TO STUDY THE IMPACT OF SOCIAL MEDIA ON THE STUDENTS OF DAVV INDORE

[1]**Umesh Kumar Prajapati,** [2]**Mohmmad Idrees**
[1]Research Scholar, Department of commerce, DAVV Indore
[2]Research Scholar, School of commerce, DAVV Indore

ABSTRACT: As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's student success equation. Getting too involved in social media can lead to an addiction that inculcates bad habits. Students prefer to chat with friends for hours, and this leads to a waste of time that could have been used for studying, playing or learning new skills. It is often said that a long-term friendship or relationship is developed when people meet each other, spend time and share their experiences. But this virtual way of communicating with each other does not lead to a natural, friendly experience and hence cannot produce a healthy relationship with those friends. Also, these relationships tend to terminate easily due to a lack of personal contact.
In this paper, we estimate the influence of social networks on educational attainment and behavioral outcomes of students of Devi Ahliya University Indore. More specifically, we investigate how separating from pre-existing social networks during the transition from elementary to middle school affect students' academic progress and school and social satisfaction.

KEY WORDS: Social Media, Education, Knowledge, Communication.

INTRODUCTION:

New developments in the technological world have made the internet an innovative way for individuals and families to communicate. Social media networks have created a phenomenon on the internet that has gained popularity over the last decade. People use social media sites such as Facebook, Twitter, and MySpace to create and sustain relationships with others. These social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. In this "information age," social media sites seem to be growing in popularity rapidly, especially among students. In particular, college students form a large proportion of users on social media networks. Social media sites have created new and non-personal ways for people to interact with others and young adults have taken advantage of this technological trend. The purpose of this study was to examine how social media affects college student's communication with others and how their own self-concept. In the past, the communicating and free sharing of thoughts among people were restricted by long distance, nationality and/or religion. But now, even these barriers cannot stop the flow of information and knowledge. The new world of social networking allows free sharing of thoughts. Online social networks are created by websites such as Facebook, which has emerged as a giant in this social world. So how do these networks affect our education? How do they influence the lives of students?

Actually, many reasons exist that explain why students love to spend time socializing. Firstly, social networks provide them the freedom to do whatever they want — to upload what they want and talk to whom they want. They like to make new friends and comment on the lives of different people. Students can create other online identities that the real world does not allow. The freedom it gives them to act just by sitting in front of a computer enthralls them, and they then demand for more freedom. Never before has it been so easy for young minds to create a digital image of their actions through such a spontaneous medium.

REVIEW OF LITERATURE:

Baym, Zhang, and Lin (2004) studied social interactions of college students across all media. Their results indicated that 64% still prefer face-to-face interaction, 18.4% prefer the telephone, and only 16.1% prefer the internet for making social contacts.

Baym et al. (2004) found that the quality and quantity of interactions in other media were not threatened by social internet sites. Online social interaction is only part of the total multimedia social relationship, not an entity in itself. Local social relationships are most likely to use face-to-face contacts and least likely to use the internet. Long distance relationships are maintained with the internet about as often as with the telephone. Internet interactions were perceived as high in quality and only slightly lower than face-to-face conversations and telephone calls. Gender is the only significant demographic variable affecting social media use, as there are some differences between use by men and women.

(*Baym, Zhang, Kunkel, Ledbetter, & Mei-Chen, 2007).* Educational experience of men and women seemed to play a factor in social media use as well. Men and women were more likely to use social network sites frequently if they had college experience (Lenhart et al., 2010).

Boyd and Ellison (2007) defined social network sites as public web-based services that allow users to develop a personal profile, identify other users ("friends") with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly. Individuals may choose to send private messages, write on other user's walls, organize social activities, and keep informed about other user's daily activities. However, users can limit themselves on what information they would like to share publicly with others.

Sheldon (2008) found that overall women were more likely to use social media for maintaining relationships with family and friends, passing time, and entertainment, but men were more likely to use social media to meet new people. College women were also more likely than men to use the internet for relational communication, such as contacts with friends, family, and romantic partners

(Urista, Dong, & Day, 2009). Users can manage their interactions within their own schedule by choosing when they want to read and respond. The internet communication is a solitary activity usually done alone. However, it is efficient because it is a one-to-many method of communication that allows users to quickly spread information.

(Lenhart, Purcell, Smith, & Zickuhr, 2010). Social network sites help fulfill communication needs and wants. It is a convenient method of communication and provides the ability to stay connected with friends and family, but on the users own rate and time.

