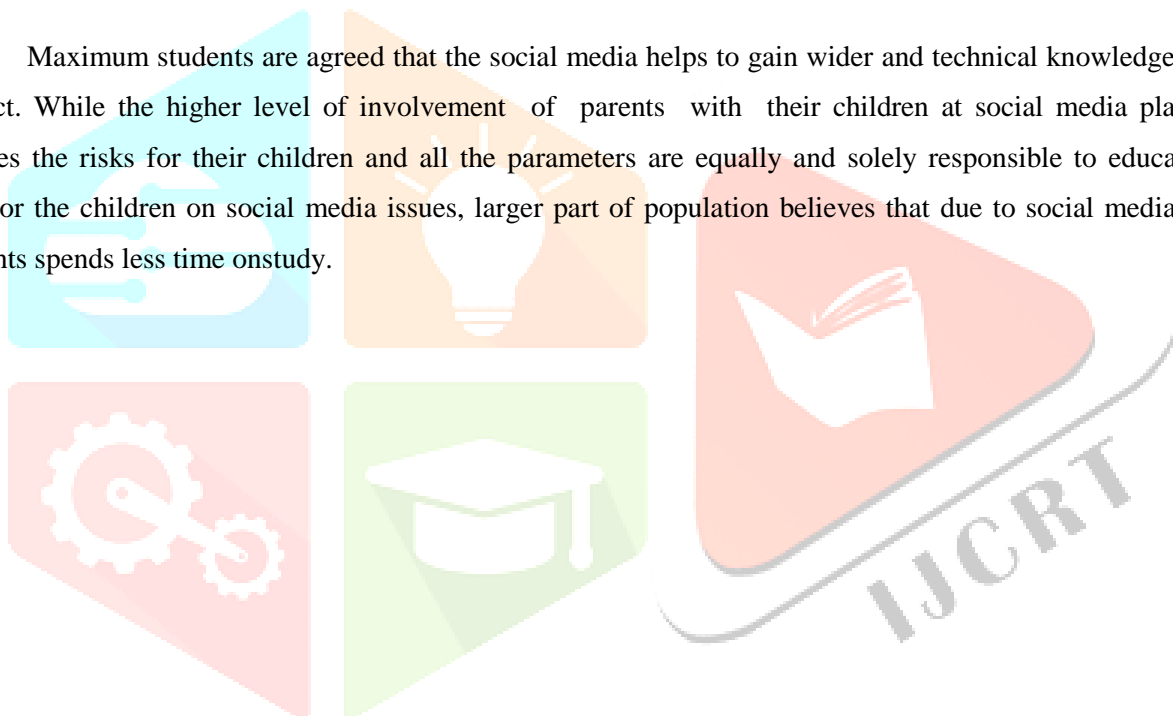
V. Limitations of the study

- The respondents were not understanding the language of the questionnaire, they were finding it difficult to read in English.
- The process was not smooth due to the pandemic situation.
- The entire process was time consuming as we had to rely on digital platform data collection tool and the employees were stuck in their routine very badly.

VI. Conclusion:

From the study The researcher get to conclude that maximum number of parents who have responded are graduates and maximum numbers of students are pursuing their post graduation and mostly they use whatsapp followed by instagram and they are least interested in Tick Tock and Emo, The maximum population have been agreed regarding effect of social media on study and they have positive impact towards it.

Maximum students are agreed that the social media helps to gain wider and technical knowledge of the subject. While the higher level of involvement of parents with their children at social media platforms reduces the risks for their children and all the parameters are equally and solely responsible to educate and monitor the children on social media issues, larger part of population believes that due to social media usage students spends less time onstudy.



VII. Bibliography:

Following are the sources from where the project data and study materials have been referred: Vapi People (students & parents)

Websites:

- www.facebook.com
- www.whatsapp.in
- www.instagram.com

