



INFLUENCE OF SOCIAL MEDIA ON LEARNING AND SOCIAL LIFE STYLE AMONG THE B.ED. STUDENTS IN JHARKHAND

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Abstract: We are living 21st century. In today's social media has become very necessity in our society. Social media is a technology enabled media that facilitates the sharing of ideas, thought and information to others. It also helps to the students to collect different information and learning related materials. At the present-day social media is a very important learning resource of the students. Through the present study an attempt has been made by the investigators to study the "Influence of Social Media on learning and social life style among the B.Ed. students in Jharkhand". The investigators have used descriptive survey method for the present study. The sample consist 120 B.Ed. students in the district of Ranchi, Jharkhand. The simple random sampling technique has been used for the selection of samples. The investigators have been developed self-made questionnaire for the present study. For the analysis of data percentage and graph have been used by the investigators in the present study. The findings of the study reveal that most of the B.Ed. students are used social media. This study also observed that most of the students are using social media for learning purposes and social media significant influence on B.Ed. student's social life style.

Key Words: Social Media, Online Learning, Social life Style, B.Ed. Students.

Introduction:

We are living 21st Century. In today's social media has become very necessity in our society. We can see that Social media huge impacts every aspects in our society. Through social media we are share different information both national and globally. It gives people to power share and making the world more open and connected with each other's (**Raut & Patil 2016**). Across different types of popular social media platform is Face book, WhatsApp, Telegram, Twitter, Instagram, Youtube, Pinterest etc. Maximum of the time social media we are used to communicate with people who are already their known or friends or relatives or connections in the social network sharing same mindset or interests, views discussions, thought process, discussions on debatable topics, news articles, latest updates on fashion or gadgets are the most common topics on these social media channels (**Sinha, Jadav & Kanodia 2016**). Social media sites are not only popular for providing a platform for chatting, sharing scrapes, vides, media clips, voice messages, videos, pictures, emojis, But also discussing latest updates and issues. There are now 3.81 billion users on different social sites around the world. India takes the third place of social media users after the United State of America and United Kingdom. The owner of the social media sites are spend billions of dollars per year to make their sites more update, attractive, interactive and entertaining (**Das & Barman 2020**).

Types of Social Media:

There are many types of Social Media. Such As-

1. **Social Networking:** Face book, WhatsApp, Instagram, Twitter.
2. **Media Sharing:** Youtube, Pinterest.
3. **Social News:** Diggs
4. **Micro Blogging:** facebook , Twitter.
5. **Sharing Economic Network:** Airbnb, Panthon, Kickstarter.
6. **Social Review Sites:** Trip Advisor, Yelp, Four Square.

Objectives of the Study:

The Objectives of the Study are.

1. To know whether the B.Ed. Students are using Social Media or Not.
2. To know which purposes they are using Social Media.
3. To know how much time the students are use in Social Media from their daily life.
4. To know what are the platforms they are using in Social Media for learning.
5. To know learning through social media is a big platform of informal education.
6. To know learning through social media restrict you in learning by doing aspects or not?
7. To know learning through social media is a very interesting platform for educational purpose or not?
8. To know that the Social Media can be an alternative teacher for the students.

9. To know learning through Social Media is how much effective to understand different topics.
10. To know whether learning through Social Media increases students' interest or not.
11. To know how much the students are getting a chance to communicate other persons by usage Social Media.
12. To know whether the social media impacts B.Ed. Students social life or Not.
13. To know that whether the using social media to promote good society norms and ethics or not.
14. To know that whether the using social media to destroy gender inequality.
15. To know use of Social Media is how much B.Ed. students in take part of politics encourage.
16. To know whether the social media preserve social values or Not.

Research Question of the Study:

The Investigators have used following Research Questions in this study.

1. Do you use Social Media?
2. What are you purpose for using social media?
3. How much time you spend generally on social media on a day.
4. Which of the following social media platform do you use for learning?
5. Do you think that learning through social media is a big platform of informal education?
6. Do you think that learning through social media restrict you in learning by doing aspects?
7. Do you think that social media is a very interesting platform for educational purpose?
8. Do you think that social media can be alternative teachers for students?
9. Are you able to understand different topics by using social media?
10. Do you think that learning through social media increase your interest?
11. Do you think that social media helps to communicate other person in your society?
12. Do you think that social media impacts the social life?
13. Do you think that usage of social media promotes good society norms and ethics?
14. Do you think that use of social media helps in destroy gender inequality?
15. Do you think that use of social media encourage B.Ed. students in take part of Politics?
16. Do you think that social media Preserve of social value?

Review of Related Literature:

Kulandairaj (2014) in her study on *“Impact of Social Media on the Life Style of Youth”* to examined the impacts of social networking sites on youth lifestyle in Tamilnadu. The findings of the study revealed that significant positive effects of social networking sites on youth personal life. In this study also indicates that there was significant relationship between times spend of social networking sites and youth life styles.

GOK (2016) has conducted a study on *“The Effects of Social Networking Sites on Students Studying and Habits”* to identify the positive as well as negative effects of social networking sites on students’ studying and habits. The study was conducted descriptive survey method and taken 220 students as a sample and used questionnaire as a tool in this study. The result of the study revealed that digital technology and social networking sites have negative impact on students’ studying and habits.

Chukwuere & Chukwuere (2017) have conducted a study on *“The Impacts of Social Media on social Lifestyle: A Case Study of University Female Styles”* to find out the impact of social media on female students life style. The findings of the study revealed that social media actually impact on female students social life styles. This study also indicates that social media promotes good and healthy societal norms and values which prove a positive sign in our society.

Rajeswari (2017) has conducted a study on *“Impacts of Social Media on Lifestyle and Learning Behavior among adolescence”* to assess the impact of social media on adolescence lifestyle and learning behavior and found that social media had negative impacts of adolescence learning and social lifestyle.

Kolhar, Kazi & Alameen (2021) have conducted a study on *“Effects of Social Media on Use of Learning, Social Interactions and Sleep Duration among University Students”* to examined the use of social media and their effects of learning, social interaction and sleep duration. The researchers was used cross sectional study and taken 300 university students as a sample and used questionnaire as a tool for the collection of data in this study. The results of the study shows that majority of the students says that they use of social media for non academic purpose and social media adversely impact on their academic performance, social interaction and sleep duration.

