

Impact of Social Media Among College Students

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Abstract

This study provides a brief outline of conceptual framework considerations by identifying applicable theories of student engagement. It is important to understand the role of social media on student engagement as educators strive to assist students with enhancing their student success. Research participants completed a survey to obtain information regarding the types of social media they use along with their understanding of student engagement and the impact social media has on their engagement. Participants responded to selected-response questions and open-ended questions regarding their perceptions of their social media usage and the impact of the usage on student engagement. This study advances our understanding of college student perceptions of the varying impact that social media has on their student engagement.

Introduction

College campuses provide a variety of disciplines, courses, and activities/events for students to attend. Students have specific requirements for each general education course and then later within their major, minor, and/or collateral courses. Many college professors encourage classroom discussions and active participation as part of the course. There are campus events that students can voluntarily attend that range from academic content to entertainment/social events to leadership opportunities. There are also events that students may be required or expected to attend as part of their course(s).

Today the Internet has taken a firm place in people's lives. Who at least once a day did not check for updates in social networks and did not leaf through the news lines. The modern reality requires us to stay in touch and keep abreast of the latest news and trends. However, does this trend affect the performance of students? When social media such as Face book, YouTube and Twitter appeared, our world was divided into online and offline. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people. With their help, we can communicate with each other, even on different continents, listen to music, read books, look at photos and much more. Social media have greatly simplified our lives and tightly tied to ourselves.

STATEMENT OF THE PROBLEM

Students become friends with their classmates on social media and are more likely to collaborate on projects. This can lead to higher retention rates as students become more connected to the institution. Many students are naturally shy in person, and many may not speak up in a classroom, but that may not be the case on social media. Today's students grew up on social media, and for many, it is the natural way to interact. Many colleges stress the importance of the soft skill of working in groups. Social Media sites can be helpful to increase this ability as the students can hold meetings in real time and work on their projects. This enhances the likelihood that they will also spend time together working on projects and may not have to make time to meet in person all the time as the project progresses. Having teams work together using social media only strengthens advantage one and two of your educational activities.

OBJECTIVES OF THE STUDY

The objectives of the study are

1. To understand the personal profile of the respondents.
2. To find out the Impact of social media on business.
3. To know the impact of social media on students.

METHODOLOGY OF THE STUDY

The study was conducted to assess the impact of social media on students'. One twenty (120) students who are actively using social media are the respondents of the study. 120 users of social app are selected as sample in Tenkasi city by adopting convenience sampling method. The are respondents' access to internet, usage, perception on social media, and their frequency of using it.

IMPACT OF SOCIAL MEDIA ON STUDENTS

Now a days social media has become a new set of cool tools for involving student’s peoples. Many young people’s day to day life are woven by the social media students are in conversation and communication with their friends and groups by using different media and devices every day. In past years it was seen that students are in touch with only friends and their groups in schools and colleges. But nowadays students are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc. According to BBC news research of 2013 they discuss that 67% Face book users are very common and well known social media portal consist of the youth and students, so these praise the fact that the youth and student have more focus and relation. Throughout the country teenagers frequently use the web, mobile phones, and online games to communicate and gather information with each other.

1 PURPOSE FOR USING SOCIAL MEDIA

The respondents purpose of using Social Media in the keeping in touch with family, keeping in touch with friends, to meet new people, just for fun and entertainment or to be ‘in’ because it’s popular nowadays. Hence the purpose of using Social Media is shown in Table 1.1

**Table 1.1
PURPOSE OF USING SOCIAL MEDIA**

Purpose	I	II	III	IV	V	WS	Rank
Keeping in touch with Friends	25 (125)	22 (88)	38 (114)	23 (46)	12 (12)	485	I
Just for fun and Entertainment	38 (190)	25 (100)	23 (69)	12 (24)	22 (22)	405	II
To meet new people	22 (110)	38 (152)	12 (36)	25 (50)	23 (23)	371	III
Keeping in touch with Friends	12 (60)	23 (92)	22 (66)	38 (76)	25 (25)	391	V
To be ‘in’ because it’s popular nowadays	23 (115)	12 (48)	25 (75)	22 (44)	38 (38)	320	IV

The table shows that the purpose of using social media, while dealing with the impact of social media it is noted that keeping in touch with friends rank first which is followed by Just for fun and entertainment, To meet new people, To be ‘in’ because its popular nowadays and Keeping in touch with family.

1.2 PREFER TO USEAGE OF SOCIAL MEDIA

The prefer to use broad cast channel in social media by the sample respondents are shown in Table 1.2.

