



5. A Study to Ascertain the Impact of Social Media Practices on University Students

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Abstract

Social media is one of the utmost significant sources through which folks can easily get latest or updated information and have easy access to the Comprehensive Information Store (CSO) online. Students can practice social media as a boundless source of education. This kind of stream is appropriate for IT education. The study was guided on the nature of usage of social media by learners of two esteemed universities in India to explain the impact on their supplementary regular assorted work. Information was collected from 400 students from both the universities by providing surveys on a random basis. We have evaluated the information acquired through eloquent statistical methods to interpret the results. Some significant outcomes of the study indicates that everyone has and practices no less than one social media site and numerous have in excess of one social media site. They devote more than an hour a day using social media. Facebook is the best prevalent of all other social media actions. Learners have great affirmative perception, low negative assertiveness and reasonable reliance on social media.

Keywords: social media, Comprehensive Information Store (CSO)

Introduction

The emergence and rapid change of information and communication technology has a significant impact on social networking / social media. Now with just the press of a button we can see our near and dear ones on the screen, no matter where he or she lives.

The use of social networking sites such as Facebook, Messenger, Imo, Twitter, WhatsApp and Viber provides youth with a portal for entertainment and communication that allows consumers to stay in touch with others and reshape their daily lives. While there are many positive benefits and effects of using social media, the recent Cambridge Analytica scandal has lightened the debate about social media and the place for social networking sites in our lives. Facebook is popular and has grown rapidly around the world. As of the first quarter of 2017, Facebook has approximately 2.19 billion active users worldwide (Facebook, 2017).

Changes are taking place rapidly in recent years. Perhaps, with the expansion of mobile technology it is playing an important role in the restructuring of social networking. Mobile devices have provided easy access to the internet anywhere/anytime and how it dominates in terms of total minutes spent online. This set the resources to connect frequently on the various devices in their hands.



Actually students are crazy about social media for many reasons. First, social networks give a sense of freedom to upload whatever they want and speak whatever they want. They can make new friends and comment on inbox posts they post. Social media has actually given students a place where they can create virtual communities that can create conflict in the real world. This gives them the freedom to captivate themselves with more freedom. Just a decade ago it was impossible for young attention to generate a digital form of their activities through such a disjointed medium. People's excessive use of social media distracted them from watching television and listening to the radio.

Researchers are engaged in research work on social media that how people are getting so attached to it day by day. They are trying to ascertain the nature and quality of activities done on social media. There are noteworthy differences among online and offline affairs.

Now student is the biggest user of social media which is influencing them to change their daily life, behavior, community attitude, public life and physical events. Addressing this issue has become a big challenge for the society and it is strongly recommended that every member of the society should worry more in this matter.

Facebook, Messenger, Imo, WhatsApp and Viber have changed rapidly in the recent few years among all age groups, especially the youth groups who are mostly ugly due to excessive use. After recent research has identified that excessive browsing of social networking sites (SNS) impacts interactive addiction, with apparently 10% of students endorsing a set of requirements called physical addiction, including habitual acceptance are believed to be characterized by, or a desire to, use of the Sites, removal, or annoyance or an increase in the time spent on touch, and the use of SNS when unable to access these websites. Excessive participation in SNS use has been linked to a distinct impairment in psychosocial activities including losing tolerance, showing depressed symptoms, having problems with interactions, and compact physical movement, decreased real-world community contribution, and decreased academic success.

Here and now social media has exploded as a kind of online study where people create content, share it, bookmark it, and network at an outstanding rate. As a result of its ease of use, speed and accessibility, social media is increasingly replacing community dissertations and local trends and schedules in society on topics ranging from status and politics to technology and the entertainment industry. The online world has improved significantly over the past decade, thanks to the creation of social media, allowing young people to share ideas, moods and audio-visual content at a cheaper rate.



Marten, (2008) and Lusk, (2010) are associated with social media with the same notion and according to them social media Facebook, Blog, Twitter, My Space and LinkedIn are used for multi-purpose purposes like communication, Like sharing photos as well as videos. The widespread use of social networking websites has changed the global situation over the years. What is becoming a hobby for computer savvy people has become a social standard and lifestyle for people around the world. The younger generation in particular have joined these sites as a way to connect with their peers, share content, resume their behavior and establish their social life.