Muftah (2021) in her study on *“Impact of Social Media on Learning English Language during the COVID-19 Pandemic”* to explored the impact of the various social media platform on learning English Language during this pandemic. The researcher was conducted descriptive survey method and taken 166 undergraduate students at Najran University as a sample and used questionnaire as a tool for this study. The findings of the study revealed that social media has been significantly positive impact on learning English language (learning styles, reading skills, communication skills, grammar usage and listening) of the undergraduate students.

Methodology of the Study:

Method of the study: The present study is descriptive type in nature. The researchers have used the descriptive type survey method in the present study.

Population of the study: All the B.Ed. Students both (Government College & Private College) in all over Jharkhand State have been selected as population for the present study.

Sample of the study: The investigators have selected only 120 B.Ed. Students (84 male and 36 female) from the various Government & Private colleges which are situated in the district of Ranchi for the present study.

Sampling Technique: The Simple Random Sampling technique have been applied for the selection of sample in this study.

Tools of the Study: The researchers have used self-made social media related Questionnaire as a tool for collecting the data in the present study.

Technique of the Study: The present investigators have used percentage and graphical representation of the data as a technique for the present study.

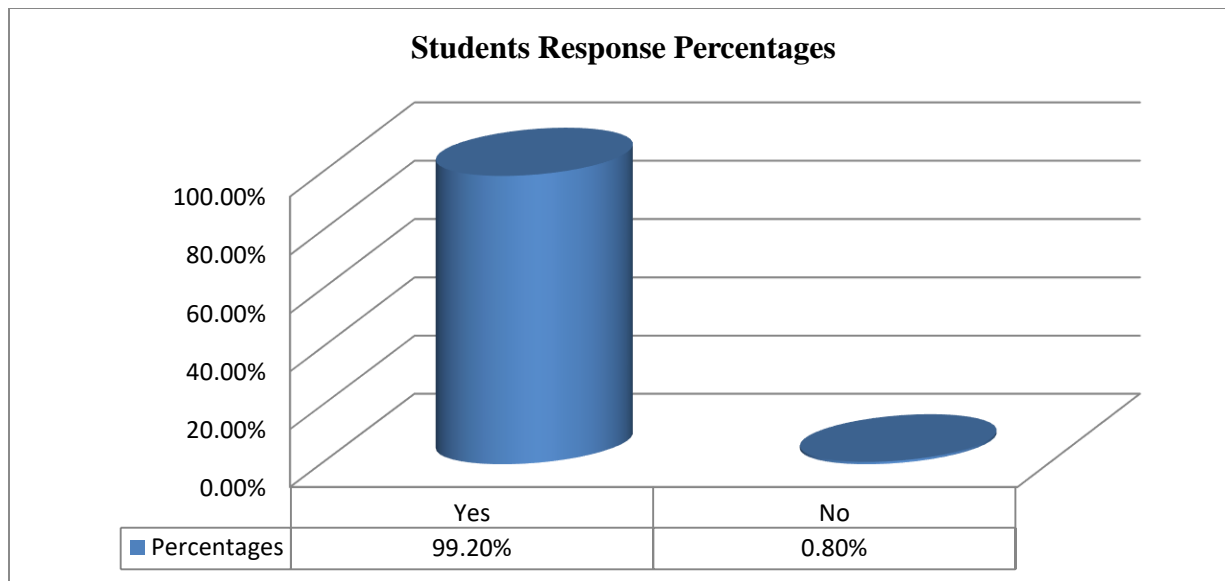
Data Collection Procedure: As per previous planning the tools were administered upon the people who are using Social Media for learning and social life style. In this case of collecting the necessary data, the investigators used a closed-ended questionnaire as a tool and conduct an online survey through Google Forms. Then it was sent to the people for collecting the valuable data through various social media platforms (WhatsApp, Facebook, G-mail, etc). 120 students across Ranchi district, Jharkhand were actively participated in this survey and gave their valuable data for this study. The investigators completed his data collection procedure by collecting all the data from the Google Forms and thanks to the all participants.

Analysis & Discussion:

Research Question: 1. Do you use Social Media?

Table No- 1. Show the percentage of students' responses towards 1st research question.

| Research Question | Yes % | No % |
|--------------------------|--------|-------|
| Do you use Social Media? | 99.2 % | 0.8 % |

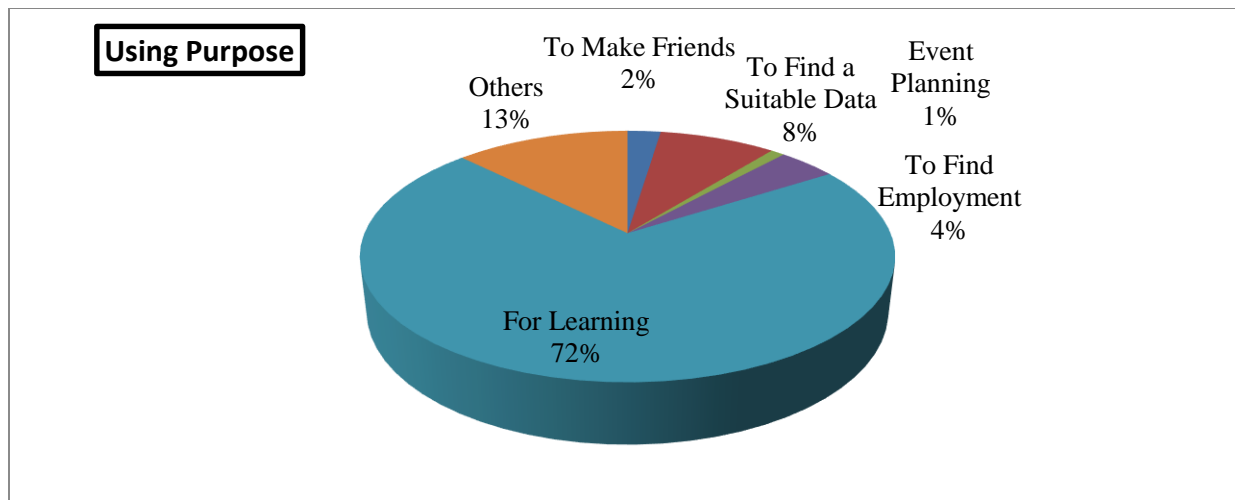
Figure No. 1.- Graphical presentation of the research question (1) one

From the above table and figure, it is observed that out of 120 B.Ed. students, 118(99.20 %) B.Ed. students are use social media and rest 2 (0.80%) B.Ed. students are not use of social media. Therefore, it can be said that most of the B.Ed. students are use of social media.

Research Question: 2. what are you purpose for using social media?

