



IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS

¹ Dr. Rajesh Kundu, ² Priya

¹Associate professor, ² Research Scholar

¹ Govt. P. G. College sec. 9, Gurugram, ² Maharshi Dayanand University, Rohtak

¹ Gurugram, India, ² Rohtak, India

¹ kundu2031@gmail.com, ² priya.rs.eco@mdurohtak.ac.in

ABSTRACT :-

As the popularity of social media sites grow, we believe that technology plays an increasingly important role in today's student achievement. The goal of this research is to see how the increased use of social media effects college and universities students' academic performance, also get the familiar with the most widely used social media platform. A student perception questionnaire on how social media affects college students was administrated to a sample (N=118) based on random sampling. A google form was employed as a data collection tool. This study revealed that 55.9 per cent of respondents were undergraduate, while 21.2 % were postgraduate, research scholar made up 6.8 per cent and 16.1 per cent we're respondents enrolled in other diplomatic courses. Almost all respondents said that social media has a favourable impact on their academic achievements.

Keywords : Social Media, Academic Performance, Popular, Achievement.

I. INTRODUCTION:-

The major goal of this research is to see how social media affects college students' academic performances. Students frequently use social media networking sites and applications. They spend a significant amount of time on these sites on a daily basis. According to studies, university and college students are the most active users of social networking sites among students of various ages. In education, social networking sites are extremely significant. Students in fact have a variety of options to better their learning and have access to the most up to date knowledge by interacting with learning groups and other educational systems. Students can also share information by forming connections with diverse people. This has the potential to improve student learning results. Students mental health, which refers to their emotional, psychological and social well being is also affected by university and college social media. Students at universities and colleges spend a significant amount of time on social media throughout the day and at night and it can be argued that technology plays a significant role in their everyday life. Despite their enormous contribution to knowledge acquisition, it is necessary to identify whether such technologies are being used to gain knowledge or for other reasons that may result in adverse technology abuse affects. Many students spend numerous hours on social media sites such as YouTube, Facebook, WhatsApp, Instagram and Twitter everyday. This may appear to be a waste of time at first look, but it also assists kids in developing important knowledge and becoming engaged citizens who create and share content. We believe that technology is an important aspect of students success as social media sites rise in popularity.

II. LITERATURE REVIEW :-

Wang Q. et al (2011) :- The effect of social media on college students was investigated. This descriptive and exploratory research study gathered a random sample of 48 (N=48) men (n=26) and women (n=22) who were given a perspective questionnaire on how social media influences college students. Johnson & Wales University has 35 per cent undergraduate and 65 per cent graduate students while most college students use social media and spent many hours on social media sites. This study found that there is a negative element to college student use of social media.

De Andrew et al (2011) :- Analyzed the usage of social media to aid in the adjustment of students to college. The importance of social support in a students' smooth transition to college cannot be overstated. Even after controlling for other significant factors, site usage entranced students' perceptions of having a diversified social support network during their first semester of college.

Yingxia Cao and Paul Hong (2011) :- The use of social media by college faculty in teaching requires further investigation. The goal of this study is to look into the causes and effects of college professor using social media in their classrooms. This research is based on a literature review, the author's observations and qualitative & quantitative data provided by 249 full time and part time faculty members. According to the findings of two studies, there are four antecedents for using social media in teaching: faculty personal social media, peer pressure, supervisor pressure and student pressure.

Jenna Mastrodicasa & Paul Metellers (2013) :- The influence of social media on college students was studied. Researcher have begun to investigate the impact of student well being empirically and preliminary findings and suggest that more research is needed. They discovered that social media are not the issue; the issue is the precise usage and aim of social media activity.

Erin A. Vogel et al (2015) :- The impact of social comparison orientation on social media use and results were investigated. The major goal of this research is to see if there's a link between SCO, Facebook use and unfavorable psychological effects. This study used a correlational technique and found that participants is SCO used Facebook more frequently. The finding imply that SCO has a consistent impact of social media across all measures. Participants with a high SCO had a lower trait self

perceptions, lower state self- esteem and greater negative effect balance than those with a low SCO.

Jasmine Knight McCord et al (2016) :- The most popular social media sites among college students were investigated. Instagram was the most popular social networking site, followed by snapchat and Facebook, according to this study. LinkedIn and Pinterest were the least popular social networking sites. The majority of the people use social networking sites for 1- 10 hours everyday, with a slightly higher percentage saying they use them more on weekend.

