



The use of Social Media and its effect on college Students

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ABSTRACT

There are numerous ways positive and negative in which Social Media impacts college students. Understanding the sheer volume of time and the type of activities college students use social networking sites is crucial for higher education administration. We have begun to examine impacts on students' well-being empirically and have found some preliminary results that call for more research. They find that social media is not the problem– the problem is the specific use and purpose of social media activities that make the difference. Further research could be conducted to examine social media's effect on students' feelings and academic success.

Keywords:

Social media, Effect, student, college, learning efficiency.

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INTRODUCTION

Social media is an online platform for online social interaction. New developments in the Technological world have made the Internet an innovative way for individuals and families to communicate. Social media networks have gained popularity over the last decade. People use social media sites such as Facebook, Twitter, and Myspace to create and sustain relationships with others. These social media sites let those who use them create personal profiles while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. In this "information age" social media sites seem to be growing in popularity rapidly, especially among young adults.

In particular, college students are from a large proportion of users on social media networks. Lenhart, Purcell, Smith and zickuhr (2010) found that 72% of all college students have a Media profile with 45% of college students using social media sites at least once a day. Many of these young adults use social media networks to communicate with family, friends, and even strangers. Social media sites have created new and non-personal ways for people to interact with others and young adults have taken advantage of this technological trend. The purpose of this study was to examine how social media affects college students' communication with others and how their own self-concept.

The field of study is important because sociability is an underlying theme in using forms of social media. Since this social media phenomenon is continuing to grow at a fast pace, it is important to understand the effects it has on personal communication. Social media networks offer a straightforward way to converse with peers and get peer feedback, as well, which may influence a young adult's self-esteem.



Brief History of essence Gargaon college

One of the oldest and most illustrious institutions of higher education in Assam, Gargaon college was established on 7th September 1959. With a commitment to achieve excellence in higher learning, the college has been working relentlessly for the development of the learner as well as the furtherance of social good. Subsequently, the college was provincialized in 1966 under the leadership of Tanu konger , the first permanent principal of this institution Located in the heart of Gargaon, the college is fourteen kilometers to of Sivasagar town and connected by road and rail. The Simaluguri Railway station lies at a distance of 2.2 kilometers from the college premises. The college has a vast green campus set in peaceful surroundings. Its verdant setting makes it an exclusive destination from the environmental and ecological point of view.

SIGNIFICANCE OF STUDY

This field of study is important because sociability is an underlying theme of using forms of social media. Since this social media phenomenon is continuing to grow at a fast pace, it is important to understand the effects it has on personal communication. Social media networks offer a straightforward way to converse with peers and get peer feedback, as well, which may influence a young adult's self-esteem. Therefore, the research ascertained the use of social media among college students.

OBJECTIVE OF THE STUDY

- 1) To examine the types of social media platforms commonly used by students.
- 2) To find out the amount of time students spent on social media.
- 3) To investigate the purposes for which students used social media.
- 4) To examine the impact of social media use on students' academic life.



LIMITATIONS OF THE STUDY

This study focuses on the assessment of use and Effect of social media among young people, particularly college students.

- 1) There is limited scope of study in Gargaon College, Sivasagar district.
- 2) Only the Department of Education of Gargaon College has been selected for the study.
- 3) Only students of the fourth semester of the department of education Gargaon College were included in the study.
- 4) The study is scheduled for May 2023 only.

METHODOLOGY

1. Survey: Descriptive cum normative survey method of educational research will be used.
2. Population: Population consists of all the 4th semester students of Education department of Gargaon College.
3. Sample size: From the population 100 of the total population will be taken as a sample whereas. 30% of students from the total population will be taken as a sample.
4. Sampling techniques: Purposive sampling.
5. Tools: Self developed questionnaire and Interview will be used for data collection for the present study.
6. Data collection: Primary and secondary sources have been used as sources of information. The investigator will visit the field and prepare them to fill the data notices. When the data is filled in the investigator will collect back the questionnaire, Surveys, quizzes, and Interviews, Focus groups, Direct observations, Documents and records (and other types of secondary data, which won't be the main focus here)