Table No- 2. Show the percentage of students' responses towards 2nd research question.

| Using Purpose | Frequency | Percentage (%) |
|----------------------------|-----------|----------------|
| 1. To make friends | 3 | 2.4% |
| 2. To find a suitable data | 11 | 8.4 % |
| 3. Event planning | 1 | 1% |
| 4. To find employment | 5 | 4.2% |
| 5. For learning | 85 | 71.4 % |
| 6. Others | 15 | 12.6 % |

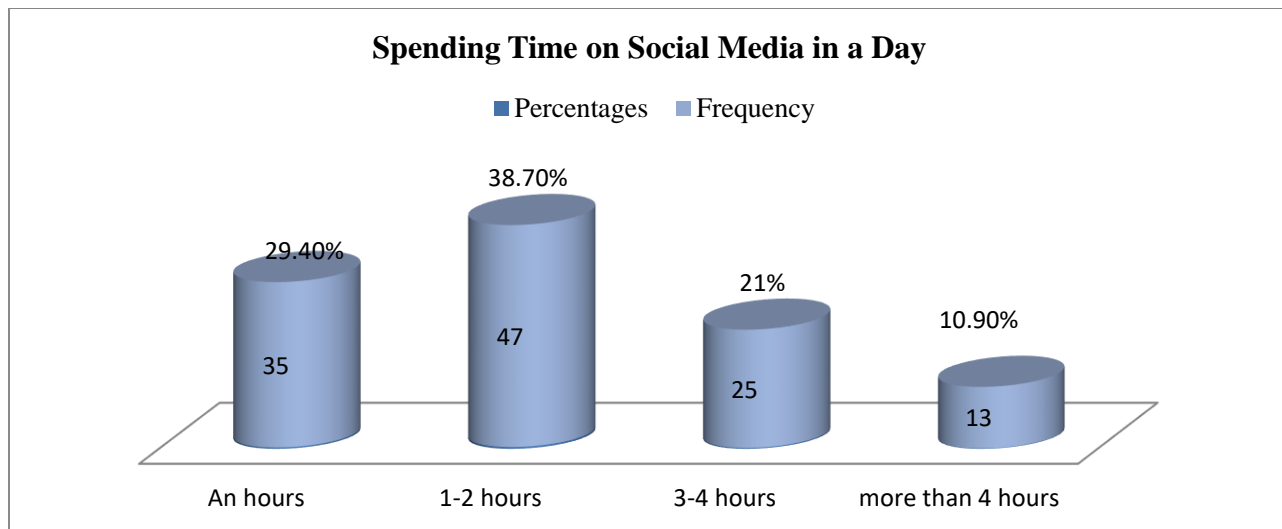
Figure No. 2.- Graphical presentation of the research question (2) two

From the above table and figure, it is observed that 2.4 % (3) B.Ed. students are says that they use Social Media for make friends, 8.4 % (11) B.Ed. students says that they use Social Media for find a suitable data, 1 % (1) B.Ed. student says that they use Social Media for event planning, 4.2% (5) B.Ed. students says that they use Social Media for find employment, 71.4 % (85) students says that they use Social Media for learning purpose and 12.6 % (15) students says that they use Social Media for other purposes. Therefore, it can be said that most of the B.Ed. students are use of social media for learning purpose.

Research Question: 3. How much time you spend generally on Social Media in a day?

Table No- 3. Show the percentage of students' responses towards 3rd research question.

| Spending Time on Social Media in a Day | Frequency | Percentage (%) |
|--|-----------|----------------|
| i. An hour | 35 | 29.4 % |
| ii. 1-2 hours | 47 | 38.7 % |
| iii. 3-4 hours | 25 | 21 % |
| iv. More than 4 hours | 13 | 10.9 % |

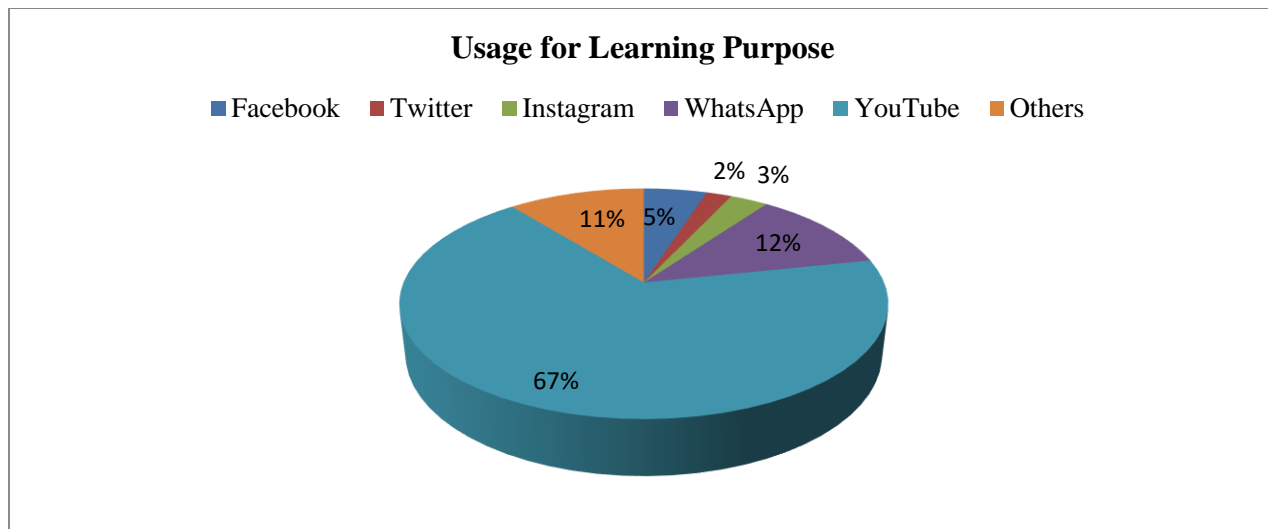
Figure No. 3.- Graphical presentation of the research question (3) three

From the above table and figure, it is observed that 29.4 % (35) B.Ed. students said that they spend an hour (1 hour) on Social Media in a day, 38.7 % (47) higher level students said that they spend 1-2 hours on Social Media in a day, 21 % (25) higher level students said that they spend 3-4 hours on Social Media in a day and 10.9 % (13) higher level students said that they spend more than 4 hours on Social Media in a day. Therefore, it can be said that most of the B.Ed. students spend 1-2 hours on social media in a day.

Research Question: 4. Which of the following social media platform do you use for learning?

