The Impact of Social Media on College Students – A study with reference to Ernakulam District

[1]Anisha Ramesh, [2]Dr. P. Balasubramanian

ABSTRACT

Utilization of social media has a few potential advantages, for example, sharing and getting data and thoughts, interfacing with individuals, capacity to introduce one's aptitudes to a huge crowd, diversion, etc. Usage of online platforms influences students' behavior, knowledge and plays an important role in their perspectives. The social media platforms are also used by the corporate world to provide information about the services provided and information regarding the latest developments in their industry. In the case of students, social media provides access to news and information about diverse topics all of which may not be a part of their academic curriculum. Social Media has both positive and negative features and the positives outweigh the negatives. It is imperative to settle on reasonable decisions and find a harmony when using these platforms.

Keywords: *Social Media, Students, Internet, Technology*

I. INTRODUCTION

Social Media refers to websites and applications which enable users from around the globe to create and share content. Social Media has a large number of platforms with varied usages which can be used with desktop computers or smart phones. Social media is used by a wide variety of people across all sections of society, from teenagers to senior citizens. Social media sites such as Facebook, Instagram etc offer opportunities for connecting with friends, classmates, and people with shared interests.

Social media can have positive and negative impact on society. On the positive side, social media has transform the world into a global village. With continuous developments in technology, social media has become accessible to every person having a smart device and connection to internet. Through interactions with audience

---
[1] B.Com (Finance & IT) Final Year Student, Department of Commerce & Management, Amrita School of Arts and Sciences, Kochi, Amrita Vishwa Vidyapeetham, India
[2] Head and Assistant Professor (Sr. Grade), Department of Commerce & Management, Amrita School of Arts and Sciences, Kochi, Amrita Vishwa Vidyapeetham, India

existing worldwide, people have an opportunity to share their ideas, showcase their talents, acquire information and also be exposed to a multitude of potential opportunities. Social media can widen the perspective of the user.

The social media platforms are also used by the corporate world to provide information about the services provided and information regarding the latest developments in their industry. In the case of students, social media provides access to news and information about diverse topics all of which may not be a part of their academic curriculum.

On the flip side, too much social media can be counterproductive. Excessive use of social media can lead to addiction in the usage of certain platforms especially among teenagers and the youth. Continuous use of social media can reduce interpersonal communication; certain teenagers tend to spend more time on social media than interacting with their families and loved ones. Similarly uncontrolled use of social media at work can lead to a reduction in productivity.Cyber bullying or being stalked by strangers online are the other potential dangers on account of excessive use of social media. While social media is an important and powerful platform for communication, it is important to use the same with caution.

This project focuses on the impact of social media on college students.

II.   REVIEW OF LITERATURE

In a survey conducted by **Bagget and Williams (2012)**, students agree that social media is a means to connect between individuals and is used as means to share common interests. Social media represents useful tools for communication and education, and provides an opportunity for networking in any profession. With time constraints and demanding class schedules, social media helps students to multitask because they do not want to spend time creating multiple individual messages. They commonly use Facebook, watch television or a video, talk, email friends and family, and write papers or conduct research all at the same time.

A study by Velenzuela, **Park and Kee (2008)** supports the notion that both the medium technological capabilities as well as the actual content it transmits influence people's attitudes and behaviors. In this study two major general observations were made: a) online social networks are effective structures for connecting people, allowing them to create content and participate in public affairs in a meaningful way; and b: social networks are not just a place to spend time in but are useful tools for collective action.

A study by **Sponsil and Gitimu (2013)** investigating the effect of social media on self-concept reports that college students either believe that social media websites affect their self-esteem positively or neither positively or negatively. In development to adulthood, one tries to define his/her identity.

A study done by **Pempik, Yermolayeva and Calvert (2009)** indicates that photos and their rapid dissemination to students' online profiles reflect the important role played by technology in the development of

youth identity. Gathering feedback from peers and strengthening the bonds of friendship are also part of the developmental challenges of emerging adulthood.

Another study done by **Benage (2011)** indicates that overall college students do not see social media as limiting their identities or falsifying the identity information shared online, but rather view social media as a tool for expressing their identities, although some parts of identity are held back in online interactions. This means that, although it is not readily apparent to the creators of social media pages, identities of students are being split to fit into the restricted space of social media.