RESULT

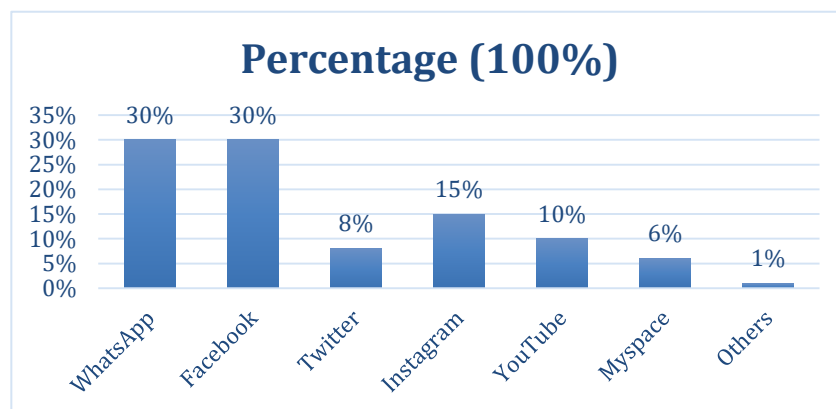
Table: 1 Demographic Characteristics of respondent

Gender	No of Students	Percentage (%)
Boys	16	53.33
Girls	14	46.66
Total	30	100

- **To examine the types of social media platforms commonly used by students**

Table: 2

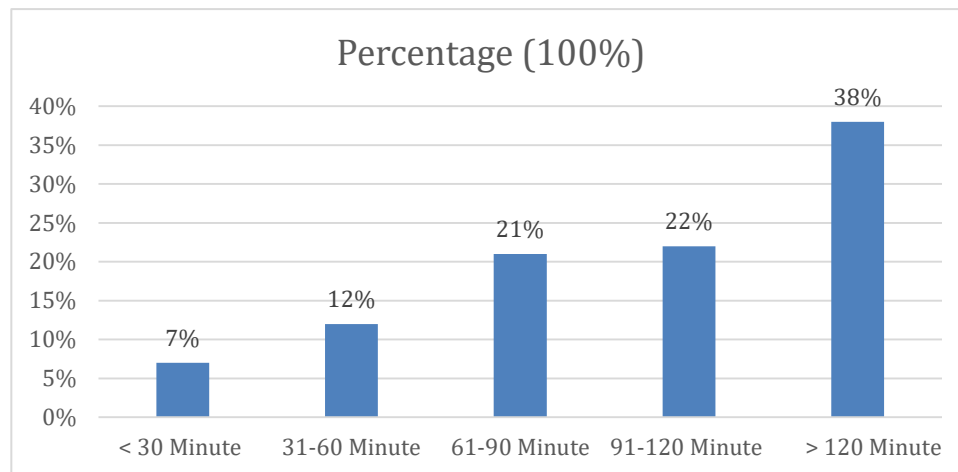
Social Media	Percentage (%)
WhatsApp	30 %
Facebook	30 %
Twitter	8 %
Instagram	15 %
YouTube	10 %
Myspace	6 %
Others	1 %
Total	100



- **To find out the amount of time students spent on social media**

Table: 3

Time	Percentage (%)
< 30 Minute	7 %
31-60 Minute	12 %
61-90 Minute	21 %
91-120 Minute	22 %
> 120 Minute	38 %

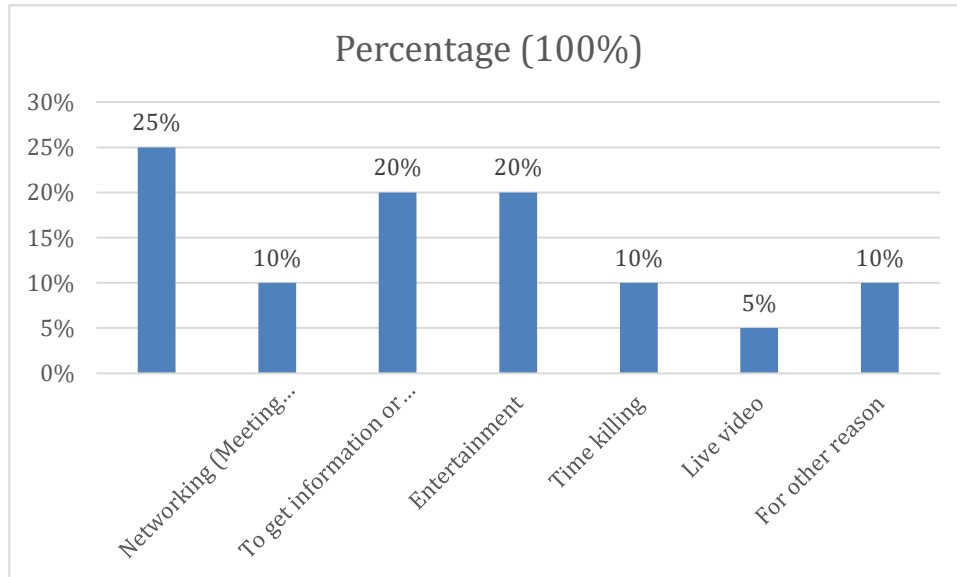


- **To investigate the purposes for which students used social media**

Table: 4

Reasons for using social media	Percentage (%)
Communication & Connecting With existing friends	25 %
Networking (Meeting people Online)	10 %
To get information or learn something	20 %
Entertainment	20 %