Gilbert M. Talague et al (2018) :- The effect of social media on chosen college students' academic performance was investigated. The author of this study emphasizes the real world influence of youth's regular social media interactions. To get good picture of the problem, a descriptive study design was used. This research was based on 60 active social media users. According to the findings of this study, social media has a dual impact on accomplishments and it is critical to address Adolescent's use of social media with ultimate responsibilities.

Perpetua O. Ezeji, Kelechi E. Ezeji (2018) :- The impact of social media on the study patterns of Aluan IKOKU federal college of education owerrie students was investigated. The main objective was to determine the level of social media usage among AIFCE students, as well as the relationship between social media usage and study habits.

III. PROBLEM STATEMENT :-

The purpose of this study is to determine the good and negative effects of social media on students' academic performance. It aimed to answer the following questions in particular :

1. What Percentage of used time to students spend on time?
2. What effect does social media have an academic performance among students?
3. What is the most popular social media platform?

IV. DESIGN OF THE STUDY, DATA SOURCES INSTRUMENTS AND DATA COLLECTING& DATA ANALYSIS TOOLS :

The study included both qualitative and quantitative research methods. To get a realistic picture of the problem, a descriptive research design was used. Information relevant to the study was acquired from both primary and secondary data to support the research. The study's respondents, 118 pupils provided primary data. Secondary data on the other hand, came from prior research, books, papers and electronic media that were relevant to the current study. The data was collecting using a google form, observations and review of past studies. To collect information for the three questions: Literature review, observation and google form were used. The questionnaire for the respondents was created using a google form. Google form are a fantastic, free and powerful tool that is excellent for anyone who needs to collect data on nearly anything. Google form is hidden beneath the word editor, spreadsheet and presentation apps.

V. FINDINGS OF THIS STUDY

According to the findings, colleges and university students use social media at an alarmingly high rate. Almost all of the poll participants said they use social media to some extent. According to the socio demographic statistics, 47 per cent were men, 53 per cent were women. Undergraduates made up 55.9 per cent of the total, while postgraduates made up of 21.2 per cent, research scholars made up 6.8 per cent and other diplomatic courses made up 16.1 per cent. Tables and histograms were used to Graphically illustrate the following relevant data from the study.

Table 1

Categories	Frequency	Percentage (%)	Cumulative%
1 – 5 Hours	90	76.3	76.3
5 – 10 Hours	20	16.9	93.2
10 – 15 Hours	6	5.1	98.3
>15 Hours	2	1.7	100