Table No- 4. Show the percentage of students' responses towards 4th research question.

| Usage for Learning Purpose | Frequency | Percentage (%) |
|----------------------------|-----------|----------------|
| i. Facebook | 6 | 5 % |
| ii. Twitter | 2 | 2 % |
| iii. Instagram | 4 | 3 % |
| iv. WhatsApp | 14 | 11.7 % |
| v. You Tube | 81 | 67.5 % |
| vi. Others | 13 | 10.8 % |

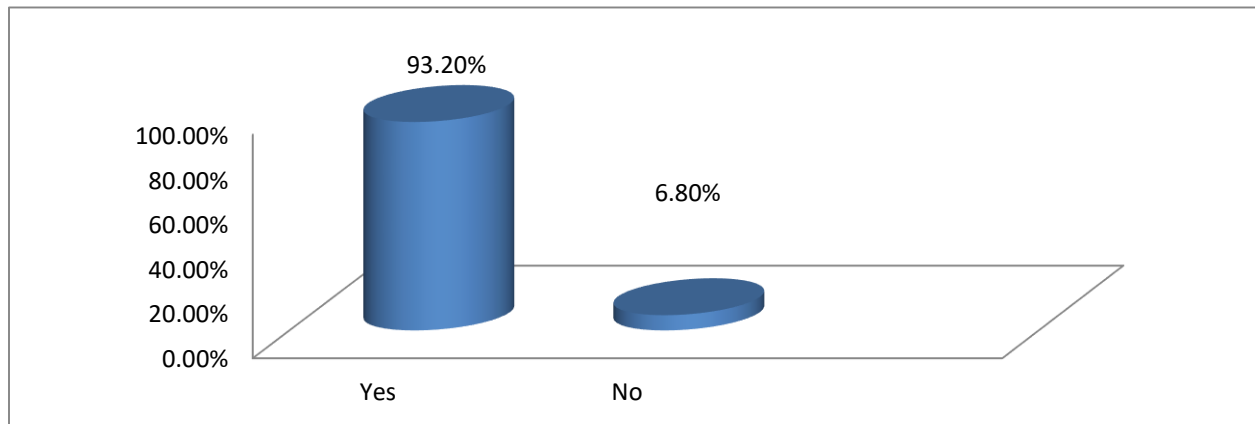
Figure No. 4.- Graphical presentation of the research question (4) four

From the above table and figure, it is observed that 5 % (6) B.Ed. students are saying that they use Facebook in a Social Media platform for learning, 2 % (2) B.Ed. students are says that they use Twitter in a Social Media platform for learning, 3 % (4) B.Ed. students says that they use Instagram in a Social Media platform for learning, 11.7 % (14) B.Ed. students says that they use WhatsApp in a Social Media platform for learning, 67.5 % (81) B.Ed. students says that they use You Tube in a Social Media platform for learning and 10.8 % (13) B.Ed. students says that they use Others Social Media platforms for learning. Therefore, it can be said that most of the B.Ed. students use YouTube as a social media platform for learning purpose.

Research Question: 5. Do you think that learning through Social Media is a big platform of Informal Education?

Table No- 5. Show the percentage of students' responses towards 5th research question.

| Research Question | Yes % | No % |
|--|--------|-------|
| Do you think that learning through Social Media is a big platform of Informal Education? | 93.2 % | 6.8 % |

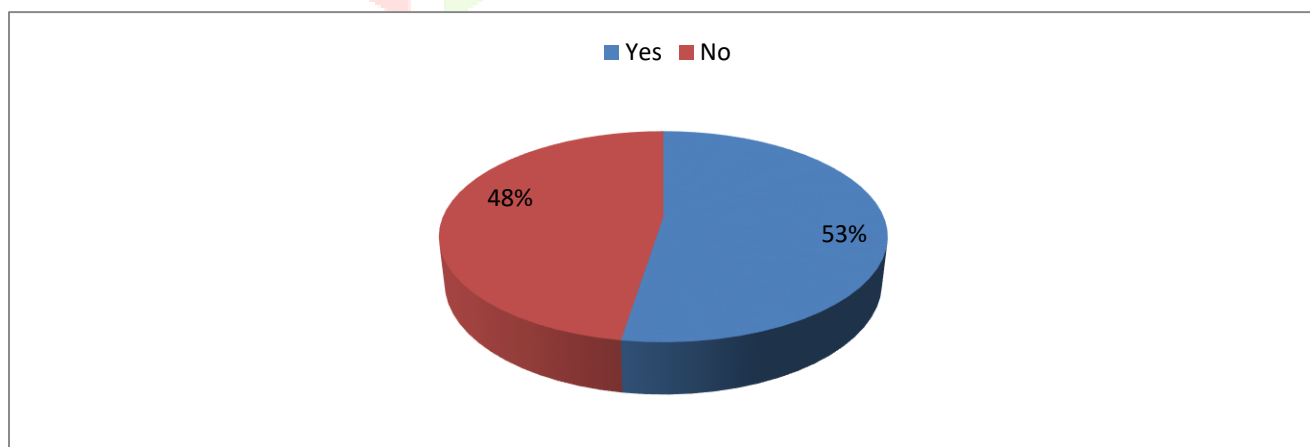
Figure No. 5:- Graphical presentation of the research question (5) five

From the above table and figure, it is observed that out of 120 B.Ed. students, 93.20% (112) B.Ed. students are thinks that learning through social media is a big platform of informal education and rest 6.80%(8) B.Ed. students are thinks that learning through social media not a big platform of informal education. Therefore, it can be said that most of the B.Ed. students are thinks that learning through social media is a big platform of informal education.

Research Question: 6. Do you think that learning through Social Media restrict you in learning by doing aspects?

