Impact of Social Media on College Students' Life Style

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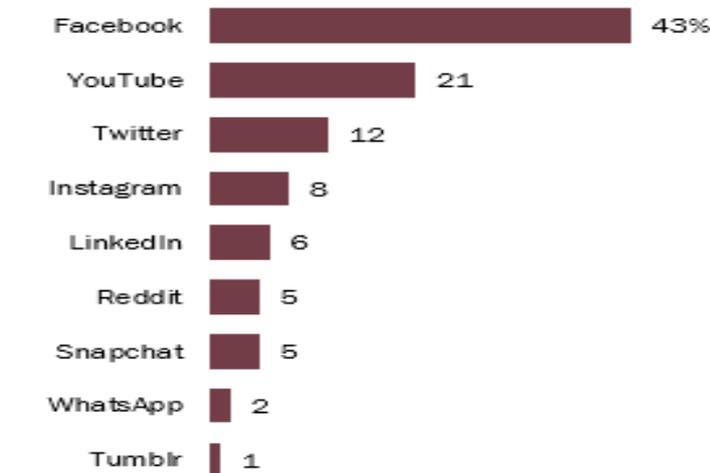Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.

Abstract

In today's world, social media plays a vital role in impacting our life style. It is a place where people exchange their ideas, views and opinions to strangers and at the same time they seek advice and also get some valuable information. Social Media as also act as a decentralised means of communication. The Impact of Social Media is undoubtedly overwhelming in our day to day life. In this study, the researcher aims to identify the impact of social media on college students' life style. The researcher used snow ball sampling method in order to find out samples among population. The sample size of present study is 140. The results revealed that the impact of social media refines the students' life style positively as well as negatively. Positive changes such as more interaction, increasing thinking power, better communication. Negative changes such as addiction; fall in love with strangers and unwanted contacts. The study suggested that students can use the social media more positively it will improve their life style.

Keywords: *Social Media, College students and Life style.*

Introduction

Social media sites are continuing to raise their attractiveness among college students. The main purpose of this study is to discover the impact of social media on College students' life style. Now-a-days the internet is more used about Twitter, Podcasts, Face book, Whatsapp, Viber, LinkedIn, Hike and many others. In these, some of the tools are associated with recent fact are called social media. Social media has become a part of the day to day life. In social media, people exchange their ideas, opinions, emotions, feelings, personal information, pictures and videos with true belief. Most of the time social media sites are used with people who are already known friends or relatives or people in connection with social media having same mindsets, thoughts, views, discussion on topics, news, latest updates on television shows are the most frequent topics. It is not only a platform for chatting, sharing videos, media clips, voice messages, videos, pictures, emojies etc. but also it is useful for discussing hot current issues and updates. Formerly people used to keep their views, thoughts and information among themselves but in today's scenario, people shows their views, opinion and emotions in public and keep blogging and tweets on social medias. College students are usually keeping busy among themselves in viewing posts, update status, sharing news, posting pictures etc. So the life style of the college students has been totally changed.

Figure 1: Social Media Sites

Social media sites as pathways to news
% of U.S. adults who get news on each social media site

Facebook 43%
YouTube 21
Twitter 12
Instagram 8
LinkedIn 6
Reddit 5
Snapchat 5
WhatsApp 2
Tumblr 1

Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"
PEW RESEARCH CENTER

Figure 1 shows that the impact of social media on US adults.

Literature Review

Ortiz (2017) Most of the time students spend their money and time in games and virtual communities come into the picture when the user spends money to enhance the gaming experience (e.g. subscriptions, purchasing virtual items). Virtual spaces are based on a real economic communications where users Real Trade money (RTM) in order to acquire, sell, and replace virtual items or virtual money. Jacobsen and Forste (2011) have studied about effects of social media among students. The study results showed that social media has negative effect on grades; about two-thirds of the students were used media while doing home work.