Person to person communication and communication through internet and social networking websites are two completely different platforms. In the sequence of communication using these websites, they track instant message (IM) and chatting as well as status or Twitter updates to talk to friends and direct themselves. Kaitlin (2010) further stated that social networking websites similarly hint the way we acquire information and update. Sites speed up different portals concluded that we obtain information and make additional various news openings. People of India are using different types of Social media as a platform for communication and sharing their views. According to research conducted by Internet World Stats, India is ranked among the top twenty countries with the most Internet users. Internet penetration rate in India was 50% as of June 2017. Facebook is the most popular social Media in India after YouTube. According to Telecom Regulatory Authority of India, over 50% mobile internet bandwidth and 20% ISP internet bandwidth is used for Facebook. Delhi is the city of 2 million active Facebook users

It ranks second among all other conferences in the world according to a study conducted by a leading global digital organization. The latest report shows that as of January 2017, there are more than 100 million Facebook users in India, while the number of YouTube users was around 5 million.

73% of Facebook users in India are within the age range of 13 to 25 while the rest are above 25 as per other reports. This figure shows that parents are not clearly aware of the use of Facebook as well as other uses of the Internet. In the absence of information about social media use, parents panic and have a negative understanding of the impact of social media in education.

Networking is connecting people all over the world in every moment of life. According to a report published in January 2017, approximately 3.5 billion people, nearly half of the world's total population, use some form of social media. According to the report of a leading newspaper of India it was said that the total reach of social media in India is important. Delhi boasts of the second largest number of active Facebook users in the world. Operators are involved in a variety of tasks, such as maintaining personal linking, receiving news, looking for information, searching for entertainment.

This study set out to identify how excessive use of social media can affect their personal and social lives among university students. It is hoped that the discovery of this research will create awareness among university students accessing social media. Therefore, the main objective for this study is to ascertain the outcome of excessive use of social media on Indian university students.

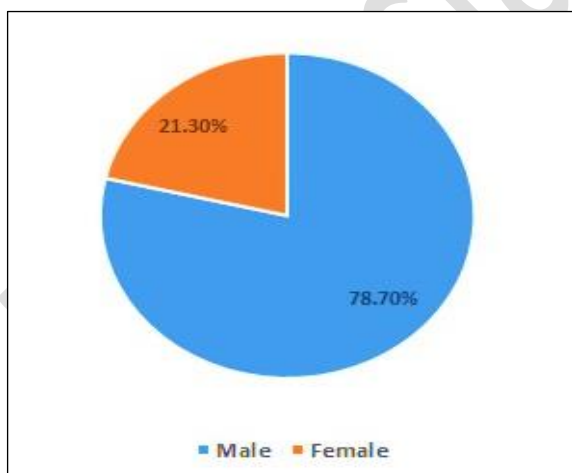
Methodology and Data Sources

The approach adopted for this research was the descriptive-comparative research design. The data for this was collected with the help of a survey along with a questionnaire. We have collected responses from two universities in India for this study. Printed questionnaires were given to respondents who are enrolled in the university and were requested to fill out the questionnaire immediately. The completed questionnaire was subsequently collected and analysed. Percentage and frequency table counts were calculated using SPSS. The sample size for the research done is 400 which is equally collected from both the universities. Respondents are graduate students of universities whose age range is between 18-25 years.

Facility-sampling techniques were used to select universities to conduct research. The instruments used for this study were the five-point Likert scale, check box, MCQ and dichotomous scale. The questionnaire that was distributed consisted of 29 items. The questionnaire consisted of two parts, Part I - containing personal data of the respondents such as age, gender, semester and department. Part II - consisted of questions to analyse the attitude of the students in relation to social networking sites. Questions were framed on the basis of appropriate thesis, journal articles and readings in journals, as well as in conferences with experts. The data were subjected to pictorial analysis, explicitly percentage and frequency table calculations, and SPSS was used to analyse the data.