In a study exploring how students use social media, **Wang, Chen and Liang (2011)** report that most college students spent vast number of hours accessing social media sites. Ninety percent of students surveyed spent their time on entertainment. While eighty percent of the sample admitted that they posted or responded while completing homework, not too many college students preferred using social media to do their homework. Considering the overall results of collected data analysis, there was a negative attitude towards social media when college students used them. The analysis also indicates that an approach is needed to better balance the relationship between social media and academic study.   The frequent use of Facebook could cause addiction toward the site and influence students' daily life at large.

A study by **Zainudin, Omar, Bolong and Osman (2011)** was conducted to identify the relationship between female students' motives for Facebook use and Facebook addiction.

Miller, Parsons and Lifer (2010) conducted a survey among students, about the use of social networking sites and the appropriateness of the content that they post. The responses indicate that students routinely post content that is not appropriate for all audiences, especially potential employers. Considering how extensively the press has covered the negative impacts of inappropriate posting, the fact that students know of continuing the practice is surprising.

PetterBaeBrandtzaeg and Jan Heim (2009) in their study state that there are many motivational reasons for using Social Networking Sites among people and college students particularly. Brandtzaeg and Heim draw their findings, after the investigation on peoples' subjective motivational reasons for using Social Networking Sites, by performing a quantitative content analysis for 1,200 qualitative responses from Social Networking Sites users. Further, the study (2009) made several attempts to understand the choice, use, diffusion, adoption and acceptance of Social Networking Sites among college students.

Won Kim and Sang-WonLee (2009) rightly pointed out that today the college students use numerous Social Networking Sites, to stay connected with their friends, discover new "friends" and to share users – created contents, such as photos, videos, blogs and etc. In order to explore factors affecting college students' motive for using Social Networking Sites.

Coyle and Vaughn (2008) in their study examined the literature on Social Networking Sites and conducted a survey on how college students are engaged in social networking. They found that the main purpose of using Social Networking Sites is to keep in touch with friends. They also indicate that these are used for merely trivial communication with friends. These sites are simply new form of communication that is evolving over time with the aid of technology.

Biswajit Das and Jyoti Shankar Sahoo in their study (2010) entitled "Social Networking Sites – A critical analysis of its impact on personal and public life" clearly stated the danger of the impacts Social Networking Sites pose. The Social Networking Sites allow people to have virtual communication. A person defines himself through what kind of friends he/she has. Consequently this peculiar behavior of people raises many questions that impact on the personal and public life. It also traces back the history of Social Networking Sites. People use SNS for many purposes primarily because SNS give an opportunity to express their views and provide independence and connects a person to million others in the world.

STATEMENT OF THE PROBLEM

This paper intends to explore the pros and cons of social media with a focus on college students.

SIGNIFICANCE OF THE STUDY

The objective of the study is to explore the positive and negative impact that social media can have on college students. It will encourage students to use social media as an effective communication tool to improve their skills and knowledge on various matters. This study can also be academic resource for similar studies.

SCOPE OF THE STUDY

The essence of this research work is to primarily study the impact of social media on college students. Research has proved the heavy presence of social media usage among students. This also aims at calculating the access to internet, usage, perception on social media and their frequency of using it. And paves a good way to analyse and be aware of the impact of social media on college students. The impact can be either positive and negative. The results encourages the students to use social media beneficially as an effective communication tool as well as an educational media to improve their studies, knowledge and their skills.

OBJECTIVES OF THE STUDY

To explore positive and negative impact social media can have on college students

III. RESEARCH METHODOLOGY

In accordance with the objective of the study, descriptive research was used which involves collection of quantitative data that can be tabulated in numerical form or it describes categories of information. Descriptive research involves gathering data that can describe events and the data collection. The sampling method used is

Convenience Sampling. This includes the individuals who are most accessible to the researcher. A questionnaire was circulated to obtain feedback. The respondents generally are between the age of 18 and 24.