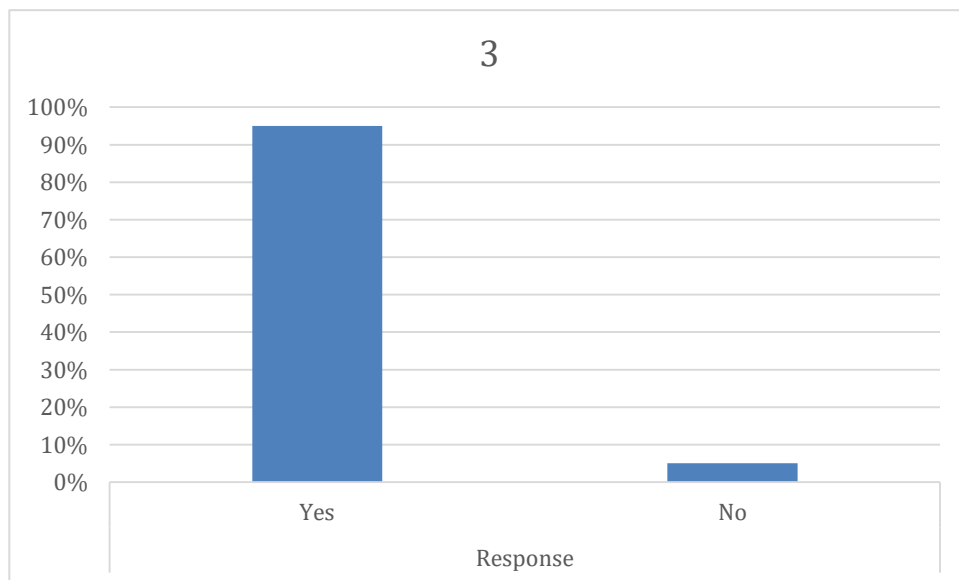
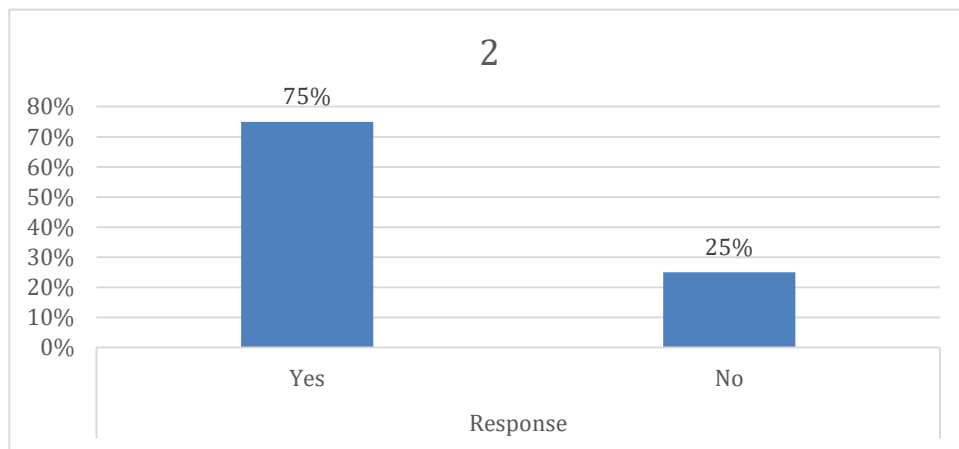
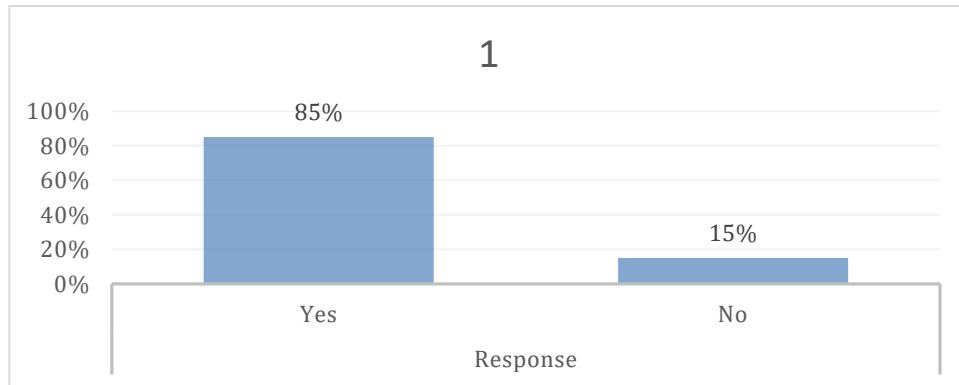
Time killing	10 %
Live video	05 %
For other reason	10 %