Gender Distribution

The questionnaire began with demographic questions, gender and age of the respondents. Data



was also collected from both gender groups to prototype the study. This has been achieved as 78.70% of the respondents were male and 21.30% female. We found confirmation from the study that male students were more concerned with social media than female students. The comprehensive data are given in Figure 1.

Figure 1. Gender wise distribution of students

Age Wise Distribution

The widespread data are given in Figure 2. Age classification of people surveyed is as follows:

Under 18 years old are 1%

Between 18 - 21 years old are 53%,

Between 22 - 27 years old and above are 46%.

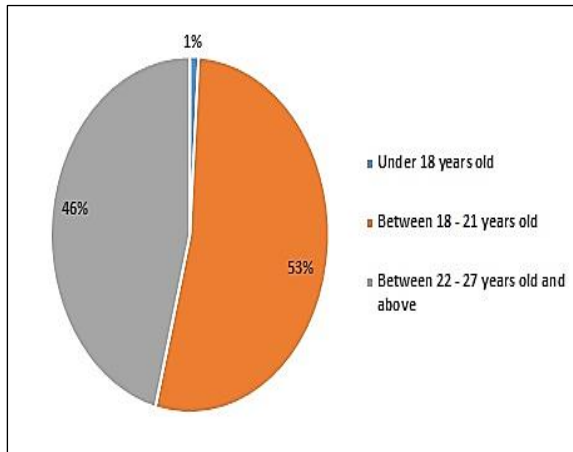


Figure 2. Classify the respondents by age level

Social Media Platform

The following figure will illustrate the portrayal of a social media person in India. The sample data was found in a survey conducted among 400 students. It shows the behavior of social networking site users. We have attached here the common Social Networking Sites (SNS) that Indian people use. From Figure 3 we can see that 64% use Facebook, 19% use YouTube, 6.80% use Instagram and 10.20% use Twitter.

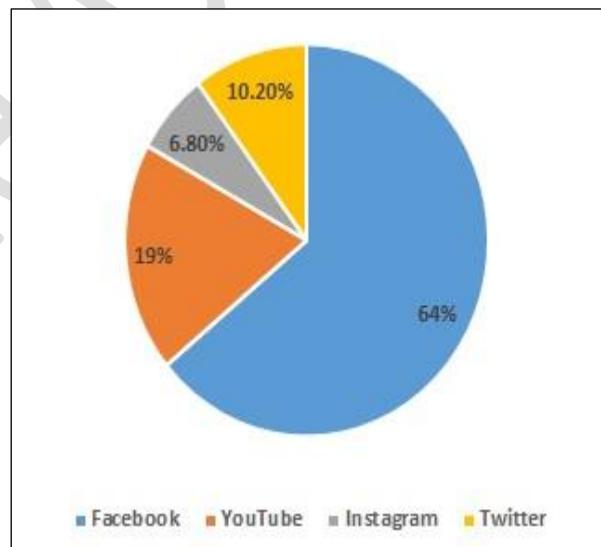
6.80% use Instagram and 10.20% use Twitter.

Figure 3. Mostly using social media platform

Key Purpose for Using Social Media

Following the use of social media, students get a chance to express themselves and enjoy with the help of the spaces provided by social media. They can be updated about their friends and their actions by simply visiting their profile and check out their photos in just a click of a button. They also get to keep themselves updated with others by posting their pictures for others to see. A highlight on the use of social media by the students in our study is mentioned below in Table 1:

Table 1
. Key purpose for using social media



Social Media Usage	Cases	
	No.	%age
Uploading Music / Video	62	7.76%

Downloading Music / Video	165	20.65%
Chatting	227	28.41%
Blogging	69	8.64%
Posting Photos	74	9.26%
Communication with Teachers/Class Fellow	81	10.14%
Creating Polls/Quizzes or Survey	47	5.88%
Watching Sports News	41	5.13%
Submitting Article to Website	24	3.00%
To See Important Documentary	1	0.13%
To know World Views, News & for Taking Knowledge etc.	8	1.00%

The information in Table 1 identifies the reasons for the use of social media by students. The table shows that most users; 28.41% use social media to chat with others. The second is 20.65% for downloading music or videos. 10.14% use it for educational purpose. Posting photos is also a primary reason for using social media among university students in 9.26%. 8.64% students are interested in blogging in social media. 7.76% of people use social media to upload music and videos. 5.88% use it for poll making or survey purposes. 3% use social media to submit articles to the website. 5.13% of people watch sports news using social media.

