

USE AND EFFECTS OF SOCIAL MEDIA ON THE COLLEGE AND UNIVERSITY STUDENTS

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ABSTRACT

This research main purpose is known the who, what, where, when, why and how students use social media. The present study focuses on how University and College students utilize social media for the academic purpose. There are numerous ways, positive and negative, in which social media impact college students. The understanding of the sheer volume of time and the type of activities for which college students use social networking sites is crucial for higher education administrators. Researchers have begun to empirically examine impacts on students' well-being and have found some preliminary results that call for more research. They find that social media are not the problem-the problem is the specific use and purpose of social media activities that make the difference. Five research questions and five research hypothesis guided the study. To achieve this, the descriptive survey research design was adopted. This questionnaire survey research study reveals that the major purpose of using the social media is the educational purpose whereas the entertainment, getting information, news or views or another one. Therefore the study was carried out with the aim of examining the impact of use and effect of social media on college and university students academic performance in Allahabad University Allahabad and Upardahan degree College Barout, CSJM University Kanpur and Handiya Post Graduate college, VBS Purvanchal University Jaunpur UG, PG, M.Phil and Ph.D. students. The purpose of the study is to examine the influence of Social media and academic performance of students in college and university. A questionnaire designed for the various factors of Social media. The main aim of this study is to analyze and evaluate the various impacts of social media on students. Efforts have been done to focus on the most significant impacts with the help of the latest literature review. This paper will analyze the effects of social media on college students and their goals of higher education, exploring both the pros and academics of keeping up online. The use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Among the prominent users of the social media are the students. So we focused on the fact that how social media are implementing and used in an effective manner that is also beneficial for Indian society and what is the role of Indian youth.

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This descriptive, exploratory research study drew a random sample (N=50) of male n=26 and females n=22 who were administered a student's perception questionnaire on how social media effect college and university students. To this end, the researcher recommended that social media should be used for educational purposes as well; Social Networking Sites should be expanded and new pages should be created to enhance academic activities. Frequency counts, percentage and mean were the quantitative statistics used. So we focused on the fact that how social media are implementing and used in an effective manner that is also beneficial for Indian society and what is the role of Indian youth.

KEYWORDS: Social Media, Social Networking Sites, Academic Performace, Students.

INTRODUCTION

The current study, the researcher conducted a survey study to see the feasibility of the current research work. The researcher is interested in constructing the own tool questionnaire as the present study involves a thorough study of "Use and effect of social media on the university and college students." Nowadays social media a parts of people life because offers the opportunity drawn about the perception that it offers the opportunity for two way communication that help them about the perception in various things in this platform, there is no restriction on student's participation in it, nor that need students to pay for it. Nowadays in our lives where there is a desire to overcome the boredom of working with the other sites of the entertainment desire and his private life, despite all harmony and reduce stress on our social media play a very important role in student life. In 2018, it is established that there will be around 2.7 billion social media users around the globe, up from 1.91 billion in 2014. In 2016, 68.3 percent of internet users were social media users and these figures are expected to grow. The world is today celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication Technology (ICTs). Modern Technology in communication no doubt has turned the entire world into a "Global village". But it as it is, technology like two side of a coin,

bring with it is both negative and positive sides. Social media platforms to service ads: Social networking's (Facebook, LinkedIn), micro blogging (Twitter and blogs), photo sharing (Instagram), Video sharing (YouTube), bookmarking sites, WhatSApp. These networking sites are used by most people interact with old and new friends, physical and internet friends (Asemah and Edegoh 2012).

Through my research, I propose to examine how Social media is being used by university and college student, to articulate their identity. To better understand the phenomenon, I district of Uttar Pradesh, "social media" how students are using survey research for this I offer a selection of their use, their use of the "social media" in representing themselves and their historical, cultural, religious characteristics, educational, political, social, economic, protest, freedom of expression and democracy. Social Media have been socially viewed as spaces enabling ways of seeing and making sense of the good world around. Since the introduction of Western science and technology in the subcontinent during the colonial period, media has been used as tools for controlling and manipulating the society but social media has been used as tools for information, democracy, freedom of expression, revaluations. This research studied the concept of social media and its basic forms

would be considered. The key features of social media and their importance in contemporary higher education will check assay. The research presents a comprehensive and inclusive overview of social media usage and impact. My research area is very big but I will try for proper collect data through random sampling.

Prior to the finalization of the questionnaire, a study was conducted with one University and two colleges which included a total of 200 undergraduate, postgraduate, M.Phil and Ph.D., students as respondents. Responses of all the participants were carefully recorded, analyzed and interpreted. Today most students possess Facebook accounts.