**Table 1.2
PREFER TO USEAGE OF SOCIAL MEDIA**

Cast Channel	I	II	III	IV	V	VI	VII	VIII	IX	WS	Rank
Whatsapp	22	20	19	16	10	7	9	6	11	715	I
Face book	11	22	20	19	16	10	7	9	6	694	II
Twitter	20	19	16	10	7	9	6	11	22	637	III
MySpace	19	16	10	7	9	6	11	22	20	577	VI
YouTube	9	6	11	22	20	19	16	10	7	589	V
Instagram	6	11	22	20	19	16	10	7	9	628	IV
Sharchate	7	9	6	11	22	20	19	19	10	532	VII

Tinder +	16	10	7	9	6	11	22	20	19	526	VIII
Linked in	10	7	9	6	11	22	20	19	16	502	IX

The above table shows that prefer to use broad cast channel in social media, while dealing with the prefer to use broad cast channel is noted that Whatsapp rank first which is followed by Face book, Twitter, Instagram, YouTube, MySpace, Sharchate, Tinder + and Linked in.

PLATFORM FOR ENTERTAINMENT

The best platform for entertainment in social media by the sample respondents are shown in Table 1.3

**Table 1.3
PLATFORM FOR ENTERTAINMENT**

Purpose	I	II	III	IV	V	VI	WAS	Rank
Instagram	30	40	15	5	20	10	505	I
Face book	40	30	5	15	10	20	495	II
Whatsapp	20	10	40	30	5	15	445	III
Youtube	10	20	30	40	15	5	435	IV
Twitter	15	5	20	10	30	40	325	V
Linked in	5	15	10	20	40	30	315	VI

The above table shows that prefer to use platform for entertainment in social media, while dealing with the prefer to use platform for entertainment is noted that instagramrank first which is followed by Face book, whatsapp, YouTube, Twitter and Linked in.

INTERPERSONAL RELATIONSHIP WITH FAMILY

The satisfactions of the respondents towards the interpersonal relationship with the members of family are analyzed with the help of Likert’s five point scale. ‘5’ points are given for ‘Always’, 4’ points for ‘Often’, ‘3’ points for ‘ Sometimes’, ‘2’ points for ‘Seldom’ and only ‘1’ point for ‘Never’. The weighted scores are calculated and the relative ranks on the basis of weighted mean scores are shown in Table 1.4.

**Table 1.4
INTERPERSONAL RELATIONSHIP WITH FAMILY**

Interpersonal Relationship	A	O	ST	S	N	WS	Rank
Always touch with our family because of social media helps you to stay in touch with family.	57	23	14	6	20	451	I
Interact more with the members of your family of social media	25	32	44	8	11	412	II
Relationship with family members is much better after using social media	12	26	47	18	27	368	III

I have as a medium or source better communication with the members of your family because of socialmedia	5	35		45	11	335	IV
Interact with your family more on social media	13	19	28	39	21	324	V

Table 1.4 shows that among the interpersonal relationship with the members of family, ‘Always touch with our family because of social media helps you to stay in touch with family.’ gets the first rank followed by ‘Interact more with the members of your family of social media’, ‘Relationship with family members is much better after using social media’, ‘I have as a medium or source better communication with the members of your family because of social media’ and I have as a medium or source better communication with the members of your family because of social media.

USAGE OF SOCIAL MEDIA IMPACT OF PERSONAL LIFE

Now a day using usage of social media impact on personal life of the respondent is shown in Table 1.5.

Table 1.5
USAGE OF SOCIAL MEDIA IMPACT ON PERSONAL LIFE

Statements	I	II	III	IV	V	VI	WAS	Rank
Friends	30	40	15	5	20	10	505	I
Classmates	40	30	5	15	10	20	495	II
Relationship with family	20	10	40	30	5	15	445	III
Relatives	10	20	30	40	15	5	435	IV
Neighbors	15	5	20	10	30	40	325	V
Stranger	5	15	10	20	40	30	315	VI

Source : Primary Data

Table 1.5 shows that among the usage of social media impact on personal life ‘Friends’ get first rank followed by ‘Classmates’, ‘Relationship with family’, ‘Relatives’, ‘Neighbours’ and ‘Stranger’.

SUGGESTIONS

Based on the findings of the study, the following suggestions are given:

1. It is suggested that the students should be instructed to use the social media outside the class rooms and they must be given some intervals to use the social media on specific timings under the supervision of teachers.
2. The students should be encouraged to use the social media in a proper way to avoid untoward and prohibited views.
3. The colleges can restrict the use of internet among the students as it would condition the social media use in the premises.
4. Create A Face book Community Page. One can generate focused support for a cause or topic by creating a Community Page on Face book. This can act as a focal point or hub for campaign by directing the target audience back to our page from other social networks. It's easy to do and best of all is free.
5. Expand Network. There is a direct correlation between the magnitude of the impact one has and the number of followers and friends we have. Therefore it's important to expand the network to include more like minded people on Face book and Twitter.

CONCLUSION

The use of social media has become very popular all around the world due to a great development of technology in recent years. People across all walks of life make use of social media sites. Many people have become so use to social media that they can spend a good number of hours on the social media particularly students. This study was conducted to investigate the impact of social media on student academic performance. The findings revealed that the time spent on social media can negatively affect student academic activities. Therefore it is our suggestion that for students to be more productive, the need to minimize the time they spend engaging on social media activities.

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily .Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

END NOTES

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