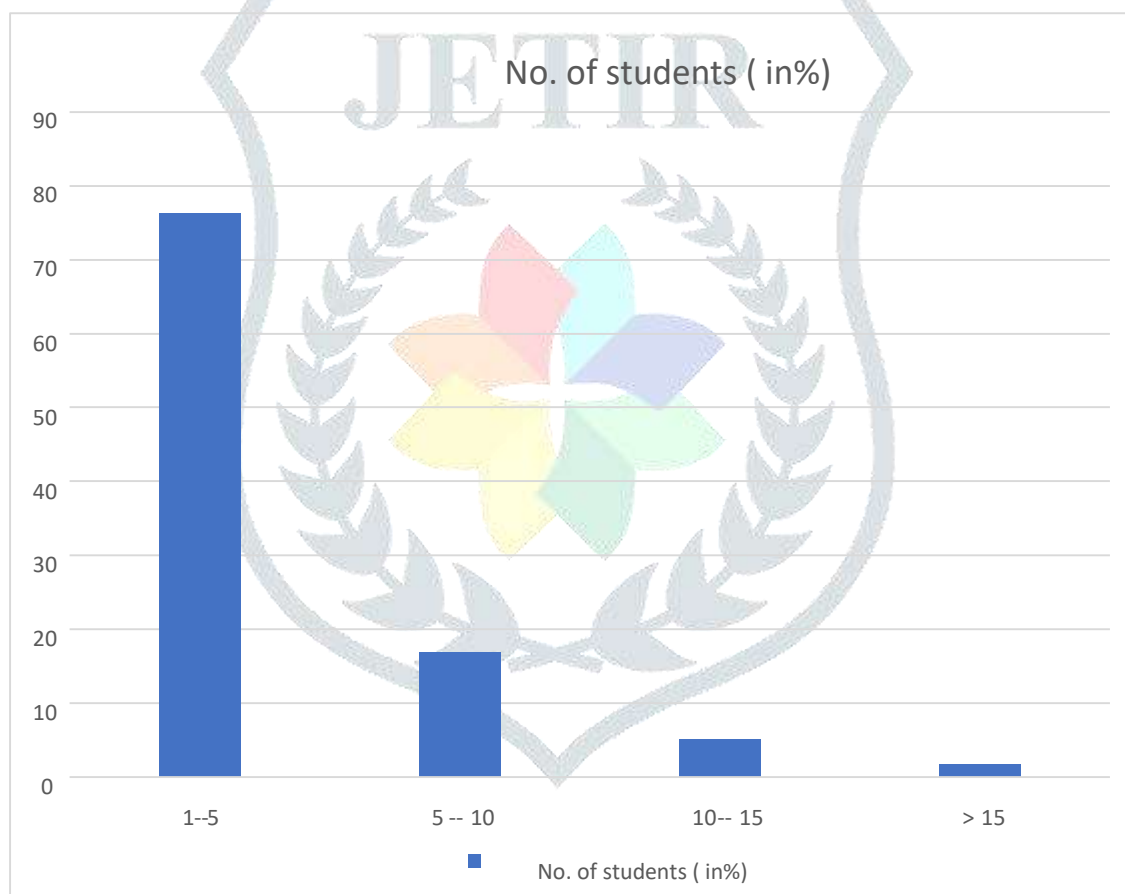


Fig1. Time spent on social media per day

Analysis of Time spend on social media per day. Impact of Social Media on Academic achievements of students :- According to the survey's findings, 21.2 per cent of respondents believed that social media has a detrimental impact on their academic achievements. It was revealed that they don't have time to complete assignment or study because they have spent too much time on social media; 37.3 per cent said they don't have such a problem and answered neutral, while 41.5 per cent said they don't have any problem as a result of social media usage and answered positive.

To summaries, it was discovered that the internet has a distinct place in the lives of students. Even during class, the majority of responders are unable to put down their phones. The majority of them complete their homework on the internet and

watch TV shows on a daily basis, yet this does not interfere with their education. The majority of the respondents believe that social media has a favorable impact on academic performance, as indicated in table 2 and figure 2.

Table 2

Impact	Number of Student (in%)	Cumulative%
Positive	41.5	41.5
Negative	21.2	62.7
Neutral	37.3	100