IV.   ANALYSIS AND INTERPRETATION

TABLE 1: ADVANTAGES OF SOCIAL MEDIA

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
ACCESS TO NEW TECHNOLOGY	141	9.92
ACCESS TO NEW INFORMATION	198	13.93
STUDIES	179	12.60
ENTERTAINMENT	212	14.92
DIGITAL REPUTATION	39	2.74
OPPURTUNITY TO INTERACT WITH FRIENDS	163	11.47
STAY UP TO DATE ON THE EWS	140	9.85
SOCIALIZATION	131	9.22
OPPURTUNITY TO SHARE VIEWS/IDEAS	107	7.53
MORE EXPOSURE	76	5.35
OTHER	35	2.46
TOTAL	**1421**	**100**

Source: Primary Data

Interpretation

15% (15 respondents) of the respondents are using internet for entertainment. 14% (14 respondents) of the respondents are using internet to access to new information. 13% (13 respondents) of the respondents are using internet for studies. 11% (11 respondents) of the respondents are using internet for opportunity to interact with friends. 10% (10 respondents) of the respondents are using internet to access to new technology. 10% (10 respondents) of the respondents are using internet to stay up to date on the news. 9% (9 respondents) of the respondents are using internet for socialization.8% (8 respondents) of the respondents are using internet for opportunity to share views/ideas. 5% (5 respondents) of the respondents are using internet for more exposure. 3% (3 respondents) of the respondents are using internet for digital reputation. Rest 2% (2 respondents) of the respondents are using internet for other purposes.

TABLE 2: MAJOR USE OF SOCIAL MEDIA

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
NEWS	150	19.46
GOSSIP	49	6.36
ORGANISE EVENTS	27	3.50
DOWNLOADING AND UPLOADING FILES	111	14.40
POSTING PHOTOS	129	16.73
BLOGGING	27	3.50
TEXTING	198	25.68
CREATING SURVEYS	7	0.91
OTHER	73	9.47
TOTAL	**771**	**100**

Source: Primary Data

Interpretation

26% of the respondents are using internet for texting. 19% of the respondents are using internet for watching news. 17% of the respondents are using internet for posting photos. 14% of the respondents are using internet for downloading and uploading photos. 9%of the respondents are using internet for other purposes. 6% of the respondents are using internet for gossiping. 4% of the respondents are using internet for both blogging and to organize events. Rest 1% of the respondents are using internet for creating surveys.

TABLE 3: EMOTIONS THAT AFFECT WHEN USING SOCIAL MEDIA

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
HAPPINESS	187	30.26
JEALOUSY	36	5.83
REJECTION	26	4.21
MOTIVATION	109	17.64
INSPRIRATION	96	15.53
LOWER SELF ESTEEM	22	3.56
BOOST SELF ESTEEM	34	5.50
SENSE OF BELONGINGS	37	5.99
OTHER	71	11.49
TOTAL	**618**	**100**

Source : Primary Data

Interpretation

30% respondents get 'happiness' while using social media. 18% respondents get 'motivation' while using social media. 15% respondents get 'inspiration' while using social media. 11% respondents get 'other things' while using social media.6% respondents get 'sense of belongings' and 'jealousy while using social media.5% respondents get 'boost self-esteem' while using social media. 4% respondents get 'rejection' and 'lower self-esteem' while using social media.

TABLE 4: IMPACT OF THESE EMOTIONS ON OVERALL WELL BEING

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
EFFECT MY ABILITY TO RELATE WELL WITH OTHERS	87	17.76
GIVE ME A POSITIVE OUTLOOK	84	17.14
HIGHTENS MY ANXIETY	36	7.35
GIVE ME A CONFIDENCE BOOST	54	11.02
INSPIRATION AND MOTIVATION	91	18.57
FEELS LIKE MY EMOTIONS ARE CONTROLLING MY THINKING	56	11.43
OTHER	82	16.73
TOTAL	**490**	**100**

Source : Primary Data

Interpretation

19% of the respondents have inspiration and motivation that emotions impact on overall well-being. 18% of the respondents have their effect on their ability to relate well-being that emotions impact on overall well-being. 17% of the respondents get a positive outlook and other impact that emotions impact on overall well-being. 11% of the respondents feel that their emotions are controlling their thinking and get a confidence boost that emotions impact on overall well-being. 7% of the respondents have high tens their anxiety that emotions impact on overall well-being.