Table No- 6. Show the percentage of students' responses towards 6th research question.

| Research Question | Yes % | No % |
|--|--------|--------|
| Do you think that learning through Social Media restrict you in learning by doing aspects? | 52.5 % | 47.5 % |

Figure No. 6:- Graphical presentation of the research question (6) six

From the above table and figure, it is observed that out of 120 B.Ed. students, 52.5% (63) B.Ed. students are thinks that learning through social media restricted in learning by doing aspects and rest 47.5% (57) B.Ed. students are thinks that learning through social media don't restricted in learning by doing aspects. Therefore, it

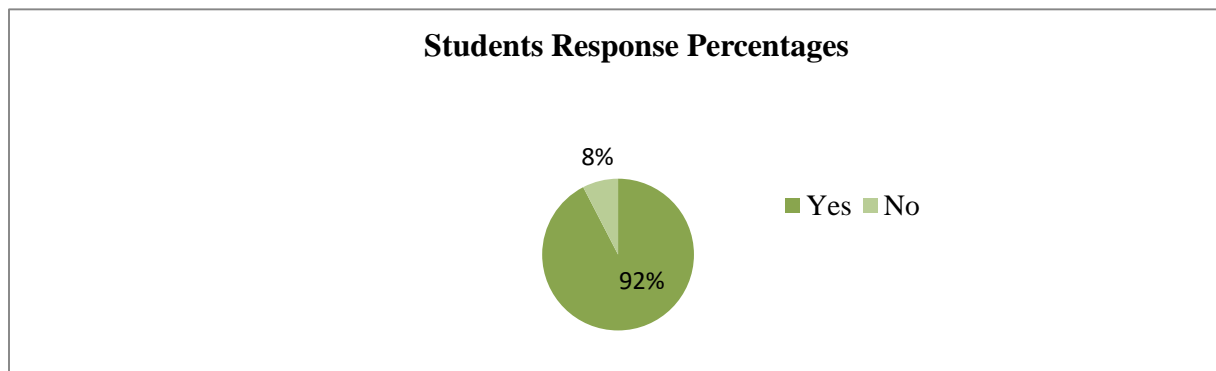
can be said that most of the B.Ed. students are thinks that learning through social media restricted in learning by doing aspects.

Research Question: 7. Do you think that Social Media is a very interesting platform for educational purpose?

Table No- 7. Show the percentage of students' responses towards 7th research question.

| Research Question | Yes % | No % |
|--|--------|-------|
| Do you think that Social Media is a very interesting platform for educational purpose? | 92.4 % | 7.6 % |

Figure No. 7:- Graphical presentation of the research question (7) seven

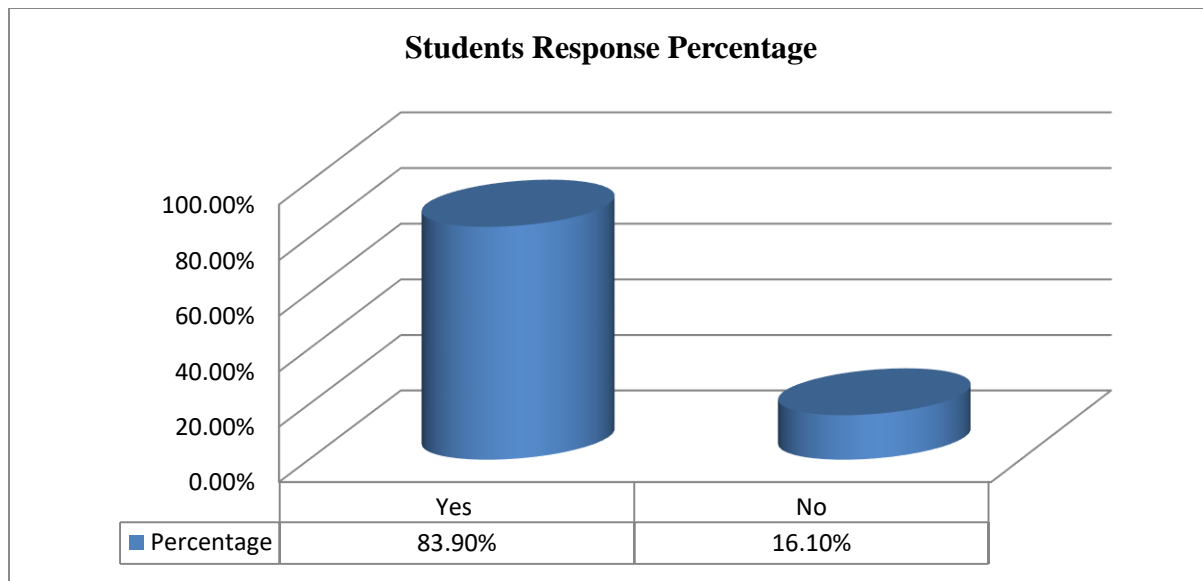


From the above table and figure, it is observed that out of 120 B.Ed. students, 92.4% (111) B.Ed. students are thinks that social media is a very interesting platform for educational purpose and rest 7.6% (9) B.Ed. students are thinks that social media don't interesting platform for educational purpose. Therefore, it can be said that most of the B.Ed. students are thinks that social media is a very interesting platform for educational purpose.

Research Question: 8. Do you think that Social Media can be alternative teachers for the students?

Table No- 8. Show the percentage of students' responses towards 8th research question.

| Research Question | Yes % | No % |
|--|--------|--------|
| Do you think that Social Media can be alternative teachers for the students? | 83.9 % | 16.1 % |

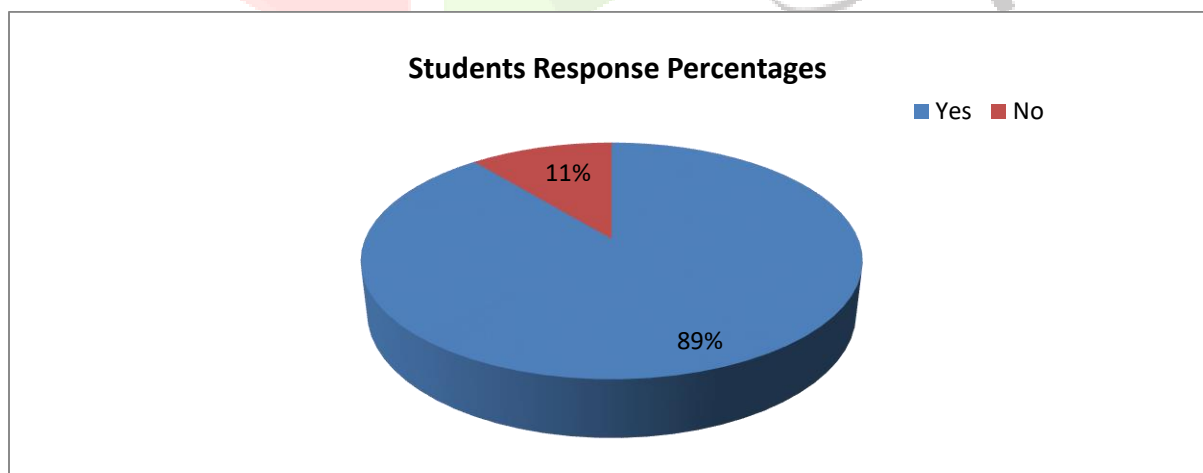
Figure No. 8.- Graphical presentation of the research question (8) eight

From the above table and figure, it is observed that 83.9% (101) B.Ed. students are saying that Social Media can be an alternative teacher for the students and 16.1 % (19) B.Ed. students are saying that Social Media cannot be an alternative teacher for the students.