Kalpidou, Costin, and Morris, (2011) have investigated that relationship between social media and grades, Ohio State University. The results showed that their exits a negative relationship between students and their grades that those students had low grades who spent their time on social media. Brady, Holcomb, and Smith (2010) have stated that social media had provided better ways for improving education. The study results showed that students used social media for e-learning.

Lusk (2010) stated that, student used social media for academic purposes. The researcher also stated that students used social media for the purpose of learning and enhancing their communication skills. The results also shown that social media provided a web tool for learning.

Lee (2009) reports that —those who had established strong social relationships at earlier ages were more likely to use online communication, which in turn predicted more cohesive friendships and better connectedness to school. Notley (2009) stresses that —it is clear from the research that participants' online network use provided them with opportunities to participate in society in ways that were social, economic, cultural, civic, and educational. In this way online network use had supported all of the participants'social inclusion.

Livingstone (2008) Social networking sites enable communication among ever-widening circles of contacts, inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading. From the user's viewpoint, more than ever before, using media means creating as well as receiving, with user control extending far beyond selecting ready-made, mass-produced content.

Elola and Oskoz (2008) have investigated the developing business relationships with other states using social media. The results showed that social media has shown significant positive relationship of business with other. Livingstone and Bober (2003), have identified that social media was the main reason for generation gap in numerous ways like lack of awareness, recognition of domestic rules, and not showing interest in their kids' activities. The results showed that people forgot their rituals, traditions and even family because of social media.

Wolak (2002) has identified about youth's anxiety with online relationships tend to be regarding to the contact and socialization with strangers and also with regard to the use of technological tools to harm or molest someone as well as to be bulled.

Turow (1999) has investigated about the prevalence of technology in the lives of adolescents. The results show that range from exuberant, discussing how socially-interactive technologies can save the young generation from social isolation and depression, to frightening, focusing on the use of these technologies promote anti-social behaviour

Objectives of the study

➢ To investigate how social media affects the daily life of college students
➢ To identify if the college student prefer social media as means of communication
➢ To examine the impacts social media on their behaviour changes

Hypothesis of the study

H_0: There is no significant difference between impact of social media and their behavioural changes.

Research Methodology
Data Collection and Sample

The study used both primary and secondary data. The primary data were collected from 1st year college students in Chennai using structured questionnaire. The secondary data were collected through wide range of literature review. This study is based on empirical research. Snow ball sampling method was used to select the sample for the study. A total sample of 140 1st year students was selected from Colleges.

Research Instrument

The questionnaire was divided into 2 sections. The first section denotes demographical profile of the respondent which includes gender, age, family income and courses undertaken. The second section of the questionnaire covers impact of social media.

Data Analysis and Interpretation

The demographic profile was analyzed using frequency distribution. The Hypotheses for this study were tested with Pearson's correlation.

Table 1: Demographical Profile

Particulars		Frequency	Percentage
Gender	Male	60	43
	Female	80	57
	Total	140	100
Age	17 years	124	89
	18 years	16	11
	Total	140	100
Courses	Professional	70	50
	Arts and Humanities	70	50
	Total	140	100
Family Monthly Income	Less than Rs. 20,000	36	26
	Rs. 20,001 to Rs. 40,000	74	53
	Rs. 40,001 to Rs. 60,000	18	13
	Above 60,000	12	8
	Total	140	100
Using Social Media	Yes	140	100
	No	0	0
	Total	140	100

Source: Compiled from primary data

Table 1 shows the demographical profile of the respondents. Among the respondents 57% are fall under female category. 89% of the respondents are comes under 17 years of age. Among the respondents both Professional and Arts & Humanities courses are having equal percentage. 53% of the respondent's monthly income of the family falls between Rs 20,000 to 40,000. Among the respondents 100% of the college students are using social media.