To examine the impact of social media use on students' academic life

Table: 5

Sl. No	Questions	Response	
		Yes	No
1	Do you believe that social media sites have improved	85 %	15 %
2	Social Media Provide useful platform for academic group work	75 %	25 %
3	Do you used social media to communicate with lectures for academic purpose	95 %	5 %



DATA ANALYSIS

1. To examine the types of social media platforms commonly used by students

Social media has changed the way college students interact. Yet the perceived impact on the social life of students has not been explored among college students. The present study addressed this issue by examining the type of commonly used social media platforms, the frequency of social media use using survey data collected at the college. The study students use social media and the perceived effects of social media use on a student's social life.

The current study found that most of the students used WhatsApp as the most widely used social media platforms followed by Facebook and Twitter are among those who provide the reason why students use WhatsApp. They argue that built as an alternative to short messaging service (SMS), WhatsApp offers real-time texting or communication, including the case of sharing information or media content. Although WhatsApp seems to be popular, young and Rogers (1998) argue that interactive features of the internet such as chat rooms are the most addictive.

Social media has been gaining popularity even since teens around the globe discovered the amazing convenience of virtual communication tools.

There are many social media platforms out there, but college students are the most popular.

- Facebook: In 2004, people received a "parallel reality" that can reflect their lives and personalities. With its unique approach to enabling people to live a virtual lifestyle, this pioneering social network has turned the digital world on its head. Facebook began to infiltrate the student's world by creating virtual identities that could be used for multiple purposes.

- Instagram: Facebook is great for posting and participating in group communities. Instagram however, appeals to people who love sharing photos of their experience. The social network is open to admirers of photography and selfies. College students are often driven by the novelty of capturing every detail worthy of attention and will update their Insta friends on how they live their lives.
- YouTube: The service was originally created as a video sharing site. It quickly evolved into one of the most popular platforms millions of students use for blogging and exchanging video files. YouTube is widely praised for its ability to allow users to make money and also be creative broadcasters on their own channels. Many college students have a YouTube blog that generates a decent income. This shows that YouTube is more than just a social media platform. It can also be used to promote our business.
- WhatsApp: There are many features that can include the app in the social media platforms gang. Most users use WhatsApp for private conversation through texting, voice, video call, share images, documents, user locations and other content. Like most social media platforms, WhatsApp is based on the user's identify the user has a personalized profile with a profile picture and a status option; it thrives on sharing information through conversations like messaging and calls; while offering users the opportunity to create communities around discussion topics.

2. To find out the amount of time students spent on social media

Research has shown that over 95% of students have access to the same sort of mobile device that connects to the internet meaning that using mobile technology for educational purposes will possibly exclude less than 5% of students.

The current study also found that the majority of sampled students spent between 2 to 3 hours per day on social media. The current study shows that the majority of students were average users of social media. College students have reached a stage in their lives when they spend most of their leisure time alone, free from parental control and

independently exploring the world which gives them a chance to make media choices that are not constrained by others. In more recent days we have, and will continue to witness activism being developed through the social media sphere. The research has revealed that College students were likely to be using social media at rapid speed. Social media is attractive, it not only provides college students another world to make friends, it also provides a good way to release pressure. Social media is beneficial in many ways: communication, entertainment, providing knowledge and so on. The most useful source of it is to share their thoughts, and feelings easily. Through social media college students' exposure can deal with the world.

3. To investigate the purposes for which students used social media

The current study found that most of the sampled students used social media to obtain new information, keep in touch with friends, and for school work. This finding is consistent with what Sharma & Shukla (2016) found among India college students that social media was used as a cheaper online medium for chatting with friends, keeping in touch with family and for sharing pictures, documents and video. In supporting the current finding, social media also provides convenient ways of peer-to-peer exchange of knowledge and collaboration. Therefore, college students with lower levels of life satisfaction could seek to participate in online networks to increase their personal wellbeing to keep in touch with old friends and to strengthen bonds with colleagues, to maintain and increase their social networks.

4. To examine the impact of social media use on students' academic life

The use of social media is a near inevitability for college students. The effect of social media on college students has become a rising area of study as researchers examine both the positive and negative impact on this population.

Social well-being: FOMO (fear of missing out) is maybe the most often discussed negative effects of social media on college students. The fear of missing out on what others perceive as a more idyllic life is strongly correlated with discontent, social isolation, and mental health issues. Additionally, it's common to set unrealistic



expectations of life after scrolling social media.

