



## “THE LEVEL OF IMPACT ON SOCIAL MEDIA TO SCHOOL STUDENTS”

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### ABSTRACT

Social media is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration. (Rambe (2012c) suggested that these shortcomings be addressed through, among other things, encouraging on-task behavior, relaxing academic authority, and aligning the use of social media with pedagogical designs. Each of these would require reconceptualising the context of traditional school. Thus, purposeful attention needs purposes to better encourage learning and support academic literacy practices, and purposeful repurposing may need to be included (i.e., teachers may need to guide students to understand expectations for how to use social media academically) Social media has developed at a rapid pace, and it's important to be analyzing and understanding the ways humans are using it to communicate, not only for brands to be able to speak to their customers but for understanding communication and trends of behaviour as a whole. To study about social media impact level of school students. To study about psychosocial problem faced by social media of school children. To study about physical problem on social media to school children. The researcher has used descriptive research design for the study. The researcher selected all the school children who were studying the schools. Thus the sample respondents were identified through the convenient sampling method. The researcher used self-prepared Questionnaire which consist of 63 questions with different aspects like personal details, and psychosocial problems towards of social media,

**Key Words ; Impact on social media to school students**

## INTRODUCTION

Social media is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration. Different types of social media are normally wholehearted council, Broadband, Internet Community, social account, social covering, and Wikipedia are among the.

Many individuals will use social media to stay in touch and interact with friends and family, while others use it to communicate with different communities. Many businesses will use social media as a way to market and promote their products. In addition, business to consumer (B2C) websites include social components, such as comment fields for users. Other tools have been created to aid in tracking the number of mentions and brand perception.

Social media has become larger and more accessible thanks to access to mobile applications, with some examples of social media including Twitter, Facebook and LinkedIn.

### Kinds of Social Media

Nowadays there are some of familiar Internet Communities:

Facebook is a familiar free Internet Community website that supports recorded customer to create content, transfer images and flick, convey messages and keep in influence with friends, family and colleagues.

- LinkedIn is a social community site deliberated especially for the business community. The goal of the site is to allow recorded members to familiar and document networks of people they know and trust skillfully.
- Reddit is a social news web page and gathering where stories are philosophically categorised and triggered by site members. The site is collected of hundreds of subcommunities, known as "subreddits." Each subreddit has an exact topic such as telecommunication, legislation or music. Reddit site members, also known as, "redditors," yield comfortable which is then selected upon by other members. The goal is to send prestigious stories to the top of the site's main thread page.

### *Positive Effects of Social Media for Students:*

Social media is constantly developing new educational opportunities for students. Wondering what they are? Have a look at the list of the positive effects of social media on education.

- **Provides every student with the possibility of learning online.** Why spend money on travel and renting an office if you can study from the comfort of your home? These days, the wish to study and access to the Internet is sufficient for getting a top-notch quality education. Distance learning is an effective method for getting a degree from any educational establishment, regardless of its location.
- **Makes it easy to get instant access to reliable information.** Instead of going to the library, it is possible to save time and find the necessary information using Google.

Moreover, Internet resources are very helpful when the information isn't available in the library. It is possible to find sample papers online as well as useful guidelines on how to do complete assignments the right way.

If a student is ill and misses several classes, it will be easier for him/her to learn the subject with the help of educational sites.

- **Serves as an effective device for academic performance.** Social media platforms can be successfully used for the teamwork. For example, if you are assigned to conduct research on a certain topic together with a group, it is easier to meet online and discuss the assignment together.

It makes it easier to communicate with classmates/groups with for educational purposes. Teachers also create accounts to inform their students of any changes in curriculum, to share lectures online, and to get student feedback.

- **Helps to improve writing skills.** Many students lack the necessary skills for writing essays and other academic papers. The most effective way to solve this problem is to start a blog. Free writing helps students to practice regularly, free from the worry that their thoughts will be strictly evaluated.

Today, many teachers encourage students to share ideas via a class blog which serves as the initial step in teaching students to develop writing and analytical skills.

Moreover, this is how future bloggers are born!