Table 2: The respondent most common social media

S.No	Social Media	Frequency	Percentage
1	Facebook	139	99
2	Twitter	70	50
3	Whatsapp	135	96
4	Youtube	120	86
5	Linkedin	12	8
6	Instagram	20	14
7	Skype	3	2

Source: Compiled from primary data

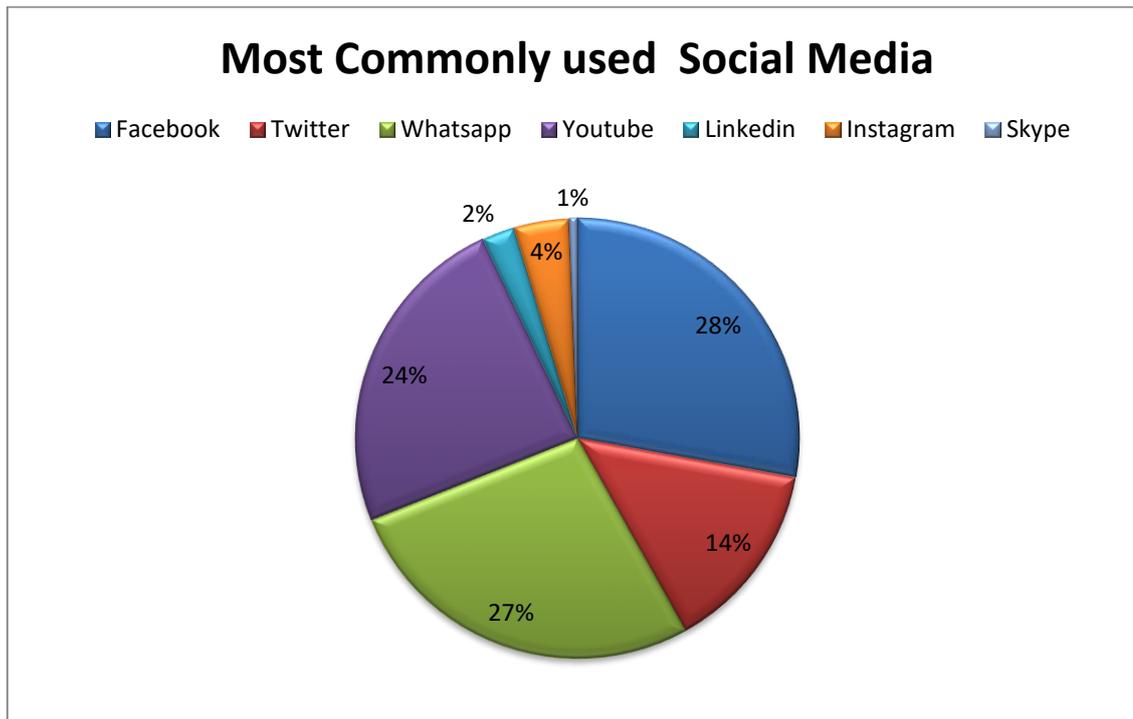**Figure 2: Most Common Social Media**

Table 2 shows that the respondents were asked the most common social networking site they visited. Among the respondents 99%, 50%, 96%, 86%, 8%, 14%, 2% are commonly using Facebook. Twitter, Whatsapp,Youtube, LinkedIn, Instagram and Skype respectively.

H_0: There is no significant relationship between impact of social media and college students life style

Table 3: Correlation between Social Media and Students life style

		SM	LS
SM	Pearson Correlation	1	-.747**
	Sig. (2-tailed)		.000
	N	150	150
LS	Pearson Correlation	-.747**	1
	Sig. (2-tailed)	.000	
	N	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows that there is a strong negative relationship exist between impact of social media and 1st year college students' life style. So the null hypothesis H_0 is accepted.

Conclusions

Based on the above analysis, clearly shows that social media played a major role on behaviour changes in the 1st college students' life style of the respondents. The 1st year college students mostly used social media for communicating between their friends and families. The impact of social media is negatively correlated

with student life style. It affects the students' education and their career. Negative changes such as addiction; fall in love with strangers and unwanted contacts. The study suggested that students can use the social media more positively it will improve their life style.

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