Research Question: 9. Are you able to understand different topics by using social media platforms?

Table No- 9. Show the percentage of students' responses towards 9th research question.

| Research Question | Yes % | No % |
|--|-------|------|
| Are you able to understand different topics by using social media platforms? | 89 % | 11 % |

Figure No. 9.- Graphical presentation of the research question (9) nine

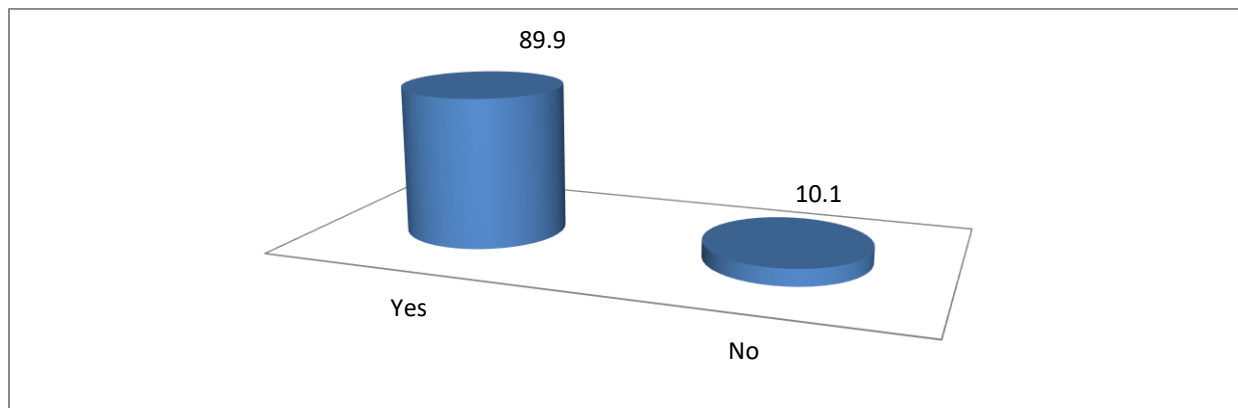
From the above table and figure, it is observed that 89 % (107) B.Ed. students are responded that they understand their different topics by using Social Media and 11 % (13) B.Ed. students are responded that they are not understand their topic by using Social Media. Therefore, it can be said that most of the B.Ed. students understand their different topics by using Social Media platforms.

Research Question: 10. Do you think that learning Social Media increase your interest?

Table No- 10. Show the percentage of students' responses towards 10th research question.

| Research Question | Yes % | No % |
|---|--------|--------|
| Do you think that learning Social Media increase your interest? | 89.9 % | 10.1 % |

Figure No. 10.- Graphical presentation of the research question (10) ten

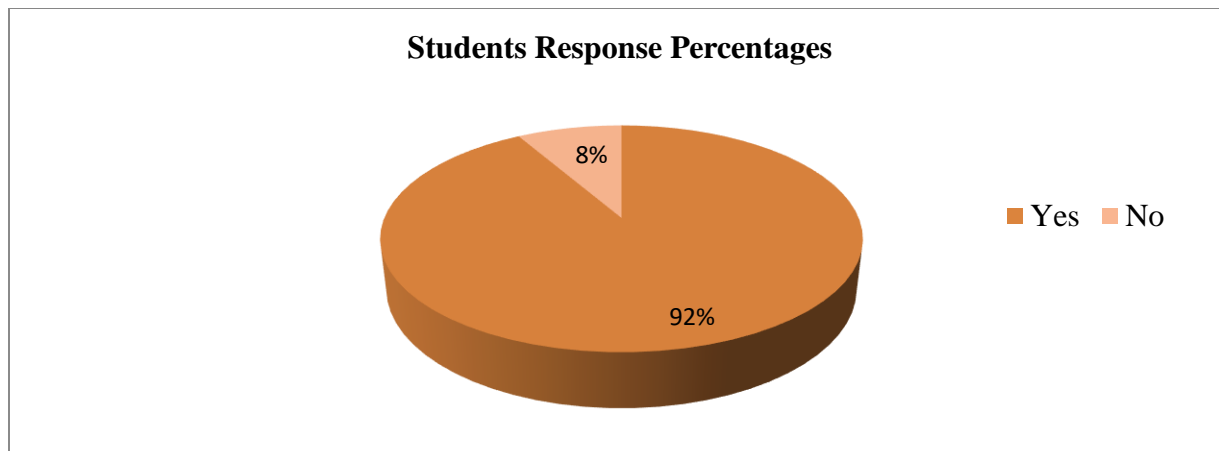


From the above table and figure, it is observed that out of 120 B.Ed. students 89.9% (108) B.Ed. students are responded that social media is a very interesting platform to increase learning interest and 10.1 % (12) B.Ed. students responded that social media don't increase learning interest. Therefore, it can be said that most of the B.Ed. students told that social media increase learning interest.

Research Question: 11. Do you think that Social Media helps to communicate others persons in your society?

Table No- 11. Show the percentage of students' responses towards 11th research question.

| Research Question | Yes % | No % |
|---|--------|-------|
| Do you think that Social Media helps to communicate others persons in your society? | 91.6 % | 8.4 % |

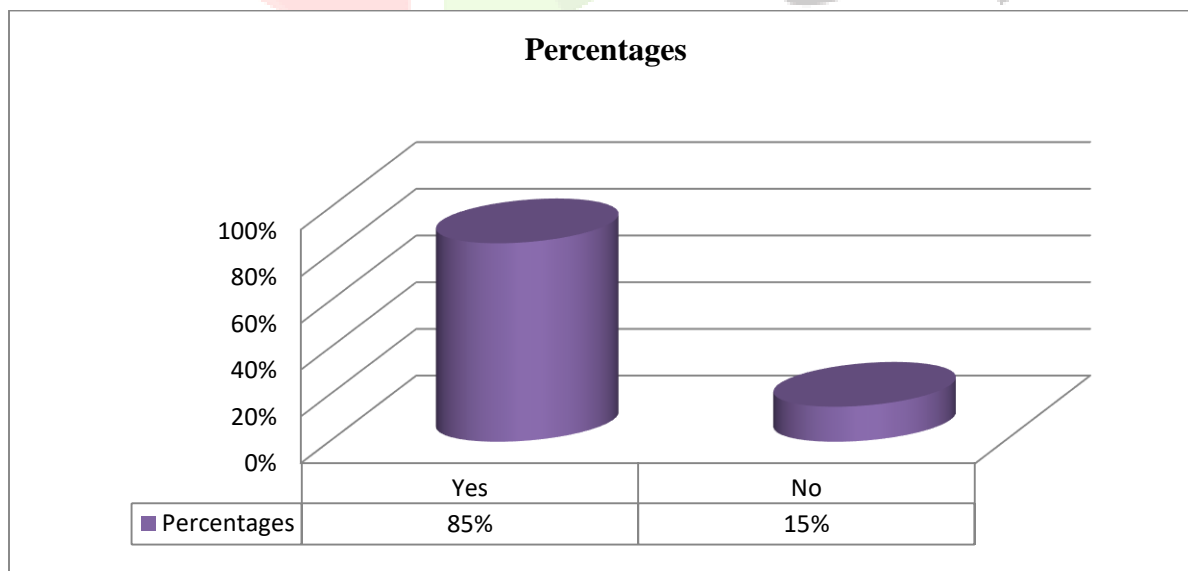
Figure No. 11.- Graphical presentation of the research question (11) eleven