- **Helps to become an expert in the use of innovative technologies.** It is no secret that today it is impossible to find a good job if you're unfamiliar with computer technologies. When using social media for communication, students learn more about electronic devices and gain the basic skills to design portfolios when creating accounts on social networks.
- **Enhances creative activities.** Often a student's talent is revealed when he/she starts taking pictures for Instagram, making videos for Youtube, etc. Many students have interesting hobbies that they share, which can help them to realize their potential for making it a career.

Social media in the classroom can be a great educational tool that is able to inspire students to gain knowledge. Using online technologies the right way makes for a successful education. Remember that social skills, writing skills, and the ability to use social media and technology will help you in your educational pursuits!

## NEGATIVE ASPECTS OF SOCIAL MEDIA TO SCHOOL STUDENTS:

Since it's a relevantly new technology, there's little research to express the long-term consequences, good or bad, of social media use. However, multiple studies have found a strong link between heavy social media and an increased risk for depression, loneliness, self-harm, and even suicidal thoughts.

## REVIEW OF LITERATURE

(Young (2006), The consequences of internet and social platforms on students' academic growth'' a study than by ,it was seen that internet has spread its wings to reach teenager's school life. It was also observed by Young that students are more dependent on internet to access info that pertain their academic life as well as entertainment. Additionally, Young said that internet, though take a lot of time, and have less impact on studies.

(Nicole, 2007). The advanced and improved usage of social media platforms such as Facebook has become a worldwide phenomenon for quite some time. Though it all started has been a hobby for several computer literates individual has changed to become a social norm and existence-style for students around the world. According to Nicole, (2007), students and teenagers have especially recognized these social media platforms to be able to contact their peers, share information, reinvent their personas and showcase their social live.

## RESEARCH METHODOLOGY

“Research method is understood as all those methods and or techniques that are used for conduction of research” (Kothari, 2004:7). In this chapter the problem that is the focus of this study and the significance of findings, specific objectives and hypotheses tested are narrated. Population and the various steps involved in the sampling process, how the data was collected from the respondents, the various statistical tools used for analyzing and testing the hypotheses also, the various efforts taken to comply with the ethical considerations of research are explained in detail.

### TITLE OF THE STUDY :-

“THE LEVEL OF IMPACT ON SOCIAL MEDIA TO SCHOOL STUDENTS”

### NEED FOR THE STUDY:

Social media has developed at a rapid pace, and it's important to be analyzing and understanding the ways humans are using it to communicate, not only for brands to be able to speak to their customers but for understanding communication and trends of behaviour as a whole. This methodology you are assured that there are more and more real opinions that you get about your products/ service. There is no one particular device you can rely on, for instance there are some popular ones like twitter, Facebook, LinkedIn. This is exactly where Survey Analytics Social Media Research comes into play. So, the Researchers would like to study the Level of impact on social media to school students.

### OBJECTIVES OF THE STUDY:

- ✦ To study about social media impact level of school students.
- ✦ To study about psychosocial problem faced by social media of school children.
- ✦ To study about physical problem on social media to school children.

### RESEARCH DESIGN:

The researcher has used descriptive research design for the study. The main having used the design was to analyze the problem precisely as well as to increase the knowledge of the researcher about the magnitude of the problem, hence descriptive design was adopted for the present study.

Descriptive research design helps to provide answers to the questions of who, what, when, where and associated with a particular research problem. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe what exists with respect to variables or conditions in the selected settings or field situation.

A Subset of a population selected for measurement, observation or questioning to provide statistical information about the population. A sample is a finite part of a statistical population whose properties are studied to gain information about the whole.

### **UNIVERSE AND SAMPLING:**

The universe of the study consist of All the School students of Kamala Niketan CBSE and Montessori school and other school students living in the area of raja colony maris avenue street, Trichy. As they are 75 students living in the particular area. The Researcher selected 1std to 12<sup>th</sup>Std for the research purpose. The researcher selected all the school children who were studying the schools. Thus the sample respondents were identified through the convenient sampling method.

### **DATA SOURCES:**

In this study, both primary and secondary data were used. Primary data were collected through structured questionnaires from the sample respondents. Secondary data sources included research journals, books, periodicals, government and other publications & study reports, doctoral dissertations, and the web. The secondary data provided the researcher with deeper understanding of the study subject. Greenfield (1996) and Bell (2001) insist that every research should include secondary research because secondary data gives an overview of what has been researched before in the same subject area, which not only helped the researcher to choose a research topic and place the research in context, but was also crucial for the decision on research design, framing research objectives and developing.