Time Spent on Social Media

Figure 4 shows the time spent on social media every day. Spending time on social media meant how long they were logged on the site. 26.80% of users use social media for 1.5 to 2 hours per day. 18.90% uses 2 to 2.5 hours per day. 14.4% Use it for 1 to 1.5 hours. 9.30% Use it for 0 to 1 hour. 13.70% use social media for 2.5 to 3 hours. 16.90% of users use for 3 hours or more. Respondents said that they did not use SMS continuously but are live on SMS during this time. There are many malicious users in social media and these accounts are used frequently. According to recent studies showing that the average person spends an average of 90 minutes a day on social media, slightly higher than our survey estimates, it is proposed that, around the world, people use social media are less sensitive to daily life than we are in the present. Another possibility is that the students of our country have more free time than others so that they can easily manage the extra time to browse social media.

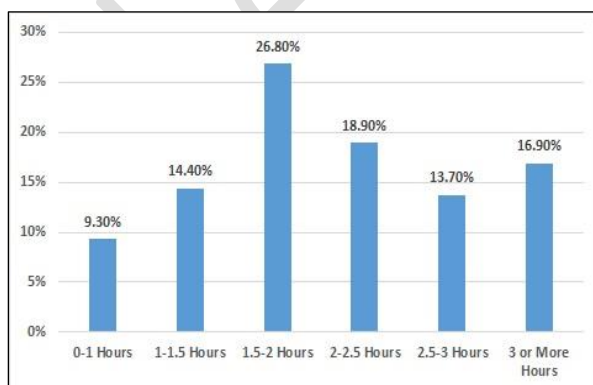


Figure 4. Time spent on Social Media

Impact of Social Media



Nowadays social media has become an essential part in everyone's life. A large number of students in India spend most of their valuable time speculating about online social media sites. It is therefore necessary to briefly explain the effects of using social media sites on the community.

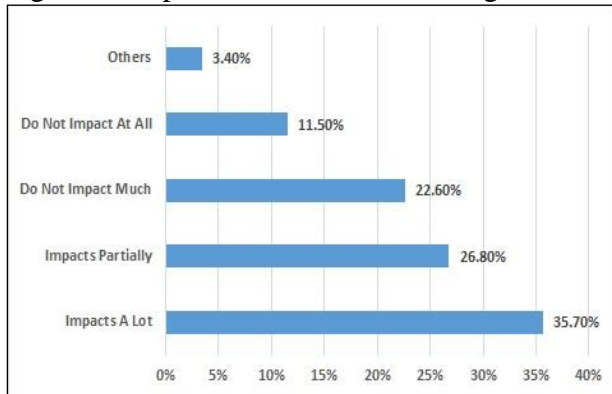
In the data it is shown that the students responded to open ended questions about positive and negative effects of social media in their life. About the effect of Social media sites the responses received from the students are shown below in Table 2.

Table 2. Impact of Social Media in Students Life

Responses	Cases	
	No.	%age
Not hampered totally	182	30.18%
It just help me on attitude and brave to talk with others	2	0.33%
Help me in various way	15	2.49%
Delayed my study	9	1.49%
Communicate with others easily	92	15.26%
Waste my time	148	24.54%
Affect my study	31	5.14%
Share files	5	0.83%
Corrected each other	4	0.66%
Learning knowledge of sports	3	0.50%
Helps me for news update	34	5.64%
helping blood donation	5	0.83%
important news to see	6	1.00%
too much addiction in social media	5	0.83%
Helps to know too many things	7	1.16%
Earn some extra money	3	0.50%
Sometimes helps others	1	0.17%
Waste money	1	0.17%
It helps me to get suggestions from friends	3	0.50%
Video chat with friends	4	0.66%
It is very useful for social activities	3	0.50%
Find job circular	2	0.33%
Sometimes mind so hot	2	0.33%
Helps me to get class routine	13	2.16%
It affects my brain	3	0.50%
I can meet my friends	11	1.82%
Fall in love	6	1.00%
Emotional problem	3	0.50%

It is observed that (Figure 5) 35.70% of university students have mentioned social media which influences them a lot. 11.50% mentioned that social media does not influence them at all. It affects partially to 26.80% and to 22.60%, it does not affect them very much.

