

IMPACT OF SOCIAL MEDIA AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO ERODE CITY

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Abstract :

“I fear the day that technology will surpass our human interaction.
The world will have a generation of idiots.”

- Albert Einstein

We cannot pay no attention to the reality that social media is one of the prime facet, that is present in our lives today. We can get any information, talk to anyone in any corner of the world at a much faster speed. Overture of social media has changed the world in many ways. Today it can be used as a very helpful tool in changing a person's life, but at the same time, it causes such conflicts which can negatively impact of a person. According to statistics, average number of hours a teenager spends online is 72 hours per week. This is very high considering that they have to give time to study, physical activities and other beneficial activities like reading etc. It leaves very less time for other things and hence, there are serious issues that arise out of this like lack of attention span, minimum focus, anxiety and complex issues. Presently, the students are more passionate to social media and avail more virtual friends than real ones, losing human to human connection day by day. This study aims to assess the impact of social media among college students with special reference to Erode city. The main objectives were as to check the impact of social media to analyze the influencing factors and to evaluate opinion regarding usage and measure the spending time and find out problem faced by the college students towards social media.

Keywords: Mode of Device, Duration, Hours Spend, Data consumed, Privacy, Gain Knowledge.

I. INTRODUCTION

Social media is an internet-based form of communication. In common widely used network is the internet. Social media platforms allow users to have conversation, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Social media is growing rapidly and becoming a vital part of everyday life, because of the latest technological revolution. Billions of people around the world use social media to share information and make connections. On a personal level, social media us to communicate with friends and family, learn new things, develop interests and entertainment.

Nobody knows but all the information says that social media is a powerful and interesting entity. Between January 2017 and January 2018, Saudi Arabia posted the fastest growth rate in social media users at 32%. But India is closely second with a 31% annual growth in social media users. Another interesting fact about social media is the fact that it isn't preferred only by young people.

II. REVIEW OF LITERATURE

According to Sunitha Kuppaswamy and P. B. Shankar Narayan (2010) explored the impact of social networking sites on the education of youth. The study argues that these social networking websites distract students from their studies, but these websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers. Moreover, the research concludes that social networking websites have both positive as well as negative impact on the education of youth, depending on one's interest to use it in a positive manner for his or her education and vice versa.

According to Jacobsen and Forste (2011), media had negative effect on grades, about two-thirds of the students were used media while doing homework, or in class which had bad impact on their grades. Kalpidou, Costin, and Morris, (2011) stated that there was a relationship between social media and grades, Ohio State University described in his study that those students had low grades who spent their time on social media, than those who did not spend their time on social media. According to Nandisha H D and Anand R (2017) Social networkings referencing which is use in research tools are whatsapp, face book, Skype, YouTube and twitter. The survey was being conducted by this researcher to 200 youth. All the participated youth actively respond to these questionnaires. The average participation of the male is lesser than female. The average age groups which are being contacted by these researchers were between 18 – 23 years. Here the majority of the respondents were students while a smaller proportion were the people belonging to different employee groups. After getting all findings and discussed the conclusion of collected data the researcher recommends some measures to use of social networking in right direction and utilize social media favorable and appropriate manner to its user. Positive use of social media can develop the academic career their skills, better living style, to adopt new trends, fashion and anthropology so on.

III. STATEMENT OF THE PROBLEM

Technological shift from analogue to digital has immensely changed the way people communicate in society. Social media fit into the lives of the college students and what they are learning from their participation. Note that 85 percent of college students engage at least occasionally in some form of electronic personal communication, which includes text messaging, sending e-mail or instant message, or posting comments on social media sites.

Excessive uses of these sites not only have long lasting effect on psyche of students but also affect the physical, mental and social aspect of life. They further add that sometimes these sites also the academic achievement of the students because they don't want to leave that particular aura and thus their concentration stands divided. Many students have lost their interest in their studies as they spend most of their time on these sites.

