

# The Effects of Social Media on Students

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## ABSTRACT

As social media sites continue to grow in popularity where technology is a vital part in today's student success equation. This paper deals with cases how social media has affected the students. A survey has been conducted from a number of random students and has tried to understand if the social media has really affected the social life. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media. [1]

## Keywords

Social media, students, learning efficiency

## 1. INTRODUCTION

The definition of social media is "the relationships that exist between network of people". In the last ten years, the online world has changed dramatically. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. However, every day many students are spending countless hours immersed in social media, such as Facebook, LinkedIn, Twitter, Facetime or Skype. At first glance this may seem like a waste of time; however it also helps students to develop important knowledge and social skills, and be active citizens who create and share content.[2] At present, whether social media is favorable or unfavorable, many students utilize these sites on a daily basis. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their college students are spending too much time on Facebook and other social media sites and not enough time studying. Therefore, our research ascertains the relationship between the social media and students' study efficiency.

## 2. STATEMENT OF PROBLEM

To address the issue of the effectiveness of using social networking, the first question raised in this study is: for what purpose is the student utilizing social networking? Research on this topic will start to reveal social networking sites are simply part of how students interact with each other with no apparent impact on grades. Thus, the objective of this research

is to explore the advantages and disadvantages of students' use of social networking for study.

## 3. HOW SOCIAL MEDIA HAS AFFECTED STUDENTS?

College students have great interest in social media. For the purpose of this study, social media was defined as Facebook, YouTube, Blogs, Twitter, MySpace or LinkedIn.

Facebook is the most used social network by college students, followed by YouTube and Twitter. Moreover, Facebook alone reports that it now has 500 active million users, 50% of whom log on every day. One of the most interesting things to look at is the increasing number of student users on such social networking sites. As per the survey conducted 72 percent of high school and 78 percent of college students spend time on Facebook, Twitter, Instagram, etc.[3] These numbers indicate how much the student community is involved in this virtual world of social networking. 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 enralls 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.

On one hand, the positive aspect of online communities is that youths can utilize them for academic assistance and support. Due to the ability of social media to enhance connections by making them easily accessible, social media can yield many benefits for the young, including providing a virtual space for them to explore their interests or problems with similar individuals, academic support, while strengthening online communication skills and knowledge. "Students who may be reluctant to speak up in class are participating in book discussion blogs and writing for real audiences. There are new Web tools emerging all the time that are enhancing learning."

On the other hand, "Our findings indicate that electronic media use is negatively associated with grades. It was also

found that about two-thirds of the students reported using electronic media while in class, studying, or doing homework.

#### 4. HOW SOCIAL MEDIA IS CHANGING EDUCATION?

Social media permeates today's society with millions of us engrossed, some would argue to the point of unhealthy addiction, in the latest happenings via apps such as Facebook and Twitter.[4] According to the survey conducted, 85% of all adults aged 16+ have a profile on at least one social networking site, and though the report doesn't break down these figures by age group, it's reasonable to assume that among those of university age, that percentage could potentially be much higher.

Education is very essential part of any individual's life. For every teenager, education is more important than anything. Today teenager shows very much interest for using social networks but unfortunately Social Networks affect education badly. Previous research done has already calculated that more than 90% of college students use social networks. Technology has shown a fast development by producing small communication devices but these small communication devices can be used for accessing social networks any time anywhere, these devices include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. Technology is step towards betterment, no doubt but any technology which can provide ease of social networks can be dangerous for social network addicts.

#### 5. SURVEY METHOD

An online survey was done for which a link was sent of the form created on Google drive, on Facebook and WhatsApp. Open ended questions were asked. Few questions were extended by text field for open answers from participant side. After submitting the form the data was saved in a spreadsheet template. The basic objective for the research is to find out how social media has influenced students.

#### 6. RESULTS

Questionnaires along with Pie Charts and Tables:

i. Select your gender:

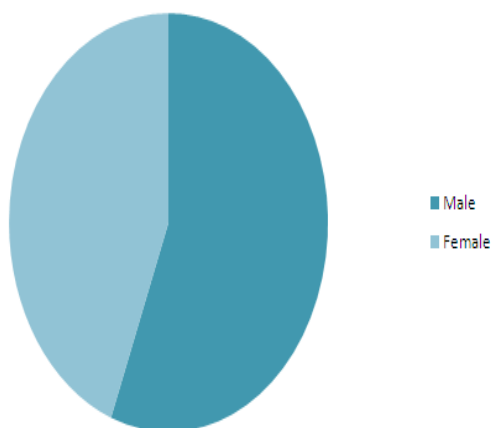


Fig. 1. Respondents gender

Table 1: Respondents gender

Male	19	55.9%
Female	15	44.1%

ii. What is your degree?:

