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## Impact of Social Media on College Students

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### Abstract

*Social media is a place where people give their opinions and discuss issues. Social media's are websites and applications which allow users to create and share content or to participate in social networking. It also focuses on a specific field like edification of children and adult, business, and society. In today's world social media sites continue to grow like leaps and bounds in popularity where technology plays an important role in student's life. This paper describes how social media affects to students in both optimistic aspects as well as deleterious aspects.*

**Keywords:** Social Media, Internet, Online, Privacy, Disruption

### 1. Introduction

Social media can be defined "relation between people and networks". In last 2 decades the information super highway has changed intensely. It is WWW, applications and software's which enables people to generate and share content with other people. We should be thankful to social media that people know exchange their own ideas, thoughts, philosophies, pictures, personal information, videos and so on. As internet rates are very nominal in India compared to other developed and developing countries, so its usage is increasing cumulatively with maximum use. For many scholars the term social media is narrow concept. They think it is more concerned with communiqué and interaction parts of WWW which includes Twitter, Facebook, Instagram, Youtube, Linkdin. There are various mobile apps which are more in use in today's generation like Whatsapp, Instagram, Hike, Google Duo, We chat, snapchat and so on. Maximum of today's youth generation is moving quickly from other electronic media's (television, radio) to social media's. Middle and old age group people feel that it is a

waste of time but it also helps students in many ways like develop social skills, more knowledge, create ideas, update with news etc. At current scenario social media has both negative and positive impacts on students but many students utilize maximum time on these social networking sites on daily basis. Many parents are also worried about their kids as they spend ample of time on facebook and other social media. An international survey on media reports shows the following table:

The bellow tables shows that out of total of 171 billion users of facebook, 142 million users are Indian students, these students generally use facebook to chat and share information with their friends and peer group. Where as for twitter only 28.5 million indian users are there out of 320 billion. They use just to post some new thing or share something personal. Talking about linkedinindian users are less near to 37 million users out of 450 billion. Those who use linkedin mostly use to share all information related to their profession or business. Where as google(gmail) users are very less only 10 million out of 300 billion users. People use google only for few purpose such as sending mails or share files

amongst group.

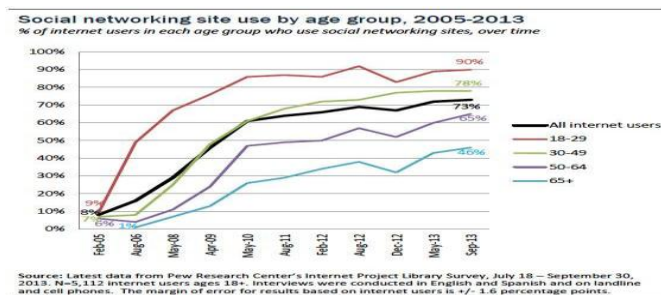
**Table.1. Total number of active users on daily basis and total number of Indian users**

Social Media	Active Users	Daily Users	15-34 Age Group	Indian users
Facebook	171 billion	113 billion	91%	142 million
Twitter	320 billion	4.5 million	79%	28.5 million
LinkedIn	450 billion	100 million	56%	37 million
Google	300 billion	1.6 million	83%	10 million

- To identify issues relating to social networking sites usage and the impacts of that on students and their behaviour

**3. Literature Review**

According to (1)Boyd and Nielsen (2006) states that the top 10 social networking sites developed with the passage of time, its number of users increase from 46.8 million to 68.8 millions. In 2011 Schill stated that social media sites encourages more of a negative behaviour for teen students like procrastination i.e catching up with their friends. Majority of students spend numerous time on social media and apps like facebook, instagram, snapchat, and twitter. In 2007 Lenhart and Madden had done some calculations and found that there is huge number of students who are underage who use social media and this should be violated. He found that 41% of total number of students is from age 12 to 13 years old and 61% of students are from 14-17 years old. (2)Social networking sites gives a path to students, with which they can maintain their strength and social ties which are beneficial to them for both social and academic purpose. But it also has a risk attached with this for students, risks like privacy, safety, health etc. According to (3)Junco and Mastrodicasa’s study in 2007 found that students were using more of instant messaging services like whatsapp, wechat, snapchat etc a median of thirty to thirty five hours per week and chatted for eighty minutes each day. In 2014 Bhola, R.M, & mahakud indicated that majority of the young age students begin to use social networking sites at the age of 14, and the time spend on an average on daily basis is 3.6 hours. Facebook is the most chosen social media by these young students. Arumugam B, Nagalingam S, & Ganesan R suggested that most of the teenagers are very much addicted to these social media’s and appropriate steps should be taken to make awareness to their parents regarding this addictiveness and behavioural change as well as risk factor which is directly associated with their career.