The definition of social media is “the relationship that exists between networks of people”. The last sixteen years, the online world has change dramatically. Thanks to the inventions of social media student, man and women now exchange ideas, feelings, personal information, stories, generate contents, such as a text posts or comments, digital photos or videos, data generated to online interactions, Here dialogue, information, cooperation, love, altercation, information, knowledge, chat, entertainment, Time pass, for expression, video viewing, video-sharing, photo-Tag, and a video, audio, information, which is used to upload the photo, users create serves-specific service profiles for the social websites, develop online social networks by a connecting a users profiles with those or other individuals or groups.

The new social media such as different types of social media Users typically access social media services via web based technologies on desktop, laptop, palmtop, smart phones, tablets. Many age group 15-20 years, 21-25 years, 26-30 years, and 31 years to above age groups hostler and non-hostlers, rural, urban and semi urban, related students use social media.

The research contribution will analyze the pro and cons aspect of social networking on education. The widespread use of media among college students from texting to chatting on smart mobile to posting status updates on Facebook may be taking an academic toll.

LITERATURE REVIEW

Academic performance, which is measured by the examination results is one of the major goals of University and colleges. Hoyle (1986) argued that University and colleges students are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance. A direct relationship exists between social media usage and the effect of academic performance of students in University and colleges.

According to the Martin and Erickson. (2013). Social networking is the ultimate manifestation of user generated contents, and such as, hold more potential for growth than any other form of content on the web today. User Generate Content (UGC) and social networks are transforming the media ecosystem. Social media is best understood as a group of new kinds of online media, which most or all of characteristics: participation, openness, connectedness, Communities. Social media is best understood as a group of new kinds of online media, which most or all of characteristics

The define of social media is “the relationship that exist between network of people” (Walter & Riviera, 2004).

Social media involves a natural, genuine, conversation between people about something of mutual interest, a conversation build on the thoughts and experience of the participants. (Evans, Dave, 2010) Social media has a number of characteristics that make it fundamentally different from old media, alternative media and

traditional media such as newspapers, television, books, and radio.

STATEMENT OF PROBLEM

- To address the issue of the effectiveness of using social networking, the first question raised in this study is for which purpose is the student utilizing social media?
- Research on this topic will start to reveal is simple part of how student interact with each other with no apparent impact on grade?
- This research indicated that the most college students would prefer to use social media and spend many hours checking social media sites?
- University and college students use social media to find out what the impact will be researched?
- Most students access to the internet and they will spend considerable time on chatting, checking their email, there Face book profile, YouTube, updating their Twitter accounts and other social media accounts, and it is does not happen only once a day could. Some do all night browsing?

RESEARCH OBJECTIVES

- I researched for this research "because it chose to be detected; that all university and college students and the public through the medium of communication in how to use them and what is the purpose behind this research I University students selected for the impact of social media".
- This research will investigate whether the student spends most of his time in the use of social media; what their student life, social life is no impact on the reading, and what is happening to their body and mental status changes or any effects.
- The significance of the study is to be able to show students that social media can positively affect their academics as well

increase their networking skill with other classmates. A better understand how campus students use social media in their academic and social collage students experiences it important that I became familiar with 1) the technologies these students currently use, 2) how they use social media in their academic experiences, 3) how they use social media in their social experiences, and 4) how they prefer social media be used by the university and college/ academic program in commutating and/ or disseminating information.