The present study is an attempt to measure the impact of social media among college students with the special reference to Erode city and to find the answer for the following questions

- What are the influencing factors of social media?
- State your level of opinion regarding usage and measure the spending time in social media?
- Find out the problems faced by the college students towards social media?

IV. OBJECTIVES OF THE STUDY

The main objectives of the study are,

1. To analyse the influencing factors of social media among college students.
2. To evaluate the opinion regarding usage and measure the spending time on social media.
3. To find out the problems faced by the college students towards social media.
4. To recapitulate the findings of study and to offer suitable suggestions for improvement of social media.

V. SCOPE OF THE STUDY

The present study is an attempt to analyze the impact of social media. Social media sites have encouraged new ways to communicate and share information on the web. The study is based on primary data. The required primary data have been collected with a well-structured questionnaire. On the basis of collected data, the main reasons for choosing the social media, duration of usage, level of opinion and problems faced by the people while using social media are analyzed.

VI. STATISTICAL TOOLS USED FOR ANALYSIS

This study covers the option of 100 respondents of various colleges in Erode city. The study is based on survey method; convenient sampling techniques have been adopted. The data is collected over a period of 3 months from January to March 2019. After the data collected, through questionnaires were presented in a master table. From the master table, sub tables were prepared. In order to analyze and interpret the data, the following tools were applied.

1. Simple Percentage Analysis
2. Chi-Square Test
3. Weighted Average Ranking Analysis

Hypotheses

There is no significant relationship between age, gender, educational qualification, monthly income of the family and area of residence and level of opinion of respondents.

VII. LIMITATIONS OF THE STUDY

- The samples are drawn on convenience; the result are based on the data.
- As the study is based on questionnaire, the results vary according to the opinion of the customer.
- Due to lack of time, the study has been restricted to 100 respondents only.
- The study is carried out in Erode City only, so the findings of the study may not be applicable to all the area.

VIII. RESULTS AND DISCUSSION

8.1 Findings of the Study

Table 8.1: Profile of the Respondents

Profile	Factors	Percentage
Preference of the Respondents	Linked In	16
	Instagram	13
	Youtube	16
	Twitter	10
	Face book	19
	whatsapp	23
	Others	3
Duration of Usage	Less than 6 months	23
	6 Months to 1 Year	21
	1 Year to 3 Years	16
	More than 3 Years	40
Hours Spend on Social Media	Less than 1 Hour	26
	1 - 2 Hour	29
	2 - 3 Hour	24
	More than 3 Hours	21
Users Mode of Device	PC	19
	Laptop	20
	Smart-phone	42
	Ipod / ipad	19

Primary Purpose of Using Social Media	Downloading Music and Video	18
	Uploading Music and Video	14
	Posting Photos	9
	Blogging	9
	Creating Polls and survey	8
	Chatting	21
	Submitting Articles	10
	Communication with others	11
Data Consumed Per Day	Less than 1 GB	31
	1 GB to 2 GB	34
	3 GB to 4GB	16
	Unlimited	19
Is Social Media Affects Your Life	Very much affects me	21
	Affects me Partly	36
	Does not affect too much	28
	Not at all affects me	15
Privacy Setting	Strong Enough	26
	Enough	47
	Not Enough	27
Social Media Exposes To World News	Not very much	32
	A little	41
	Somewhat	27

Source: Survey data

The results of social media related factors of the respondents are shown below,

- The majority 23% of the respondents are preferred to use whatsapp.
- The majority 40% of the respondents are using social media for a period of more than 3 years.
- The majority 29% of the respondents are using social media sites for 1-2 hours per day.
- The majority 42% of the respondents are accessing social media through smart-phone.
- The majority 21% of the respondents are using social media for chatting.
- The majority 34% of the respondents are consuming 1GB to 2GB data per day.
- The majority 36% of the respondents says that social media affects them partly.
- The majority 47% of the respondents says that privacy settings are enough.
- The majority 41% of the respondents says that social media exposes them to world news a little.