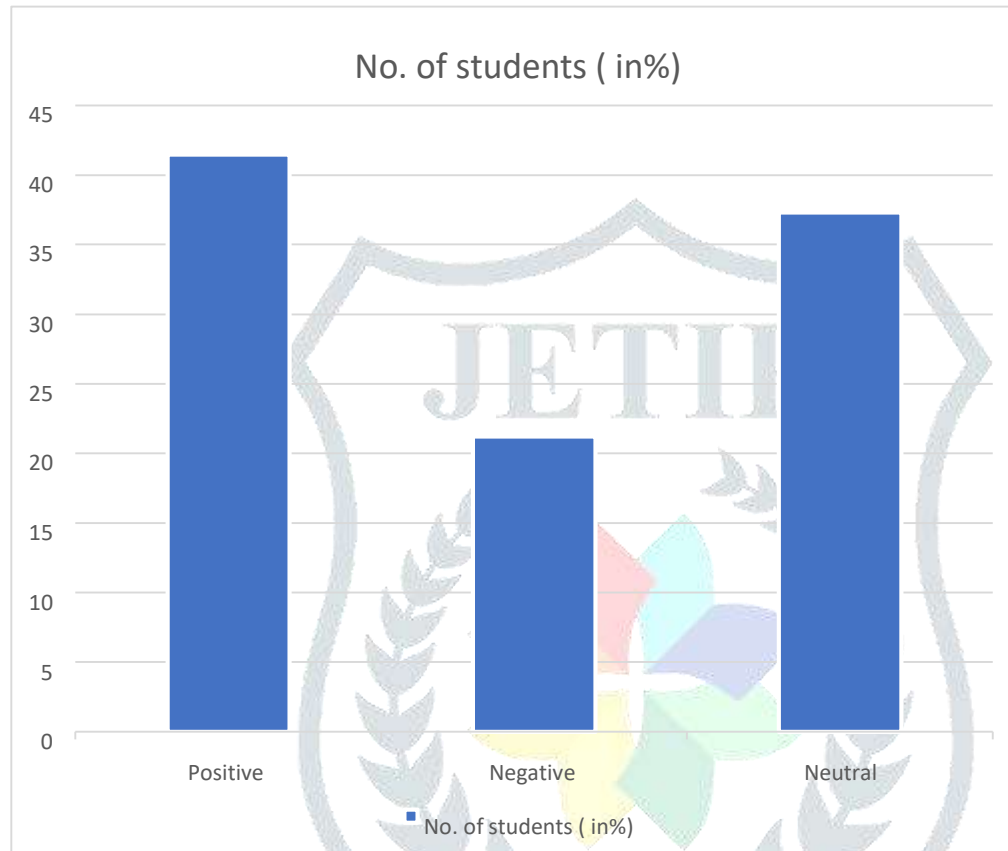


Figure 2. Analysis of Impact of social media

The most widely used social media platform:- The majority of the pupils use WhatsApp according to the results. 77.1 per cent of all respondents utilized the WhatsApp social media platform, whereas 11 per cent used Facebook, 5 per cent used telegram, and 2 per cent used Twitter. Other social media platforms are used by 5 per cent of all respondents. Table3 and figure 3 shows this:

Table3

Kind of social media	No. of users	% of respondents
WhatsApp	91	77.1
Facebook	13	11
Telegram	5	4.2
Twitter	2	1.7
You tube	1	0.9
Others	6	5.1