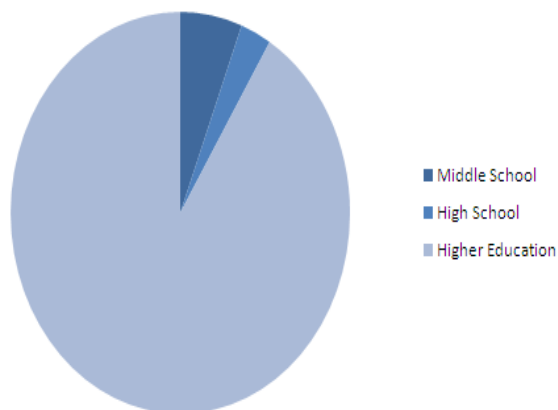


Fig. 2. Respondent's degree.

Table 2: No. of Respondents degree

Middle School	2	5.90%
High School	1	2.90%
Higher Education	31	91.20%

iii. Are you a member of Social Networking Site?:

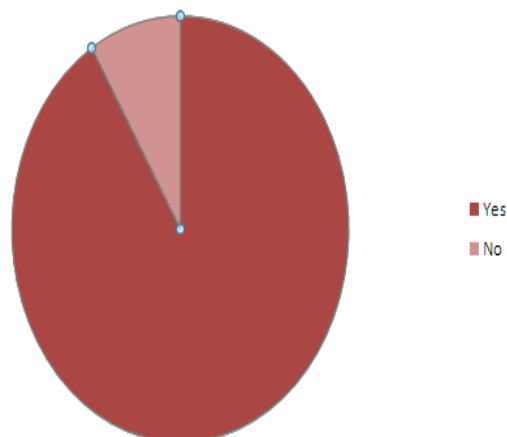


Fig. 3. No. of Respondents in social networkin site.

Table No:3 No. of Respondents in social networking site

Yes	31	91.2%
No	3	8.8%

iv. How do you access your social network account?:

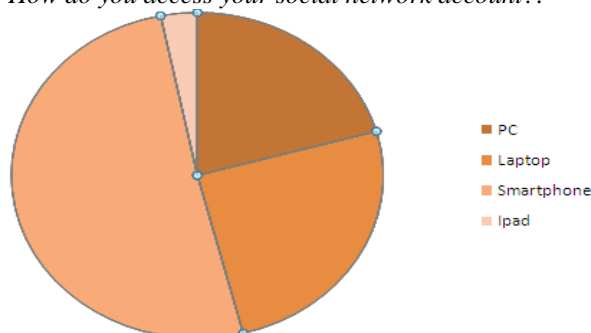
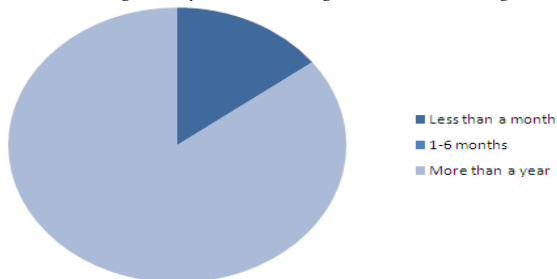


Fig 4: Devices that Respondents use to access social network .

**Table 4 : no. of devices used by respondents to access social network**

PC	13	38.20%
Laptop	16	47.10%
Smartphone	32	94.10%
Ipad	2	5.90%

v. How long have you been using social networking sites?:

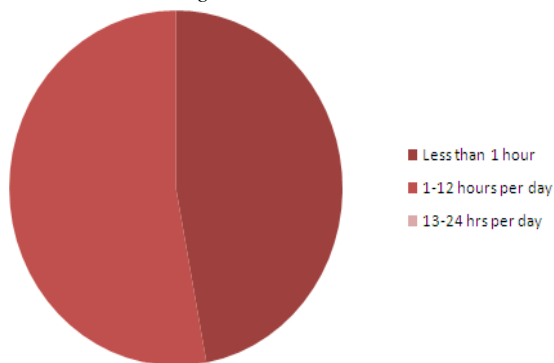


**Fig 5:No. of Respondents using social networking sites**

**Table 5:No. of Respondents' using social networking site**

Less than a month	5	14.70%
1 – 6 months	0	0%
More than a year	29	85.30%

vi. On average, how much time do you spend daily on a social networking sites?:

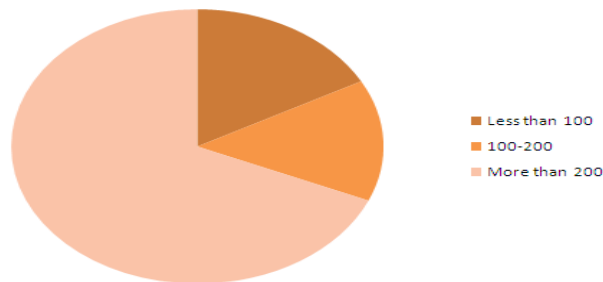


**Fig 6: Time spend on social networking sites by Respondents**

**Table 6:Time Spend On Social Networking Sites By Respondents**

Less than 1 hour	16	47.10%
1– 12 hrs per day	18	52.90%
13 – 24 hrs per day	0	0%

vii. How many contacts/friends do you have on the social networking sites?:

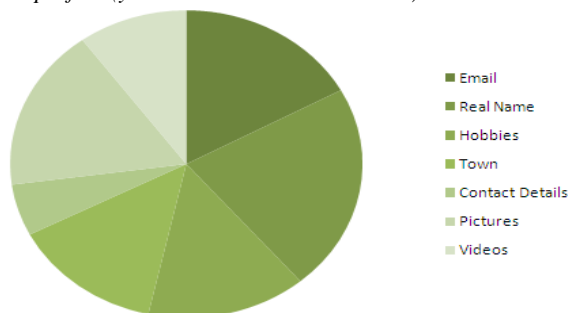


**Fig 7:No. of friends Respondents have on social network**

**Table 7:No. of friends respondents have on social network**

Less than 100	6	17.1%
100 - 200	5	14.3%
More than 200	24	68.6%

viii. What information you include on your social network profile?(you can choose more than one)?

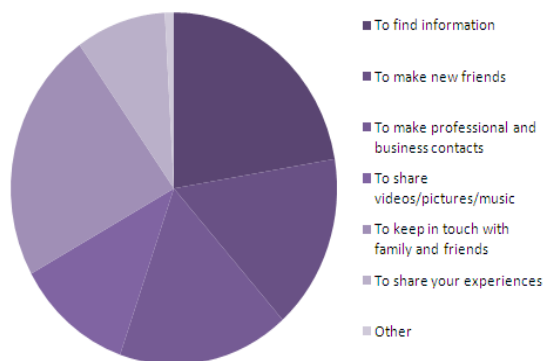


**Fig 8 Information provided by Respondents**

**Table 8:information provided by no. of respondents**

Email	22	62.9%
Real Name	28	80%
Hobbies	19	54.3%
Town	18	51.4%
Contact Details	7	20%
Pictures	22	62.9%
Videos	13	37.1%

ix. Why do you use an online social network?:

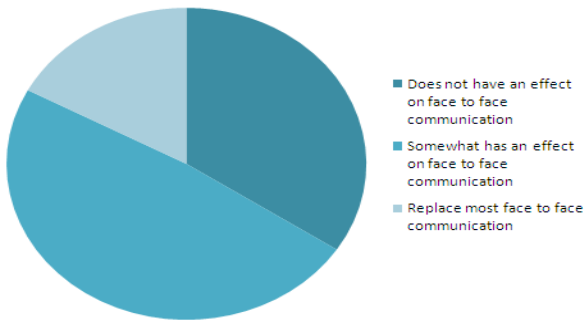


**Fig 9:Reason for using online social network**

**Table 9: Respondents' reason for using social network**

To find information	25	71.40%
To make new friends	18	51.40%
To make professional and business contacts	19	54.30%
To share videos/pictures/music	13	37.10%
To keep in touch with family and friends	26	74.30%
To share your experiences	10	28.60%
Other	1	2.90%

x. How does online networking affect your social life:

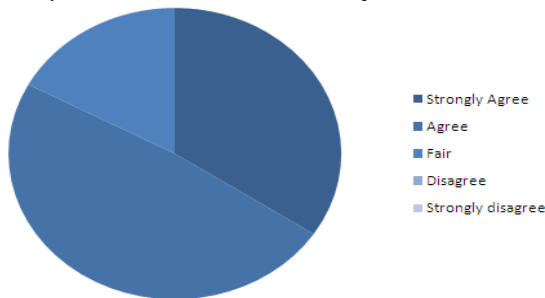


**Fig 10: Respondents affected by social network**

**Table 10: respondents affected by social network**

Does not have an effect on face to face communication	6	17.10%
Somewhat has an effect on face to face communication	17	48.60%
Replace most face to face communication	12	34.30%

xi. Do you think social networks are important ?



**Fig 11: Respondents Answers**

**Table 11: respondents answers**

Strongly Agree	12	31.40%
Agree	17	42.90%
Fair	6	25.70%
Disagree	0	0%
Strongly disagree	0	0%

## 7. CONCLUSION

The research done has revealed that college students are most likely to be affected by social media. Social media is attractive as it provides college students another world to make friends, also provides a good way to release pressure. To some degree, it definitely affects the lives of college students including the grades. This research also indicates that an approach is needed to balance the relationship between social media and academic study. Therefore, college students should think more about the balancing of social media and academics.

## 8. REFERENCES

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