From the above table and figure, it is observed that out of 120 B.Ed. students 91.6 % (110) B.Ed. students are responded that they communicate others persons in your society by using Social Media and 8.4 % (10) B.Ed. students responded that they don't communicate others persons in your society by using Social Media. Therefore, it can be said that most of the B.Ed. students communicate others persons in your society by using Social Media.

Research Question: 12. Do you think that Social Media impacts your social life?

Table No- 12. Show the percentage of students' responses towards 12th research question.

| Research Question | Yes % | No % |
|--|-------|------|
| Do you think that Social Media impacts your social life? | 85 % | 15 % |

Figure No. 12.- Graphical presentation of the research question (12) twelve

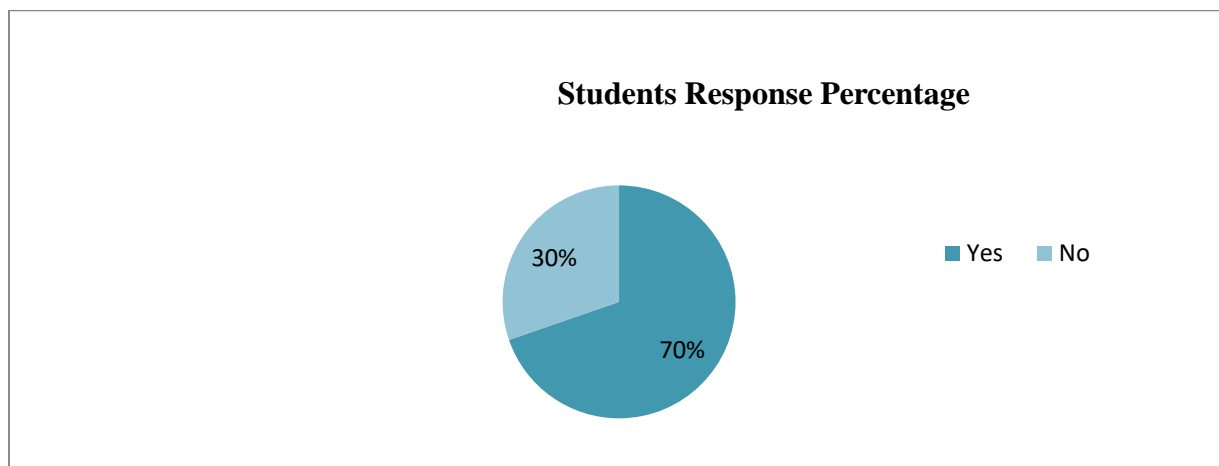
From the above table and figure, it is observed that out of 120 B.Ed. students 85 % (102) B.Ed. students are says that social media impacts in your social life and 15 % (18) B.Ed. students responded that they social media don't impacts in your social life.

Research Question: 13. Do you think that usage of Social Media promote good society norms and ethics?

Table No- 13. Show the percentage of students' responses towards 13th research question.

| Research Question | Yes % | No % |
|--|--------|--------|
| Do you think that usage of Social Media promote good society norms and ethics? | 69.7 % | 30.3 % |

Figure No. 13.- Graphical presentation of the research question (13) thirteen

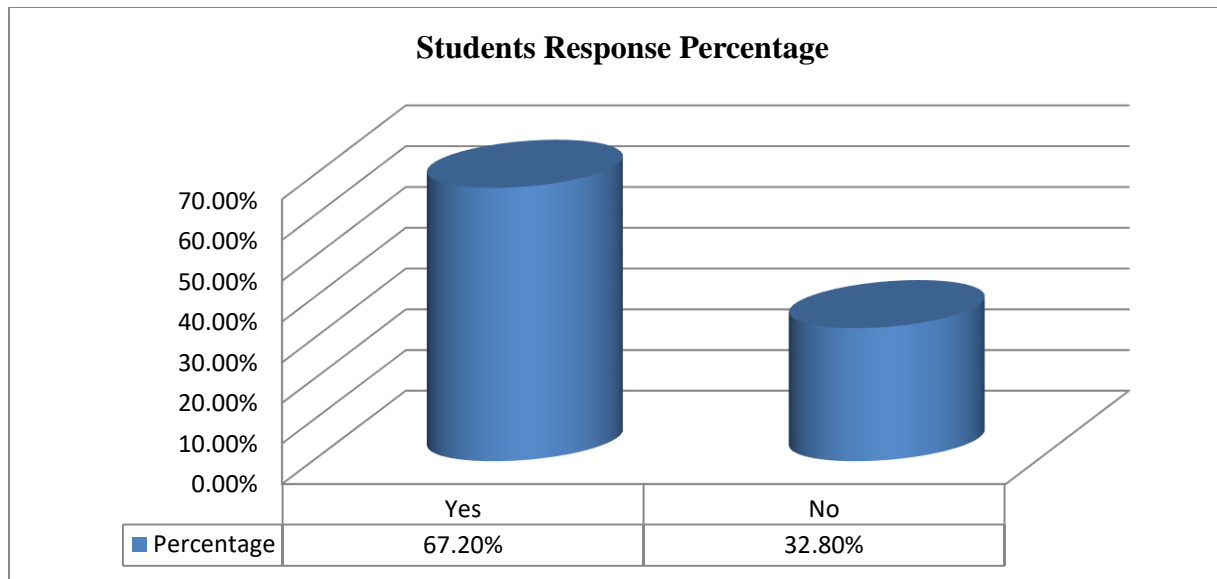


From the above table and figure, it is observed that out of 120 B.Ed. students 69.7 % (84) B.Ed. students are says that use of social media to promote good society norms and ethics in our society and 30.3 % (36) B.Ed. students responded that use of social media could not promote good society norms and ethics.