TABLE 5: FEELING WITHOUT SOCIAL MEDIA FOR A LONG PERIOD OF TIME

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
ANXIETY	26	10.61
DEPRESSED	7	2.86
MISSING OUT	122	49.80
I CAN SURVIVE WITHOUT TECHNOLOGY	90	36.73
TOTAL	**245**	**100**

Source: Primary Data

Interpretation

Out of 100 respondents 10% feel that they get 'anxiety' without social media for a long period of time. 3%feel that they get 'depressed' without social media for a long period of time. 50% feel that they get 'missing out' without social media for a long period of time. 37% feel that they 'can survive without technology' without social media for a long period of time.

TABLE 6: DEPENDENCY ON TECHNOLOGY

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
VERY DEPENDENT	39	15.92
DEPENDENT	149	60.82
I CAN LIVE WITHOUT TECHNOLOGY	57	23.27
TOTAL	**245**	**100**

Source : Primary Data

Interpretation

Out of 100 respondents, 16% respondents are very dependent on social media, 61% respondents are dependent on social media and the remaining 23% respondents can survive without technology.

V.   FINDINGS

·   All the social platforms have approximately the same number of users, but comparatively, Whatsapp is the most often used by the respondents followed by Instagram.

·   The biggest advantages of social media were found to be entertainment, access to new information and education.

·   Out of the total respondents, 30.26% experience happiness when they spend time on social media platforms, followed by motivation and inspiration. But along with these emotions, they also experience emotions like jealousy and rejection.

·   The above mentioned emotions affect the respondents' overall well being and have an effect on their interactions with others.

.   49.8% feel that they get 'missing out' without social media for a long period of time

·   60% of the respondents were found to be dependent on social media.

VI.   CONCLUSION

Use of social media has several potential benefits such as sharing and obtaining information and ideas, connecting with people, ability to present one's skills to a large audience, entertainment and so on. However, in case of students, there is a possibility of the same being misused by a few which consequently can negatively impact students' academic performance. This could be in the form overuse of certain platforms to the point of being addicted to it, being subject to cyber bullying, invasion of privacy, etc.

There will be pros and cons in many aspects of human life. It is important to make judicious choices and strike a balance. For example, most people would be aware that over indulging in sugary foods can be harmful to health and therefore take necessary steps to have a balanced diet, exercise daily etc.

We are living in the information age and social media is an indispensable part of the modern digital age. The multiple benefits of using social media outweigh the possible disadvantages. It is important that all users, not just students, should take necessary precautions while using social media.

VII.   SUGGESTIONS

Most important factor which motivates people to use networking sites is related to need for information exchange. People are highly motivated to use social networking sites to learn about new and useful things or to get new ideas and also to share information. Usage of these platforms must be judicial to ensure maximum knowledge gain.

References

1. Jeanna Mastrodicasa &Paul Metellus, "The Impact of Social Media on College Students" Published online: 08 Feb 2013

2. Mishra, Swati; Mishra, Abhishek; Rawat, Rishabh, "A Study of Impact of Social Media on College Students" CLEAR International Journal of Research in Commerce & Management. Dec2015, Vol. 6 Issue 12

3. Gwenn Schurgin O'Keeffe, Kathleen Clarke-Pearson and Council on Communications and Media

4. Ahmad Jahed Mushtaq , "The Effects of Social Media on the Undergraduate Students' Academic Performances" Spring 4-1-2018

5. Shabnoor Siddiqui, Tajinder Singh, "Social Media its Impact with Positive and Negative Aspects" International Journal of Computer Applications Technology and Research Volume 5- Issue 2

6. https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=5020&context=libphilprac

7. https://naspa.tandfonline.com/doi/abs/10.1515/jcc-2013-0004

8. https://pediatrics.aappublications.org/content/127/4/800?source=post_page-----3f89a46ab400

9. https://www.ftms.edu.my/journals/pdf/IJELT/Nov2016/14-21.pdf

10. https://www.scribbr.com/methodology/sampling-methods/

11. https://www.google.co.in/