Lenhart et al., (2010), about 57% of social network users are 18-29 years old and have a personal profile on multiple social media websites. In a study by Pempek, Yermolayeva, and Calvert (2009), the amount of time spent daily on social network sites varied greatly.

Quan-Haase and Young (2010) found that 82% of college students reported logging into Facebook several times a day. Younger students tended to use Facebook more frequently than older students to keep in touch with friends from high school or from their hometown (Pempek et al., 2009). When internet technology has surged in popularity, it is reasonable to be curious about its impact on human face-to-face communication.

SIGNIFICANCE OF STUDY:

This study is important because social aspects in academics in the present scenario are having its credibility. Since this social media phenomenon is continuing to grow at a fast pace, it is important to understand the effects it has on personal communication. Social media networks offer a straightforward way to converse with peers and get peer feedback, as well. For example, Facebook is used primarily by students to maintain relationships with individuals they are acquainted with who live near and far (Quan-Haase & Young, 2010). Facebook makes it simpler to communicate with multiple people at one time. Social media may also make it easier for users to monitor activities of people they have not seen in a while as well as reconnecting with new and old friends (Quan-Haase & Young, 2010).

OBJECTIVES:
- To study the impact of social media on the students of DAVV Indore.
- To study the student inclination towards use of social media.

RESEARCH METHODOLOGY:

The present study is descriptive and cross sectional in nature.
- **Data collection tool**: Secondary data has been used to identify the characteristics of interest. After secondary data screening, whatever the variables we identified were further used to develop structured questionnaire. Through this questionnaire we collected the primary data from the students of DAVV Indore.
- **Sampling technique and size:** convenience sampling has been used to collect the sample. The total sample size is 30.
- *Statistical tool used for analysis: Appropriate statistical tool, Excel spread sheet and SPSS soft*ware were used for analysis

DEFINITIONS:
- **Social media:** websites and applications that enable users to create and share content or participate in social networking
- **Cyber bullying:** the use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature.
- **Cat fishing:** the phenomenon of internet predators that fabricate online identities and entire social circles to trick people into emotional/romantic relationships over a long period of time.
- **Facebook:** Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others.
- **Twitter:** tweets, which may include hyperlinks, are limited to 140 characters, due to the constraints of Twitter's Short Message Service (SMS) delivery system. Because tweets can be delivered to followers in real time, they might seem like instant messages to the novice user. But unlike IMs that disappear when the user closes the application, tweets are also posted on the Twitter website. They are permanent, they are searchable and they are public. Anyone can search tweets on Twitter, whether they are a member or not.
- **WhatsApp:** WhatsApp is especially popular with end users who do not have unlimited text messaging. In addition to basic messaging, WhatsApp provides group and location sharing options. Technically speaking, WhatsApp uses a customized version of the open standard Extensible Messaging and Presence Protocol (XMPP). WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both veterans of Yahoo!

FINDINGS:
- ✓ In this study we find that 33.33% students use facebook and 66.66% students use watsapp daily.
- ✓ From the analysis of this study 16.66% students use facebook 6.66% students use Instagram 16.66% students use twitter and 60% students use watsapp during the course of day.
- ✓ From the survey we find that 73.33% students spend less than one hour, 16.66% students spend 2 to 3 hours and 10% of students spend 4-5 hours on social media websites per day.
- ✓ In this study we revealed that 93.33% students spend more than 6 hours and 6.66% students spend 4-5 hours on their academics per day.
- ✓ 66.66% students use social media websites for completing their assignments and 33.33% students are doing their assignment working without using social media websites.
- ✓ 60% students say that their teachers are encouraging them for using social media for preparing assignments and study purpose and 40% students are not satisfied with this fact.

- ✓ We framed a questionnaire regarding the extent of students towards social media having 5 options like very high, high, neutral, low and very low. The answers we got are 83% are towards Very High, 6.66% towards High, 10% towards Neutral and 0% towards low and very low respectively.
- ✓ 90% of students agree that there is a relationship of social media and communication with family members and friends and 10% of students disagree with this.
- ✓ 83% of students agree that there is a good relationship between self concept of students and their usage of social media and 16.66% of students disagree with this.

CONCLUSION:

The present research suggests that social networking websites have created a phenomenon over the past decade. Facebook and Twitter have emerged as the most popular websites and have continued to grow in popularity. These websites create new ways of communication with friends and family and also influence individual's self-concept. Social networking websites also offer new and innovative ways to communicate with other individuals in a quick manner. Computer-mediated communication provides individuals with easier and faster ways of communication. In addition, students are using social media websites at increasing rates and visiting them quite frequently for educational purposes. This study makes an important contribution in understanding college students' use of social media its effect to communication and self-concept.

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