Emotional well-being: Emotional well-being and mental health issues are another negative effect of social media on college students. Anxiety and depression are most prevalent. Some studies report that 41.6% of college students report anxiety as a top concern.

Academic well-being: social media is a distraction for college students and when it comes to academic performance, the effect of social media on college students appears as unfinished assignments, lack of attention to detail, and neglect of work. Some of the mental health issues mentioned above lead to poor academics, too, in addition to lack of sleep from late night scrolling and posting.

Peer connection: On the other side of the spectrum, a positive effect of social media on college students emerges in a shared sense of community and connection. Students do stay in touch with family members while away from home and can feel supported on social platforms. They can also find their way to people who share common interests and help them feel less alone in a campus community.

Spreading the word: If announcements are needed on campus or in a community, social media can also be used to get the word out. Events, community service opportunities, and campus happenings can be broadly distributed thanks to social media platforms. Social and political causes also find traction on these platforms and can be a positive effect of social media on college students who are searching for purpose and identity.

DISCUSSION

The finding of this study suggested that almost all college students were using some social media website. This is significant since the current found that 71% of young people have a Facebook account. The current study indicated that Facebook and email were the social media website of choice, with 99% of college students using Facebook and 90% using e-mail. This finding concurred with research that found that Facebook is



the most popular of social media.

Students used a variety of ways to communicate with friends and family on social networking sites. Communicating with friends and family on social media sites was very common among college students in the current study. Only a small number of college students communicate with friends more than family on these social websites, but communication generally was very high. Wall posts and status updates were the most common ways to communicate, but students set private messages and posted photographs as well. Probably, posting wall posts and status updates was easier and faster to communicate than sending private messages or posting photographs. Participants in this study reported communicating with friends and family on social media websites several times a week.

On the positive side of social media, students find that they can connect with others. These could be friends, family or new people from class. Social media is a great outlet to connect and find people when we are all freshmen and do not know anyone. In addition to the social aspect, it can be a helpful platform for discussing community and campus events. The best way to get the news out there is to put it online. Social media such as Instagram can reach thousands of people within seconds. Lastly, social media can be an excellent way for students to earn money at school.

Sadly, social media cannot always positively impact college students. It has been reported that students using social media have increased signs and symptoms of anxiety and depression. When things constantly circulate online, it can become draining for some, leaving them feeling down and alone. Additionally, social media can be a distraction and hinder one's social life and academic success. If you are in a scrolling frenzy on Facebook, Instagram, it can be hard to stop, and next thing you know two hours have passed. Lastly, social media can influence people to do regrettable things they may not have been exposed to before. Since almost everyone can use social media, the chances of scrolling upon something unfavorable are likely and sometimes unavoidable.



FINDINGS

- 1) Understanding should set their priority right by taking advantage of social media more for learning, online discussion, seeking academic help from academic faculty, downloading materials for reading and research purposes and for solving academic related problems.
- 2) Students should invest their time wisely and concentrate more on their students rather than spend their precious time on social media platforms for non-beneficial engagement.
- 3) Lectures should restrict students from using their phones when lectures are ongoing. This will help to curb the extent to which students are distracted during lecture periods.
- 4) Lectures can adapt the strategy of online learning by channeling assignment or discussion on social media platforms to form of habit of using these media.
- 5) Awareness programmes related to social media usage should be arranged at the institutional, faculty and departmental levels to enlighten students on the impact of internet addiction as a means of lessening their chances of falling prey to the harmful impacts of social media.
- 6) Parents should check regularly on their teenage children's activities on social media so as to curb their excesses.

CONCLUSION

From the above studies, social media fundamentally comprises internet-based communication tools that permit people to communicate, interact and exchange information with each other. Nowadays online social media has gained astounding worldwide growth, popularity and craze in recent times. All generations have come to embrace the changes social networks have brought about in their life. When using these sites such as WhatsApp, Twitter, Facebook etc., there are both positive and negative effects on the youth.



A review of the research findings on the relationship between social media and students' effective traits revealed both positive and negative findings. Yet the instance of the latter was more salient and the negative psychological symptoms such as depression, anxiety, and stress have been far from negligible. These findings were discussed in relation to some more relevant theories such as the social comparison theory which predicted that most of the potential issues with the young generations' excessive use of social media were induced by the unfair comparison theory made between their own lives and the unrealistic portrayal of others on social media. Teachers, education policymakers, curriculum development and all those in charge of the student affairs at schools and universities should be made aware of the psychological effects of the pervasive use of social media on students, and the potential threats.

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