8.2 Influencing Factors for Using Social Media

Table: 8.2 Influencing Factors for Using Social Media

Influencing Factor	1	2	3	4	5	6	7	Total	Rank
Sharing information	63	54	115	56	51	20	18	377	V
Viewing latest news	112	102	55	76	54	20	9	428	II
Following celebrities	98	66	60	68	60	32	10	394	III
Meeting new people	70	90	40	76	24	44	18	362	VI
Limit isolation	56	54	70	40	51	44	20	335	VII
Gain knowledge	77	84	80	60	48	34	11	394	IV
Connecting To friends	175	114	70	44	33	20	10	466	I

Source: Survey Data

From the above Table 2, it is clear that majority of the respondents gave first rank for connecting to friends, followed by second rank for viewing latest news, third rank for following celebrities and gain knowledge, fifth rank for sharing information, sixth rank for meeting new people and seventh for limit isolation.

8.3 Level of Opinion of the Respondents

The majority of the respondents (50%) have medium level of opinion for using social media. The table shows that association between various independent variables and level of opinion while using social media are analyzed using chi-square test at 5% level of significance.

Table: 8.3 Chi-Square Test

Factor	Calculated value	Degrees of freedom	P-Value	Result
Age	11.47	6	12.6	Accepted
Gender	4.13	2	5.99	Accepted
Educational Qualification	1.39	6	12.6	Accepted
Family Monthly Income	4.283	6	12.6	Accepted
Area of Residence	9.23	4	9.49	Accepted

The calculated value of chi-square is less than the table value, the null hypothesis is accepted. Hence, it is inferred that the respondents' level of opinion is not influenced by age, gender, educational qualification, family monthly income and area of residence.

8.4 Problems Faced While Using Social Media

The problems faced by the respondents while using social media is analyzed with Weighted Average Score analysis.

Table: 8.4 Rank the Problems Faced While Using Social Media

Weighted Score Point (w)		7	6	5	4	3	2	1	Total Score $\sum wx$	Weighted Average Score X	Rank
Rank Factors		I	II	III	IV	V	VI	VII			
Distraction	X	8	9	15	21	11	15	21	353	12.61	VI
	WX	56	54	75	86	33	30	21			
Cyber bullying	X	20	6	10	14	23	16	11	394	14.07	IV
	WX	140	36	50	56	69	32	11			
Spend money	X	26	11	12	16	12	11	12	442	15.79	II
	WX	182	66	60	64	36	22	12			
Misuse of technology	X	13	19	9	14	9	17	19	386	13.79	V
	WX	91	114	45	56	27	34	19			
Lesser physical activities	X	14	16	19	12	8	17	14	409	14.61	III
	WX	98	96	95	48	24	34	14			
Increase violence	X	7	12	12	11	23	18	17	347	12.39	VII
	WX	49	72	60	44	69	36	17			
Hamper on studies	X	12	27	23	12	14	6	6	469	16.75	I
	WX	84	162	115	48	42	12	6			

The above table 4 reveals that, out of the various problems the hamper on studies is given first rank with weighted average score of 16.75 and second rank is given to spend more money with weighted average score of 15.79, followed by lesser physical activities (14.61), cyber bullying (14.07), and misuse of technology (13.79), distraction (12.61), and increase violence (12.39).

IX. SUGGESTIONS

- Utilising a social media within a time, to improve knowledge with various concepts and learn a lot as much as possible.
- The students use social media should have aware and do not spread rumor information to others.
- The use of social media is beneficial but should be used in a limited way without getting addicted.
- Social media gives a gist of what is happening in and around the work. Stay aware and connected to them.
- The students should balance everything like studies, sports and social media properly to live a fuller life.

X. CONCLUSION

Social Media is a giant link to bond with people and maintain healthy relationships. However, social media comes along with some drawback as well which are beyond the control. The challenges which come along with social media can somehow be kept aside and we can definitely move forward with the advancement it has provided in our daily lives.

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