Figure 5. Impact of Social Networking Sites



Impact of Social Media on Students Health

The increase in the use of social media among university students prompted them to change their behavior and habits. Lack of face-to-face interaction can also lead to loneliness, depression, and other mental disorders. Students who engage in social media overtime are at higher risk of being sleep deprived, increased depression or anxiety, and low self-esteem.

Table 3. Social media Impact on Students Health

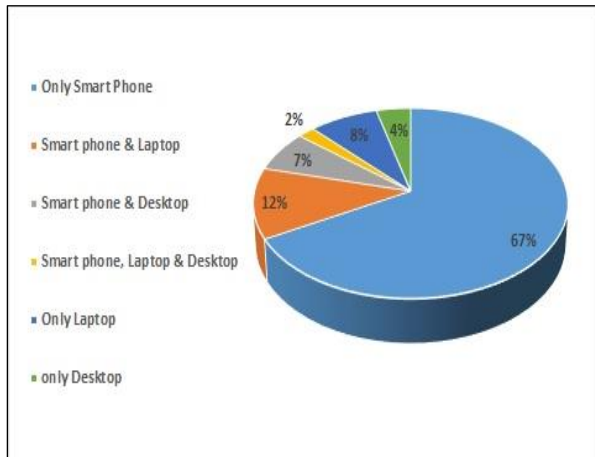
Responses	Cases	
	No.	%age
Hampered	136	25.76%
Affected Much	9	1.70%
Not Hampered Totally	156	29.55%
Eye Problem	129	24.43%
Headache	25	4.73%
Dark Circle On The Eye Side	2	0.38%
Lack Of Sleep	40	7.58%
Eating Problem	1	0.19%
Mentally Depressed	12	2.27%
Feel Stress	12	2.27%
Gaining Weight	4	0.76%
Hearing Problem	2	0.38%

The study continued to show that 29.55% (from Table 3) of students are unable to express their opinion on whether social media has any health effects. 25.76% agreed that they had any type of health issue for excessive use of social media. 24.43% claimed that social media is a very responsible eye problem. 7.58% for lack of sleep. 4.73% for headache. 2.27% feel stress and other 2.27% think they feel mentally depressed for their excessive use of social media.

Internet Using Devices

Internet facility is not enough in India. Most universities have insufficient Wi-Fi connections. Broadband connections are also banned on the university grounds. Most of the students used mobile phones (64%) for surfing the internet. On the other hand, only 10% use a personal

computer or laptop for internet access. Surfing 13% used smart phones and laptops. 7% used smart phones and desktops. 3% used smart phones, laptops and Desktop. 3% use desktop only. We saw that smart phones are becoming a habit. Comply with the use of Personal Computers as long as Wi-Fi connectivity in the University Hall is provided by the University Authority.



The comprehensive data is presented in Figure 6.

Figure 6. Internet using respondents' devices

Conclusion

Recently there has been a massive development in social media, the way people communicate or socialise. From the study, we observed that leading to high proportion of students accessing the internet through mobile phones. Social media is used on a daily basis and the time duration per day is an hour or more by most students. A large number of students used social media for chatting. In our findings regarding social media practices by students, Facebook is a very popular social media platform among students followed by YouTube and Twitter. Social media is taken as an entertainment function by the students and they like to update their status using social media sites. Most of the students do not feel any impact of social media on their lives. Some of the respondents have a positive impact, as social media can be used for various communication and news updates with others.

The negative impact of social on student life in depressed conditions is that it badly affects their studies and wastes a lot of their time. The study also concluded that there is no serious negative impact of social media on students' lives. If the life of the students is not negatively affected then it will lead to a healthier life and consequently the process of learning can increase and impact, will happen and create meaning. The study also recommended encouraging students to continue using social media to exchange social issues and form social groups to collaborate on specific issues. Social media should be used in such a way that it never interferes with the education or social life of the students.

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