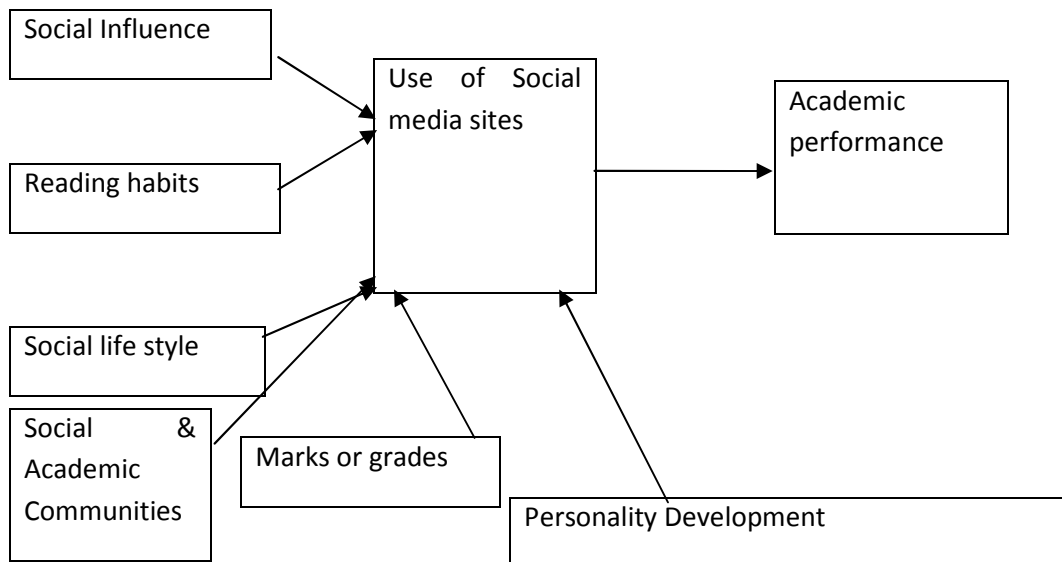
RESEARCH QUESTIONS

- This study will seek to understand and describe how college and University students use social media in their academic and social life.
- Which is the most popular social media site for students?
- What is the amount of time students spend utilizing social media in various academic processes?
- How does the use of social networking sites affect student's academics?
- Do students use the social networking sites for their academic assignments?

THEORETICAL FRAMEWORK

This theoretical framework shows the dependency and independency of factors gender, frequent use of networking sites. Use of social networking websites depends upon the above four factors so use of social networking is dependent and the above four are independent variables; Whereas, the academic performance depends upon the use of social networking websites in this case,

Academic performance is a dependent variable and the use of social networking sites is an independent variable.



TOOLS

The tool questionnaire was perused by experts in the field of Educational research along with the guide. A few suggestions were given for rearranging the order of statements and factors. They also advised making the simpler so that it is easy to understand.

ITEM ANALYSIS

The data collected for pilot study were subjected to Item Analysis using SPSS-Version 17.

RELIABILITY

It refers to the consistency, stability or repeatability of measurement, the extent to which the results are similar to different forms of the same instrument or occasions of data collecting. The coefficient of reliability was sufficiently high and the scales used for the study could be considered as reliable.

The Cranach Alpha was used to find out the reliability of the scale. The obtained reliability coefficient is 0.8086 (N=50) and Number of Items = 29 which suggests that the scale is highly reliable to measure the achievement motivation of graduation, post-graduation and research students.

VALIDITY

According to American Psychological Association validity refers to the appropriateness, meaningfulness, and usefulness of the specific inferences made from the test scores. As the tools used for the investigation was self-made, the researcher has to establish the validity.

The validity of this tool was established by taking the square root of reliability which was found 0.8992. Thus, the coefficient inferred that the tool was highly reliable and valid.

SOCIAL MEDIA USAGE SCALE

Consists 29 items (Questions) divided into seven factors. It is a multipoint rating type scale. The 7 factors of Social Media Usage Scale are given below: 1. Reading Habits; 2. Psychological and Mental Status; 3. Social Communities; 4. Academic Activities; 5. Personality Development 6. Examination, 7. Social & Cultural

RESULT & ANALYSIS

This questionnaire respondents were randomly select students, Upardha Degree College Barout, Handia Postgraduate College, Handia and University of Allahabad , Allahabad students. Here are select different- different Gender or sex-

related students male and female, hostlers and non-hostlers. Different course undergraduate Bachelor of Arts, B.Sc., B.Com, BCA, BBA, Law in first year, second year and final year students, post-graduate Master of Arts, Master of Science, Master of Philosophy and Doctor of Philosophy University and College students. University and College students living rural, urban and semi-urban areas. Different economical background, different social background. Different age group related students. This research main purpose is known who, what, where, when, why and how students use social media. The present study focuses on how University and College students utilize social media for the academic purpose. The researcher has collected data from University and College students to fulfill his research objectives. A respondents from different age group has participated in which 60% are male and 40% female whereas 52% respondents belong to 21-25 age group, 40% from 15-20 age group 8% from the 26-30 age group. Pursuing different academic qualification, the highest present 52% pursue undergraduate, 32% postgraduate and 16% Ph.D. The respondent belonging to different locality as urban-rural and semi-urban. The social networking sites are effective tools for e-learning as results show that 78% perceive it whereas 22% disagree with it. The study reveals that the major purpose of using the social media is the educational purpose whereas the entertainment, getting information, news or business or another one. 64% students from different courses subscribe educational communities on social networking sites, and 20% for entertainment and 14% for information. Palmtop emerged the most convenient medium to use social networking sites as per their study.

For learning purpose, the data shows that 64% students considered that social networking sites are more effective in communication with the teacher and guide than in actual class while 36% students considered actual classes are more faithful than social networking sites.

Facebook and Twitter, as the highest using social networking sites, considered to be the wide medium of expression, educational, entertainment, information and expression purposes are fulfilled by Social Media as the result shows that 70% respondents agreed that they use social media for academic purpose and 64% for e-learning purpose but social media also increase the personal communication interaction as provides a wide range of peer group communication, people can find the several groups, communities of their own interest as 78% and 62% respondents of their study agree with the statements that they wellbeing of their friends relatives apart from this, 76% respondent watch online videos movies, sharing photo and chatting.