**Fig.1. Social networking site usage**

From the above chart it shows that maximum number of social media users are from age 18-29 i.e college going students. It shows that nearly 90% of that age group students use social media on daily or hourly bases for numerous purposes. Where as old age group after 65 use minimum of social media i.e only 46%. Age group between 30 to 50 use social media on an average i.e 60% to 70%.

**2. Objective**

- To know how social media is affecting students life and their career.
- To know social media’s optimistic aspects as well as deleterious aspects on current generation

**4. Positive Aspects**

4.1. **Provides information :-**Students get various information related to various colleges, work culture, campus, criteria’s for

admission, courses available in colleges and so on, which helps them for betterment of their future. Social networking sites like Twitter, Facebook, Snapchat, WhatsApp provides various kinds of information which are of quality nature and help to them. Eg. Meeting timings, venue etc.

- 4.2. **Online learning** :-In today's generation there are various kinds of online courses offered for students to opt for. Students get more awareness about this courses through social media. There are various kinds of enlightening videos which brings lot of knowledge to students. This enhances students performance over academics and provides wider knowledge if provided with opportunity. Eg. Assignments.
- 4.3. **To develop relationship** :-Majority of students feel uncomfortable at first sight to communicate face to face for this social media is the best platform for this. Friends can know each other in a better way through social media platform.
- 4.4 **Updating individualistically** :-social networking technology is that platform which allows students to know in better manner. They will come to know new things what's happening around, what's new going in trend and so on. Individual knowledge base can increase with more usage of social media
- 4.5 **Job opportunity** :- Social media connects more to market and helps marketing personal's to connect with people and find market opportunities to enter in. Employers can find personnel and unwaged people can find their work easily. E-commerce jobs are easily available on social media platforms which personnel want to enter into.

## 5. Negative Aspects

**5.1 Its wastage of time**:- Most of the students are so addictive to use of social media that they can't strive without using social media. It's very tough for them to come to their normal life without usage of social media. Mostly is observed by a number of faculties that students are not interested nor listening in class they are busy with conversation's with their near and dear ones. Even parents tend to complain about their kids that they don't spend time with family members nor they participate in

family functions they are busy with their social networking sites.

**5.2 It creates Health issues** :-All electronic gadgets if used more than limited hours are very much harmful to the students personally. They might suffer from mental stress, eye infection or strain, dullness, lethargic behaviour in classes or at home etc. Much usage of education tools and technology is harming students even personally. The behaviour of students changes towards family, teachers, peers and friends if they are not allowed to use social media.

**5.3 It leads to Disruption** :-Students are not able to concentrate on their academics and this results into their poor performance on academics. This is all because of maximum usage of social media without gaining much in return they spend most of time on that. This finally leads to disruption towards academic performance.

**5.4 Dearth of Privacy** :-Online advertising policies are an incursion of confidentiality. If you click on like for any particular brand, browser for which you have liked will provide all your personal information to the various organizations. In this case most of the young generation give their personal details without going much in details about the organization and its privacy policy, without knowing what might happen to that if it is misused by third party. Unknowingly students tend to share their banking details also on these social networking sites.

**5.5 Users Susceptible to Crime** :-Offenders browse various social media to know locations about people and tend to commit delinquency when they are on holiday or far reach. The mutual hitches faced by many people are cyber-attack like ransom ware and hacking.

**5.6 Misinformation** :- Social media is platform which passes messages faster than the word of mouth also. But they don't see that whether information is correct or not. It spreads false stories and information which is not at all reliable. It also gives unprofessional medical advice and forces for self diagnosis of health problems.

## 6. Findings and Suggestions

- Through the study I have found that most of the social media users are of young age group.

- Young age group uses social media for various purposes which are positive as well as negative.
- Majority of social media impacts are seen on students in their academic performance.
- Students are very much addictive to social media that they can't survive without it.
- Too much of addictiveness of social media has led to behavioural change in students
- Social media should come up with some kind of policies which permits only few hours of usage per day should be allowed
- Parents should take care of students that they are not addicted of social media to a certain level or age.
- Students should concentrate more on academic performance rather than surfing on social sites, academic performances will them in future and not the social sites.

## Conclusions

The research reveals that social media has affected most of the students in a negative way no hesitation that it is good at a point for communication and fetch information but it is affecting students in many erroneous ways. The study also point out that a balance should be made between social media and academics.

## References

### Links and Blogs

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