### **PRIMARY DATA COLLECTION PROCESS:**

The questionnaire was filled in by online mode. The researcher explained all the questions in their local language (Tamil) to the participants and acquired their answer and marked the appropriate answer options for each question. Interview was conducted after obtaining informed consent from each participant, by explaining the purpose and nature of the study, who were involved, how and for what purpose the collected data would be used. Participants were clearly informed that they were free to withdraw at any stage of the interview, if they feel questions were personal or discriminating or for any other reasons. The participants were assured anonymity and utmost confidentiality.

### **OPERATIONAL DEFINITION:**

The state of level of impact on social media to school children, the sample group of school children in a positive way which refers to their acceptance and support or negative way, which include impact of both negative and positive.

### **PILOT STUDY:**

The pilot study is more important in social research. The researcher has conducted the study to gain on in depth knowledge of the subject. The researcher discussed with the Guide, the pilot study has helped the researcher to specify the problem of the study and to identify the major components of the study.

## TOOLS OF DATA COLLECTION:

The researcher used self-prepared Questionnaire which consist of 63 questions with different aspects like personal details, and psychosocial problems towards of social media.

## PRETEST:

Before the main data collection, the author conducted a pre-test with few students selected from the studying of, Raja colony Area and The Kamala Niketan CBSE and Montessori school, Trichy. “The purpose of the pilot survey is to ascertain the questions were understandable, unambiguous and that it was feasible to fill in the questionnaire within a certain time” through online mode (Blaxter, *et al.* 2001:97). Pre-testing is a useful tool in making revisions and to refine the questionnaire (Polit and Hungler, 1999). A total of 6 students from the Kamala Niketan at Tiruchirappalli for the pre-test. The researcher read out and explained each question to the selected participants and observed the ability of the respondents to understand the statements. Words that were found to be difficult for the respondents were changed with the suggestion of the respondents. Re-wording of the questionnaires was necessary in order to remove any jargon, inconsistencies or leading questions. The respondents for this pre-test and their answers were not part of the actual study. The pre-test was conducted from 8/10/2020 to 12/10/2020.

## LIMITATION:

The researcher collected data from the limited sample through online data collection, so, we cannot generalize this finding to the entire school students/ population due to this Pandemic situation.

## CHAPTER SUMMARY:

This chapter enlightened the various aspects of research methodology adopted in this study are made clear. The focus of this study, objectives and hypotheses and the analyses methods are clearly explained. Data analyses and interpretation of results are presented in the forthcoming chapter.

## CHAPTARIZATION

- I. Chapter – Introduction.
- II. Chapter – Review of Literature.
- III. Chapter – Research Methodology.
- IV. Chapter – Analysis and Interpretation.
- V. Chapter – Finding, suggestion and Conclusion

## DISTRIBUTION OF THE RESPONDENTS BASED OF CHILD USING THE TYPE OF GAMES

S. No	Particulars	No of Respondents N= (75)	Percentage %
1.	Fighting games	30	40
2.	Money Earning Games	9	12
3.	Others	36	48
	<b>Total</b>	<b>75</b>	<b>100</b>

The above table shows less than half (48 per cent) of the respondents of their children were others option. Another less than half (40 per cent) of the respondents of their children were playing fighting games, (12 per cent) of the respondents of their children were playing Money earning games.

### FINDINGS:

- † More than half of the respondents (**60 per cent**) were age of 10-15 years old.
- † More than half of the respondents (**60 per cent**) of their children were male category.
- † More than half of the respondents (**64 per cent**) of their children were living in Urban locations.
- † More than half of the respondents (**60 per cent**) were Hindu.
- † More than half of the respondents (**60 per cent**) of their children were studying in 5<sup>th</sup> standard to 10<sup>th</sup> standard.
- † More than half of the respondents (**60 per cent**) were said CBSE.
- † Majority of the respondents (**80 per cent**) were said Co- education.
- † Majority of the respondents (**80 per cent**) were Said games.
- † Less than half of the respondents (**48 per cent**) were said other Ambitions.
- † Less than half of the respondents (**40 per cent**) were said 30,000 income.
- † Majority of the respondents (**79 per cent**) were speak Tamil.
- † Less than half of the respondents (**48 per cent**) were said 6-10 years.
- † Less than half of the respondents (**48 per cent**) were said Others option. ❖ More than half of the respondents (**56 per cent**) were said No.
- † More than half of the respondents (**52 per cent**) were said Behavioral difficulty.
- † Less than half of the respondents (**48 per cent**) were said Before using Internet good.
- † Majority of the respondents (**88 per cent**) were said yes.