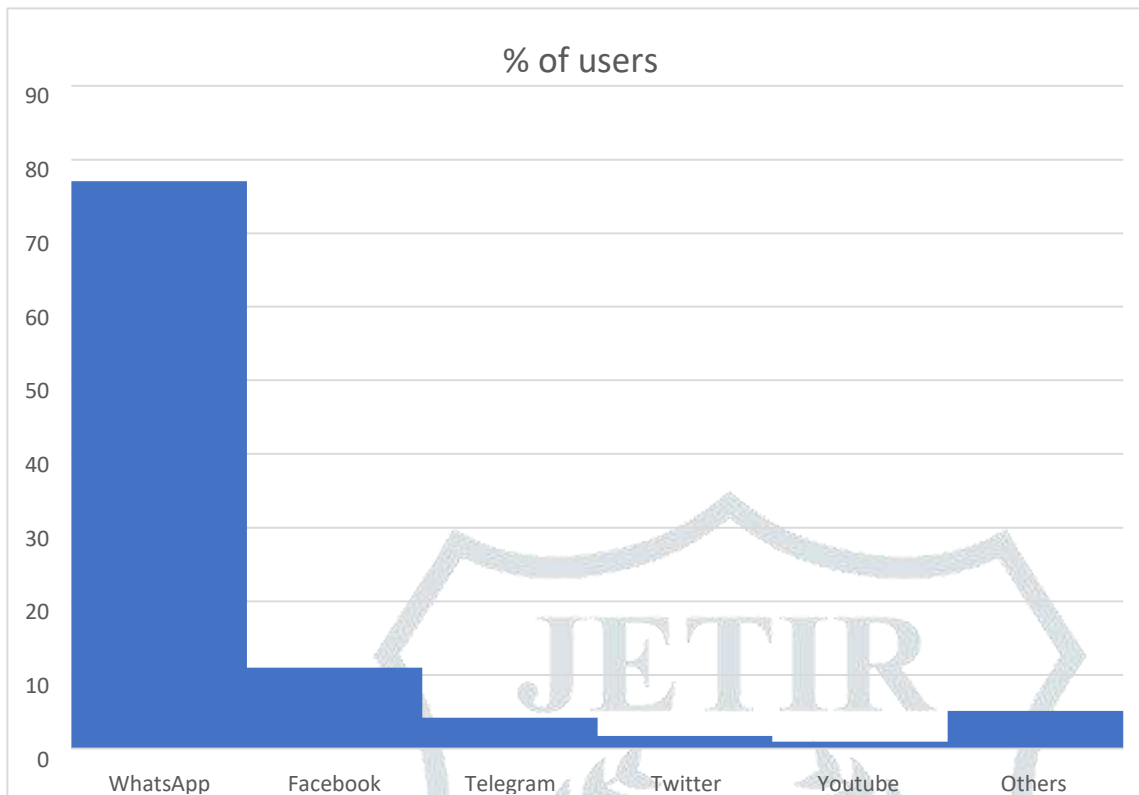


Figure3. Analysis of mostly used social media platform

VI. LIMITATIONS OF THIS STUDY :-

To begin with a more gender balanced distribution may have been achieved. Only 47 per cent men were included in this study, compared to 53 per cent of women. In addition, including more freshmen and sophomores in the study would have broadened its scope. Furthermore, while this study used simple random sampling, future research could use alternative random or non random sample methods.

VII. IMPLICATIONS FOR FUTURE STUDY:-

Further research could look at why WhatsApp and Facebook have become so popular in comparison to other social media platforms. Because both social networking sites have large utilisation rates, it would be interesting to learn why people use them so frequently. It would be a worthwhile issue to investigate as these websites become more popular. Finally, additional study on gender and social networking websites usage is needed to better understand the effects of males and females using these sites.

VIII. CONCLUSION:-

According to our findings, social media has a significant impact on college students. Almost all the students shows the positive impact of social media on their academic performance it means their academic grade improve after using various social media platforms. And more than half of the total respondents uses the WhatsApp social media platform. Social networking is appealing because it is not only provides college students with another environment in which to make friends, but it also provides an excellent way to relieve stress. It has a significant impact on the life of college students, particularly their grades. This study also suggests that strategy for properly balancing the interaction between social media and academic learning is required. As a result, college students should place a greater emphasis on the balancing equation and academics. According to the findings of this study, social networking sites have become a phenomenon in recent decades. WhatsApp and Facebook have risen to Prominence as the most popular websites, and their popularity has only grown. Friends and relatives can communicate with one other in new ways thanks to these websites. Computer mediated communication provides individual with easier and faster ways of communication. Social networking websites also offer new and innovative ways to communication with other people in a timely manner. Furthermore, people are increasingly using and Browsing social media websites. This research contribute to a better understanding of how college students use social media and how it affects their grades.

IX. REFERENCES:-

- [1] De Andrea, D. C. et al., Serious Social media ; On the use of Social media for improving students' adjustment to college, Internet and Higher Education (2011) , doi: 10.1016/j.iheduc.2011.05.009.
- [2]Muh. Syaiful Ramadhon, Amalia Rahmah et al (2019). Blended learning system using social media for college student:A case of Tahsin Education. ScienceDirect Procedia Computer Science 161(2019) 160-167.
- [3]Erin A. Vogel, Jason P. Rose et al (2015). Who compares and despairs? The effect of social comparison orientation on social media use and it's outcomes. Personality and individual differences 86 (2015) pp. 249-296.
- [4]Jeanna Mastrodicasa, Paul Metellus (2013). The impact of social media on college students, Journal of college & character, vol. 14, issue 1, pp. 21-29.
- [5]Wang, Qingya; Chen, Wei; and Liang, Yu, " The Effects of Social media on college students"(2011). MBA. Student scholarship, paper 5.
- [6] Sponcil, M., Gitimu, P. (2015), Use of social media by college students : Relationship to communication and self concept. Journal of technology Research. Pp 1 – 13.
- [7] Knight, J. et al (2016),What social media sites do college students use most? Journal of undergraduate Ethnic Minority psychology. Pp 21 – 26.
- [8]Gilbert M. T. et al (2018), The impact of social media on academic performance of selected college students. International journal of advanced information technology, vol. 8, No. 4/5, pp 27-35.
- [9] Ezeji,O. P., Ezeji E. K.(2018), Effect of social media on the study habits of students of Aluan Ikoku Federal college of education, Owerri. International Journal of educational & Pedagogical sciences, vol: 12, No. 1,pp 220-224.
- [10]Cao, Y.,Hong, P (2011), Antecedents and consequences of social media utilization in college teaching: a proposed model with mixed methods investigation. Emerald Group Publishing Limited, ISSN: 1074-8121, Vol. 19, No. 4, pp 297-306.