To check what kind of academics activities are being done by the students, the researcher put as one of the research objectives. The study that the students use social media to express respondents on results with the respondent's views, 64% respondent utilize social media.

The study that the student's use social media to express their views and respondents on social sites, 82% respondent prefer social media for this purpose. The technology learning procedure is not confined to the classroom today. The internet and social media and social networking sites avoid a wide platform to gather information related to their respondents, resolve the doubts and purpose the subject notes with the help of their teacher is consultation whereas 54% respondents search the curriculum activities of the university.

The significance of social media is not confined to students of the various educational institution but the universities, college, schools and another educational and academic institution utilize social media to disseminate.

Utilize social media to disseminate information regarding educational activities. In this research

86% respondent's from various college and university accept that they are informed through social media regarding the syllabus details, information fee, examination information schedule with 72% respondent whereas 70% respondent got information regarding fellowship, a scholarship from their institution through social media.

New media or social media supply the instant result of many queries, questions, clear the doubts it supports to solve several educational and academic hurdles and riddles. This research data shows that social media improve students' academic performance through accomplishing the task more quickly enables them to produce more effective, authentic and rational composition of their academic purpose.

The deep influence of social media lies in the academic progress of students. It not only decreases the overloaded burden of getting information and updated knowledge but is also furnish the students' abilities to analysis object, and their subject more critically.

The data show that 78% respondent detail that involving in academic discussion, arguments, reading journals, magazine online, they have improved their academic performance whereas 52% respondent accept that their progress of academic activities is thoroughly depended upon social networking sites. Apart from this positive feedback on the influence of social media on their academic activities, the researcher also finds its drawback too. The study reveals that social media also pave the way to distraction. 64% respondents that social media distract them from their studies whereas 46% said that due to spending more time online study, their habit of reading textbook decrease.

Personality development is another factor that can be increase positively with the social media. Social media through students with the opportunities of the open discussions where they

can share their views, ideas, and information. They exchange their arguments with reliable facts, data, prevail on social media. This study shows that digital education or e-learning inculcate the self-confidence among the students in terms of written communication and oral communication. 86% respondents agree that social media help to build up a sound and fruitful relationship between their classmates and the opportunity of communication between faculty and students improved increased due to the social media updating with educational subject knowledge. By exchange of useful documentation and resources for the material of the subject. Social media supply various material that can be obtained from different social networking sites. The research data show that 82% respondents agree that with the statement that they use Wiki social networking sites for the academic purpose more than other social networking sites 60% respondent consider that they have enhanced their understanding related to the topic other or subject matter, educational obstacle through the continuous engagement in discussion with social media forum and with friends using social media. 66% respondent said that during their examination social media help them to share study materials, previous questions papers, they have improved their writing skills as well as communication skills to. 50% respondents revile that the combined mode of classroom teaching-learning and online learning help them better than a mode of study. Effective and valuable output by acquiring the recent and updates information from social media.

METHODOLOGY

A questionnaire approach has been used in this study by using questionnaire distributions. The sample of this study is 200 Upardha Degree College Barout, Handia Postgraduate College, Handia and Allahabad University students (out of 3000). The respondents were randomly selected from different program, which according to the

year of the studies. The questionnaire was distributed randomly to male and female from undergraduate, postgraduate, M.Phil. and Ph.D., students in the range of 15 to 40 years old.

The questionnaire was divided into two sections. A gathers respondents background information such as gender, age, sex, residence, courses, area of leaving, annual income, year of study. Section B consist a questions which regarding the use of social media. The questions were designed to satisfy the research questions as set forth in the introduction of this study. The result of the survey are loaded into the Statistical Package for the Social Science (SPSS) version 17 for statistical analysis. An assessment is conducted to test the reliability and validity of measurement used. Descriptive statistics, frequencies and correlations are used in analyzing the data.

CONCLUSION

The main purpose of this study was analyzed the use and effect of social media on University and colleges students. The result revealed that online social media had given huge impact to the student's life. Based on the information acquired, it is fair to say that a college student was exposed to various types of social media that exist. What Sapp and Face book appear to be the most popular social used by University and college students. This study show that social media create several new communication types with friends and others. It is also including individual's self concept.

However, considering the wide usage of the social media by University and college students, further studies should be conducted with a focus on ascertaining of why colleges do not make use of the social media for academic purposes which realizing the implications of social media on student's performance.

Future research work in this area includes the understanding student's behavior in use of online

social media sites, impact of social media use on students academic performance, social networking sites habits of PDF students in case study of Facebook and the usage of WhatsApp of mobile instant messaging in higher education.

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