Research Question: 14. Do you think that usage of Social Media helps in destroy gender equality?

Table No- 14. Show the percentage of students' responses towards 14th research question.

| Research Question | Yes % | No % |
|---|--------|--------|
| Do you think that usage of Social Media helps in destroy gender equality? | 67.2 % | 32.8 % |

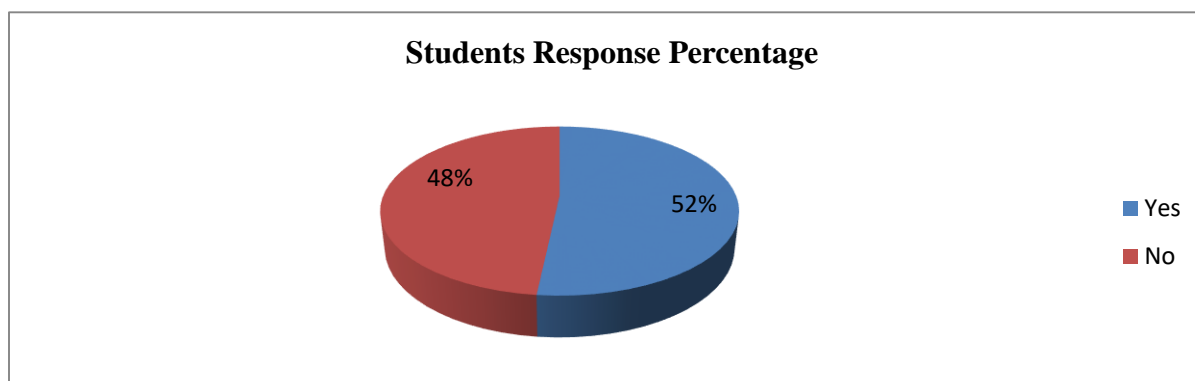
Figure No. 14.- Graphical presentation of the research question (14) fourteen

From the above table and figure, it is observed that out of 120 B.Ed. students 67.2 % (81) B.Ed. students are says that use of social media to destroy gender equality in our country and 32.8 % (39) B.Ed. students responded that use of social media could not destroy gender equality in our country. Therefore, it can be said that most of the B.Ed. students says that use of social media to destroy gender equality in our country.

Research Question: 15. Do you think that usage of Social Media encourage B.Ed. students in take part of politics?

Table No- 15. Show the percentage of students' responses towards 15th research question.

| Research Question | Yes % | No % |
|--|--------|--------|
| Do you think that usage of Social Media encourage B.Ed. students in take part of politics? | 51.7 % | 48.3 % |

Figure No. 15.- Graphical presentation of the research question (15) fifteen

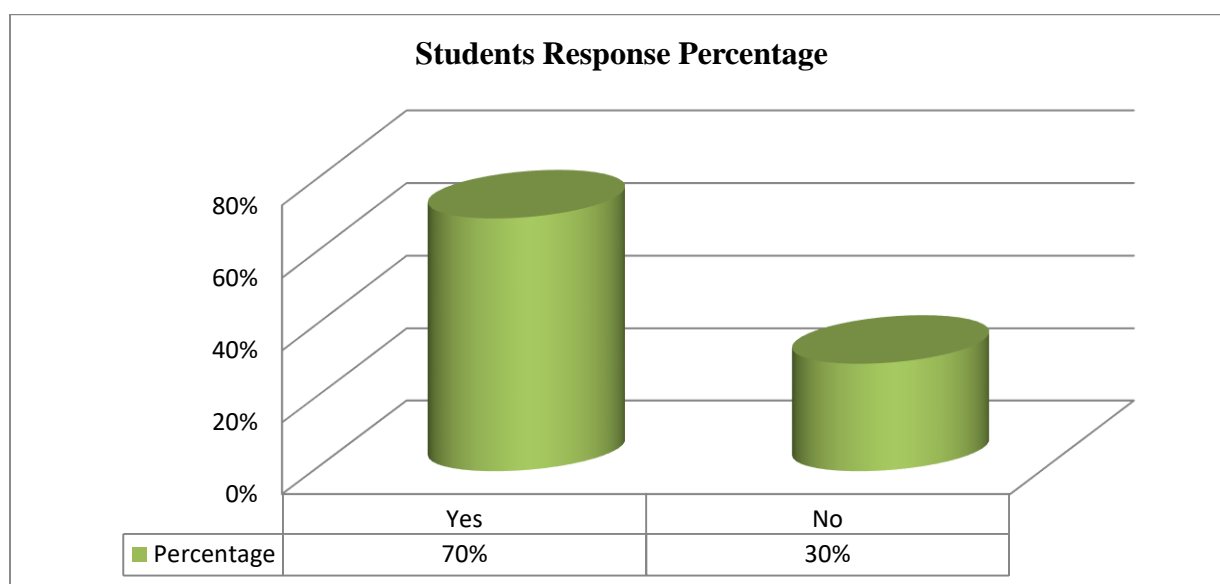
From the above table and figure, it is observed that out of 120 B.Ed. students 51.7 % (62) B.Ed. students are says that use of social media to encourage in take part of politics and 48.3 % (58) B.Ed. students responded that use of social media could not encourage in take part of politics.

Research Question: 16. Do you think that Social Media preserve social values?

Table No- 16. Show the percentage of students' responses towards 16th research question.

| Research Question | Yes % | No % |
|--|-------|------|
| Do you think that Social Media preserve social values? | 70 % | 30 % |

Figure No. 16.- Graphical presentation of the research question (16) Sixteen



From the above table and figure, it is observed that out of 120 B.Ed. students 70 % (84) B.Ed. students are says that social media preserve social values in our society and 30 % (36) B.Ed. students responded that they social media don't preserve social values in our society. Therefore, it can be said that most of the B.Ed. students says that use of social media preserve social values.

Conclusion: Lastly it is concluded that social media is a greater influence on B.Ed. students learning and Social life style. Social Media helps the students to learn different types of education. It also helps the students to enrich subject related knowledge, understanding different topics and learning course related doubt. It also promotes good society norms, destroy gender equality and preserve social values in our society. So, there is critical need different government, interventions, planners and policy makers to importance social media. So that students get different useful information and values.

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