- † More than half of the respondents (**56 per cent**) were said 1-3 hours.
- † More than half of the respondents (**56 per cent**) were said yes.
- † More than half of the respondents (**56 per cent**) were said yes.
- † More than half of the respondents (**52 per cent**) were said 2-3 hours.
- † More than half of the respondents (**64 per cent**) were said yes.
- † More than half of the respondents (**68 per cent**) were said daily.
- † More than half of the respondents (**64 per cent**) were said daily 1 hour.
- † More than half of the respondents (**76 per cent**) were said Evening.
- † More than half of the respondents (**52 per cent**) were said 1-3 hours.
- † Majority of the respondents (**80 per cent**) were said yes.
- † Less than half of the respondents (**40 per cent**) were said both Childs school and Television, Magazines.
- † More than half of the respondents (**52 per cent**) were said No.
- † More than half of the respondents (**68 per cent**) were said yes.
- † More than half of the respondents (**68 per cent**) were said yes.
- † Less than half of the respondents (**40 per cent**) were said Online privacy.
- † More than half of the respondents (**68 per cent**) were said no.
- † Majority (**80 per cent**) of the respondents were said English.
- † More than half of the respondents (**52 per cent**) were said None of the above.
- † More than half of the respondents (**64 per cent**) were said At home.
- † More than half of the respondents (**68 per cent**) were said yes.
- † More than half of the respondents (**56 per cent**) were said yes.
- † Majority of the respondents (**80per cent**) were said School work.
- † More than half of the respondents (**56 per cent**) were said yes.
- † Majority of the respondents (**72 per cent**) were said 1-3 sites.
- † More than half of the respondents (**60 per cent**) were said Medium.
- † Majority of the respondents (**92 per cent**) were said yes.
- † Majority of the respondents (**80 per cent**) were said responsibility using internet His/Her Father.
- † More than half of the respondents (**68 per cent**) were said yes.
- † More than half of the respondents (**60 per cent**) were said yes.
- † Less than half of the respondents (**48 per cent**) were said prepaid internet.
- † More than half of the respondents (**60 per cent**) were said sometimes.

- † Majority of the respondents (**84 per cent**) were said 1 gadget.
- † Less than half of the respondents (**48 per cent**) were said Spending money for internet usage is 500 rupees.
- † Less than half of the respondents (**40 per cent**) were said sometimes.
- † Less than half of the respondents (**36 per cent**) were said doing Homework.
- † More than half of the respondents (**68 per cent**) were said yes.
- † Less than half of the respondents (**44 per cent**) were said had phones 2 years.
- † More than half of the respondents (**68 per cent**) said I feel not safe on the internet.
- † Majority of the respondents (**92 per cent**) were said yes.
- † More than half of the respondents (**64 per cent**) were said Limits on time spending on the internet.
- † Majority of the respondents (**88 per cent**) were said yes.
- † Less than half of the respondents (**36 per cent**) were said Attending class only.
- † Less than half of the respondents (**48 per cent**) were said Sometimes.
- † Majority of the respondents (**80 per cent**) were said Celebrities.
- † More than half of the respondents (**60 per cent**) were said yes.
- † Less than half of the respondents (**40 per cent**) were Choose using years 1-3 years.

#### SUGGESTIONS:

- The government can provide free counselling for students.
- To Awareness programme about impact of social media to school children.
- To Awareness about Parental control features to parents.

#### CONCLUSION:

In conclusion, social media is, and will continue to be, harmful, unless something is done about it. The power it has over people is dangerous and often goes unnoticed. People should care because if not addressed, or taken care, of social media could cause national and international problems.

Social media is a really convenient and important communicate network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately.