

The Impact of Social Media on College Students In The Seraikela-Kharsawan District

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ABSTRACT

At present time, everyone's life revolves around social media. People use social media for sharing information, developing relations, entertainment, presenting their thoughts and ideas, and also for educational purposes. So, this research was carried out on the college students in Seraikela-Kharsawan District to study the impact of social media on their behavior and also to find out the impact of social media on the academic performance of the students. The survey method is used for collecting primary data, and secondary data is collected through journals, magazines, and previous research. This survey was conducted on a sample of 130 UG students from different colleges in the Seraikela-Kharsawan district.

INTRODUCTION

Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. Social media sites help in creating various groups or communities over the sites who share common interests, hobbies, needs. From Facebook and Instagram to X platform (formerly Twitter) and YouTube, more than 4.7 billion people use social media, equal to roughly 60% of the world's population. In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, with 94.6% of users. Within the last 10 years, the internet world has modified. The invention of social media helps everybody to exchange ideas, feelings, personal info, photos and videos in a very short time. Social media affects each and every part of society, especially the youths. Everything has its own pros and cons, the same is the case of social media. It affects the behavior of teen-aged students, both positively and negatively. Many students spend numerous hours on social media sites such as YouTube, Facebook, WhatsApp, Instagram and Twitter everyday. This may appear to be a waste of time at first look, but it also assists students in developing important knowledge and to become engaged citizens who create and share content. It is believed that technology is an important aspect of students' success as social media sites rise in popularity.

Social media sites got popular between 2004 and 2006 after Facebook. Facebook's users are growing in number continuously and 85% of undergraduate students are Facebook users (Schneider, 2009).

The use of smartphones has increased, which is in turn responsible for the increased usage of social networking sites. The number of smartphones purchased by students has doubled over the last year (Hernandez, 2010).

Therefore, this study ascertains the connection between social media and student's academic performance.

LITERATURE REVIEW

According to “Dr. Rajesh Kundu , Associate professor & Priya Research Scholar” , Social media has a significant impact on college students. The maximum number of students show the positive impact of social media on their academic performance, which means their academic grades improve after using various social media platforms. According to their surveys, more than half of the total respondents use the WhatsApp social media platform. It is having a significant impact on the lives of college students, particularly their grades. Their study also suggests that a strategy for properly balancing the interaction between social media and academic learning is required. As a result, college students should place a greater emphasis on balancing equations and academics. According to the findings of their study, social networking sites have become a phenomenon in recent decades. WhatsApp and Facebook have risen to prominence as the most popular websites, and their popularity has only grown. Friends and relatives can communicate with one other in new ways. Computer mediated communication provides individuals with easier and faster ways of communication. Social networking websites also offer new and innovative ways to communicate with other people in a timely manner. Furthermore, people are increasingly using and browsing social media websites.

According to “Ms. Saritha S R, Mr. Baskar B, Shreya Khandelwal, Shruti Chintalapati, Sriya Yadavalli, Subha Senthil Kumar & Sridhar Kejriwal”, Over the past few decades, new media have emerged. A significant aspect of college students' lives that presents opportunities as well as challenges. As the impact of social media grows, the preventative strategies are becoming ineffective due to the value of attractive teens in limiting the damage that can be done through social media. For today's youth, who no longer understand the world without social media sites, digital interactions are the standard and the future benefits of online accessibility to efficient analytical medical information. Therefore, it is crucial to develop evidence-based approaches to encourage and make social media use among college students more successful. The norm is imagination, self-awareness, a sense of identity, and civic engagement in addition to digital exposure. However, in contrast to the past tradition of policy proposals aimed at addressing social, cultural, and monetary issues that underpin the family, today's youth should benefit from treatments that validate character and are systematic to overcome the difficulties of using social media and digital media and to protect themselves from harm.

According to “TUSHTI .P. BAKRANIA” " social media has affected most of the students in a negative way no hesitation that it is good at a point for communication and fetch information but it is affecting students in many erroneous ways. A balance should be made between social media and academics as the majority of social media impacts are seen in students' academic performance. Students have become so addicted to social media that they can't even strive without it. Too much addictiveness of social media has led to behavioral change in students. Students should concentrate more on academic performance rather than surfing on social sites. Also, their parents should take care of them so that they are not addicted

to social media to a certain level or age. Even social media sites should come up with some kind of policies that permit only a few hours of usage per day.

According to “P.AMBIKA JANSI DEVI”, Students have become so used to social media that they can spend a good number of hours on social media. The time spent on social media is negatively affecting students’ academic activities. The students need to be more productive, they need to minimize the time they spend engaging in social media activities.

As technology is growing social media has become routine for each and every student, they are seen as addicted to these technologies every day. With different fields, its impact is different, like it has increased the quality and rate of collaboration for students. Social media has various merits but it also has some demerits that affect students negatively, such as, false information can lead the education system to failure, it may be invading students’ privacy. Also, some useless blogs can influence them, they 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.

According to ”Harsh Ram Tripathi & Dr. Sonia Bhatt ”the majority of students using social media are between 17 to 22 years of age group and they spend their 2 to 3 hours each day on social media mostly on WhatsApp. Most of the students are undergraduate students who are using social media most of the time. Most of the students have been using social media for more than 3 years. They mostly use social media for sharing information and learning technology. Most students take the help of social media during the completion of assignments because it is aware of innovations previously done research which help students complete their assignments more accurately. As per their research, most of the students agreed that social media is useful in studies because it provides most of the information in a single click without any delay. Social media has a positive effect on studies because it is helpful in providing much information and previously done research about upcoming technology and with social media, it is very easy to share any information with anyone who is connected to the person through social media. Everyone started sharing their personal information and various data on social media/ This information is used by hackers and unwanted persons for their personal benefits and their personal benefit causes big harm to the authentic users so there is privacy issues related to social media. There are many drawbacks of social media but in many ways, social media is useful for students because it provides education, connectivity with others, provide information, and awareness of various updates, innovations, and other things. In the present world, social media has a positive effect on students’ lives.

According to ” S.Vanithamani & Mr. M.A Prasad “, Social media sites have both positive as well as negative impacts on students. Even though social media increases knowledge, develops attitudes, and helps in character formation, it leads to cybercrimes, and severe addiction and serves as an avenue for predators to find victims thus students must be very careful while using social media. They should not accept friendship with strangers on social media platforms. Moreover, social media should improve their effectiveness of privacy policies.

According to ” Dr. H.J.Narke & Mohammad Aslam Malik ”, Most of the students have mobile phones with internet facilities and have knowledge of the existence of social media sites. So they visit their social media sites and spend between one to seven hours every day. In addition, the use of social media has affected the academic performance of students negatively, and further, there is a strong positive relationship between the use of social media and academic performance. The use of social media also affects the careers of students as the situation remains tense all the time.

Using social media like Facebook, and WhatsApp, students share illegal pictures due to which they get arrested at the hands of armed forces and even some FIRs/acts are lodged against them. Ultimately, they are not being allowed to continue their studies as they are being forced to spend most of their time in lockups.

In some cases, students even sometimes give up on their educational institutions and prefer laboring as they need money to get the balance on their phones so that they can use social media without any disturbance. Social media not only affects the academic performance of the students, but sometimes social media proves to be a disaster for the lives of the students using it.

As the use of social media sites has affected the academic work of students negatively, there is an urgent need to introduce students to the availability of other information resources or materials that can help them academically. Students should be encouraged to limit the time they spend on their social media sites per day and advised to substitute those hours for reading other informative sources to improve their knowledge.

OBJECTIVES OF THE STUDY

- To know the impact of social media on college students.
- To examine the level of student’s dependence on social media and its influence on their academic performance.
- To study about the average time spent by the students on social media.
- To understand the effectiveness of social media.

SCOPE OF THE STUDY

- The study creates an awareness of the effects caused by social media on college students.
- The study throws light on the addictiveness of social media among students.
- The study serves as a record and can be used for further research in the future.

LIMITATIONS

- The study is limited only to college students in Seraikela-Kharsawan
- This study may not be the reflection of all college students across the states.
- The respondent’s views and opinions may hold good for the time being and it may vary in the future.

RESEARCH METHODOLOGY

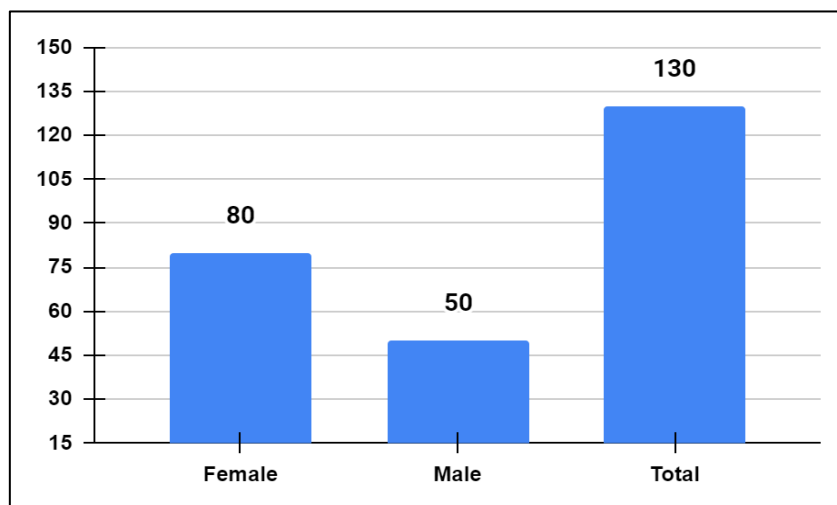
A descriptive method is chosen for the research. Primary data was collected through the structured questionnaire. Questionnaires are made to acquire primary data, the best suitable researches are based on experiment, observation, and survey. Collecting different types of responses from the respondents, the questionnaire is structured for the research which will enable to get the actual and accurate information from the targeted population. The purposive sampling technique is used in this research with a sample size of 130 samples. In this research, student of colleges and universities of Seraikela-Kharsawan district are involved so that an actual result is obtained. Since the responses received from the respondents are a good source of primary data for this research, it makes this method suitable for other forms of sampling methods. Respondents are picked at random for the research. A well-structured questionnaire was used for the evaluation of factors. The questionnaire contains a multiple-choice type which makes the respondents respond easily. Then the collected data is analyzed through data tables and charts. It helps to ascertain the result of the research and to know whether the respondents agree to it or not that social media have an impact on their academic life.

DATA ANALYSIS AND INTERPRETATION RESULTS

Social media helps students in many ways. This study collected data for analyzing the impact of social media on the behavior of students and their academic performance. Below are the interpretations:-

1. Distribution of Respondents on the basis of Gender :-

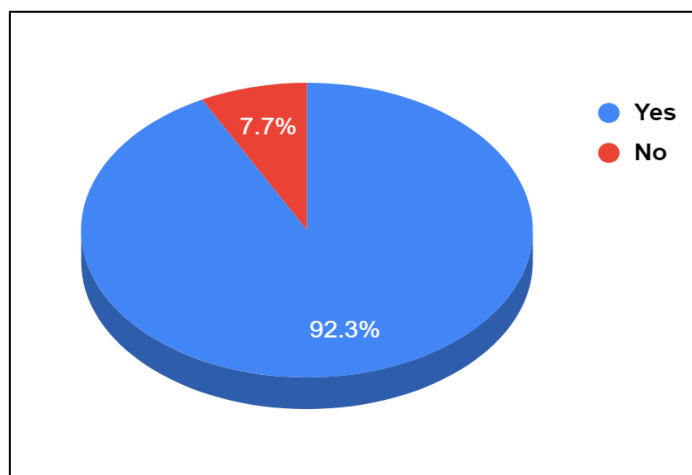
S.No.	Gender	Respondents	Percentage
1.	Female	80	61.5%
2.	Male	50	38.5%
	Total	130	100.0%



From the above table, it is inferred that 61.5% of the Total Respondents were Female and 38.5% were Male.

2. Users of Social Media :-

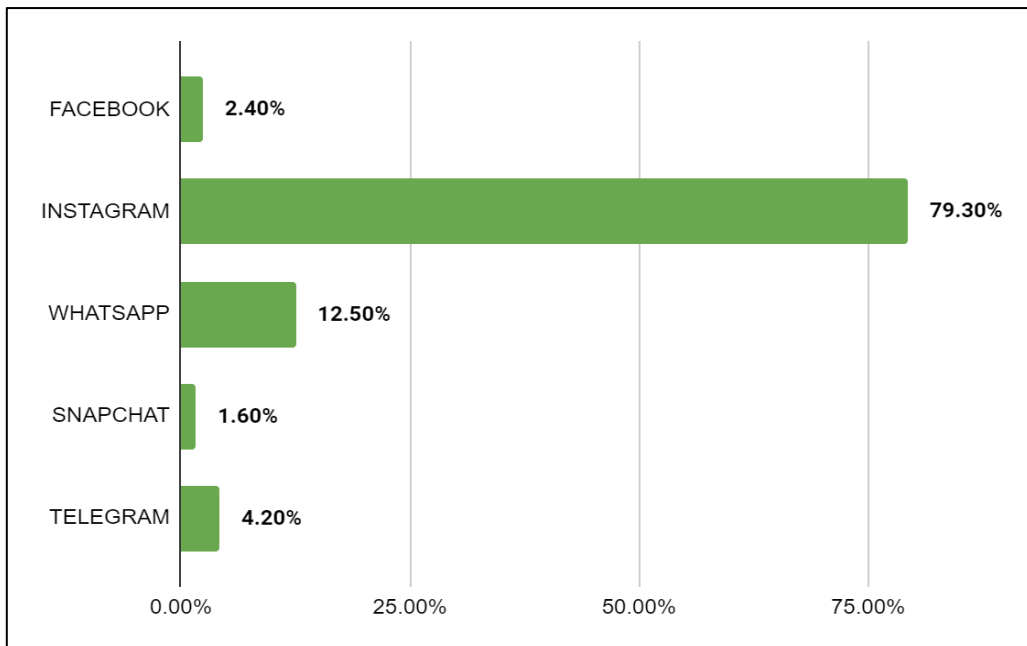
S.No.	Particulars	Respondents	Percentage
1.	Yes	120	92.3%
2.	No	10	7.7%
	Total	130	100.0%



It can be inferred from the above table, that 92.3% of students use social media and 7.7% of students are non-users.

3. Most used Social Media Site:-

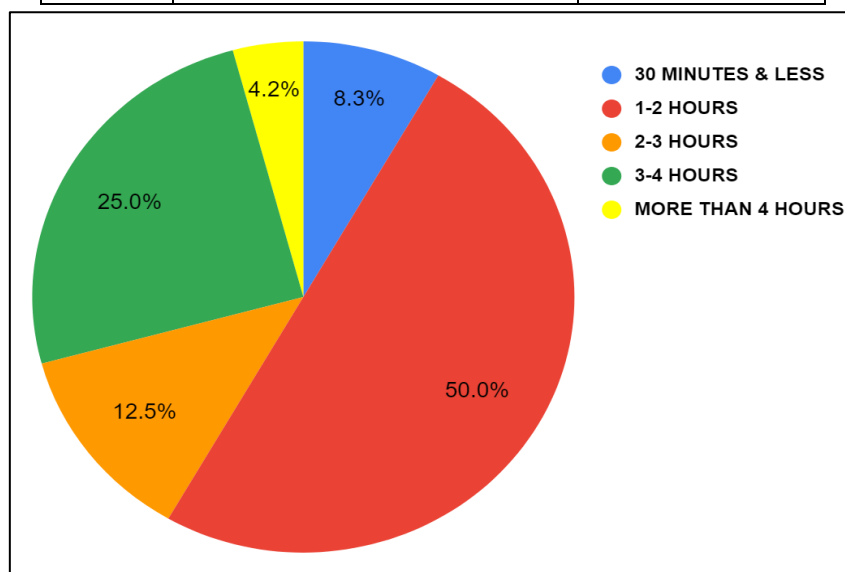
S.No.	Particulars	Percentage
1.	FACEBOOK	2.4%
2.	INSTAGRAM	79.3%
3.	WHATSAPP	12.5%
4.	SNAPCHAT	1.6%
5.	TELEGRAM	4.2%



It is inferred that the majority of the students prefer to use Instagram-79.3%, Whatsapp-12.5% and Telegram-4.2% more than Facebook-2.4% and Snapchat-1.6%

4. Average time spent on social media :-

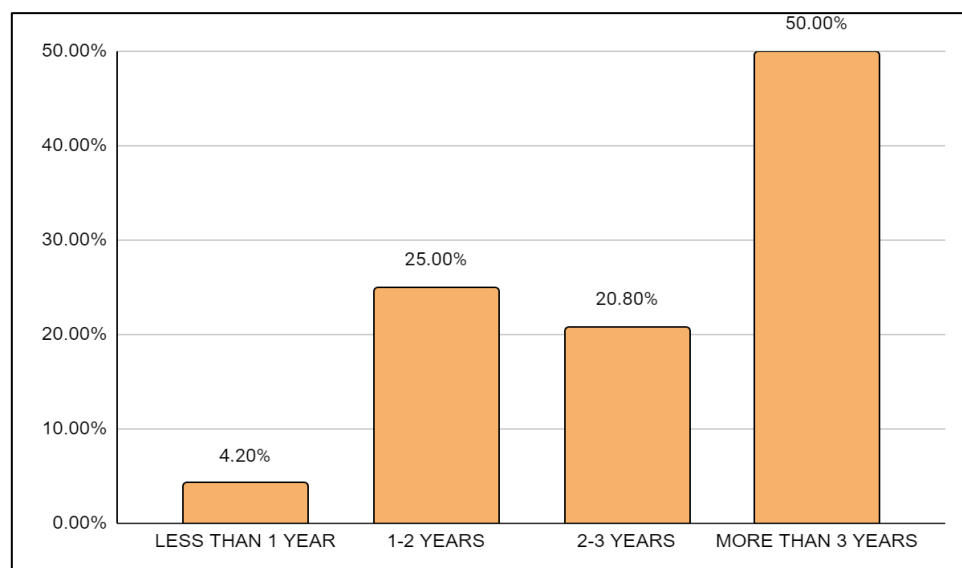
S.No.	Particulars	Percentage
1.	30 MINUTES & LESS	8.3%
2.	1-2 HOURS	50.0%
3.	2-3 HOURS	12.5%
4.	3-4 HOURS	25.0%
5.	MORE THAN 4 HOURS	4.2%



It is understood from the above table that most of the respondents spend 1-2 hours (50%) and 3-4 hours (25%) on social media. While 12.5% of respondents spend 2-3 hours. 8.3% and 4.3% of respondents spend less than an hour and more than 4 hours respectively, on social media.

5. Number of Years on Social Media:-

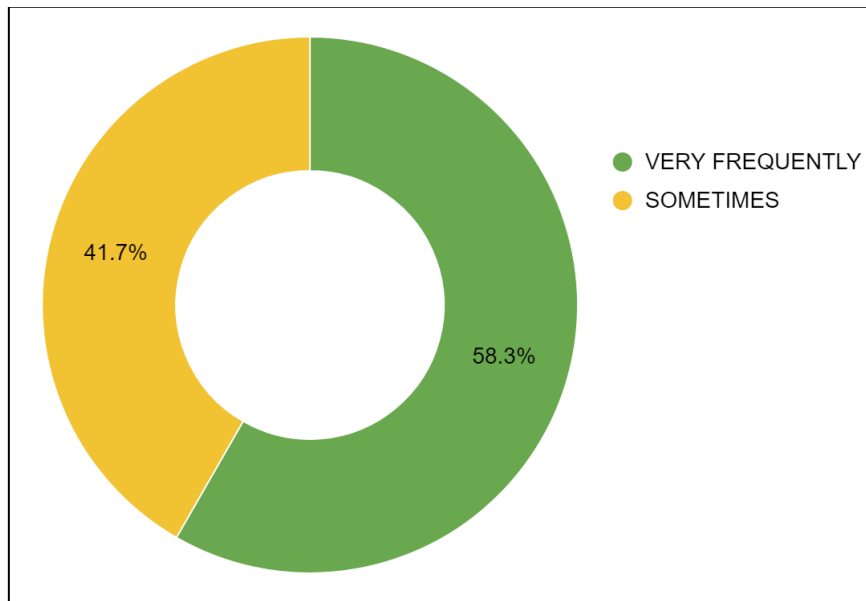
S.No.	Particulars	Percentage
1.	LESS THAN 1 YEAR	4.2%
2.	1-2 YEARS	25%
3.	2-3 YEARS	20.8%
4.	MORE THAN 3 YEARS	50%



From the above table, it is inferred that the majority of the respondents have been on social media for more than 3 years (50%) and 25% of them are from 1-2 years. 20.8% are using it for 2-3 years while very few are for less than 1 year (4.2%).

6. Return to Social Media Sites :-

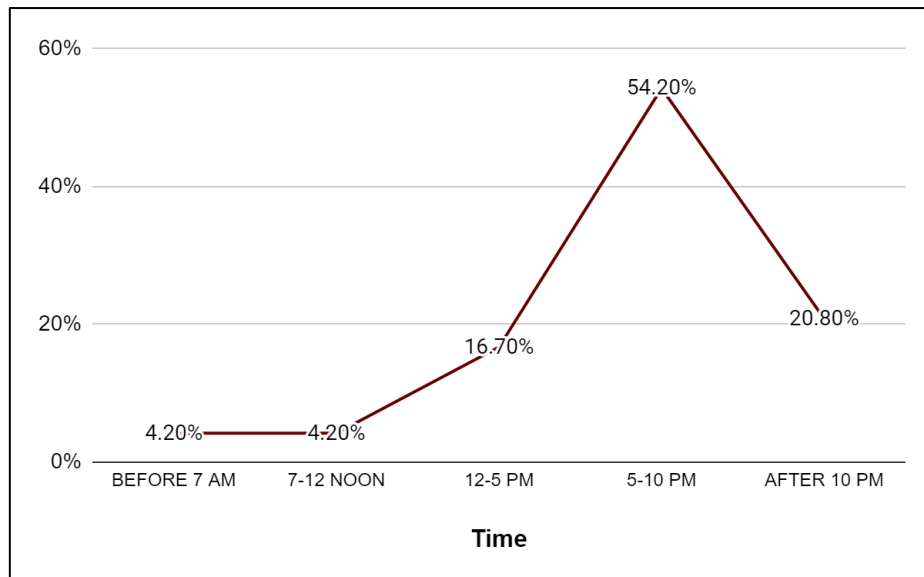
S.No.	Particulars	Percentage
1.	VERY FREQUENTLY	58.3%
2.	SOMETIMES	41.7%
3.	RARELY	0.0%



58.3% of the students return to their preferred social media sites very frequently while 41.7% of students sometimes return to these sites.

7. Most active on Social Media during:-

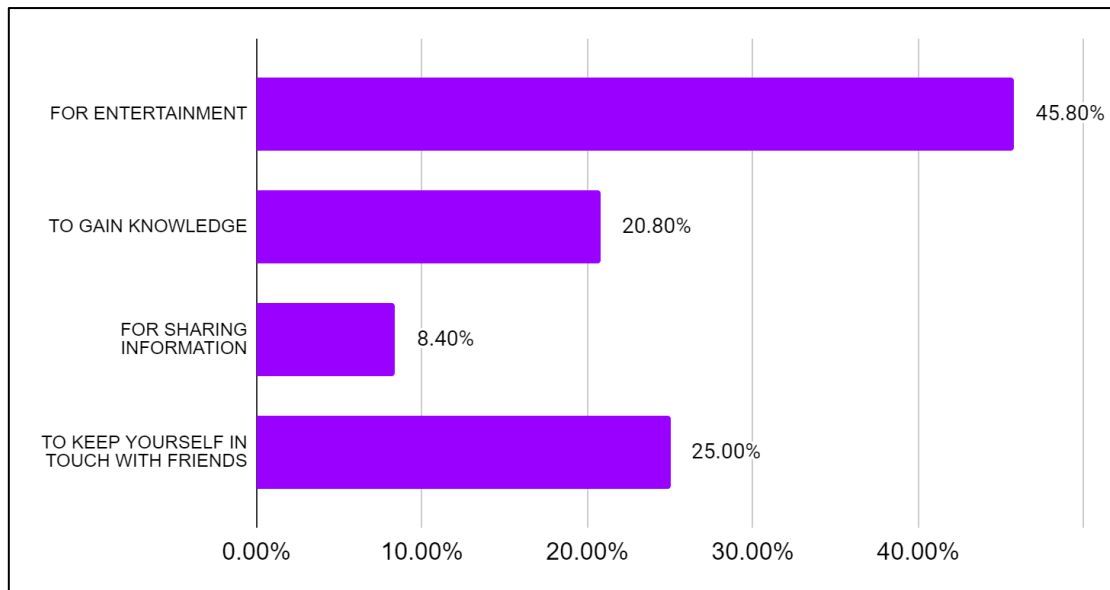
S.No.	Particulars	Percentage
1.	BEFORE 7 AM	4.2%
2.	7-12 NOON	4.2%
3.	12-5 PM	16.7%
4.	5-10 PM	54.2%
5.	AFTER 10 PM	20.8%



From the above table, it is understood that most of the students are active on social media sites between 5-10 PM and after 10 PM (20.8%) more than 12-5 PM (16.7%) and a few are active before 7 AM and between 7-12 NOON (4.2%).

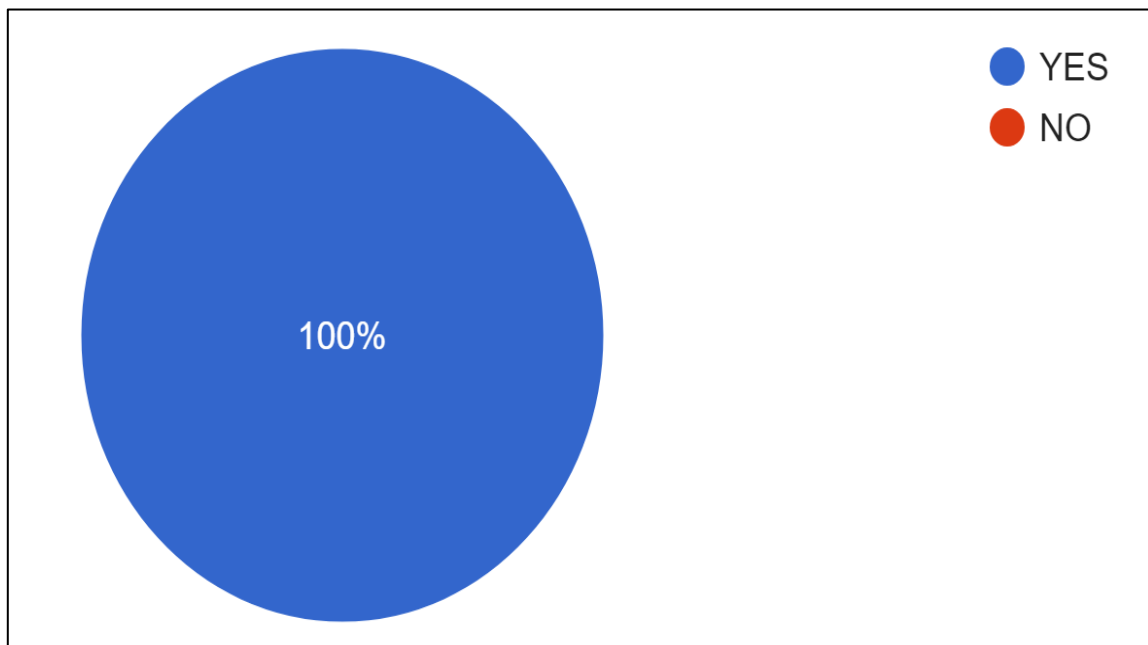
8. Social Media Usage Purpose:-

S.No.	Particulars	Percentage
1.	FOR ENTERTAINMENT	45.8%
2.	TO GAIN KNOWLEDGE	20.8%
3.	FOR SHARING INFORMATION	8.4%
4.	TO KEEP YOURSELF IN TOUCH WITH FRIENDS	25.0%



The majority 45.8% of the students use social media for entertainment, 25.0% use it to keep themselves in touch with friends, 20.8% of students use it to gain knowledge and 8.4% for sharing information.

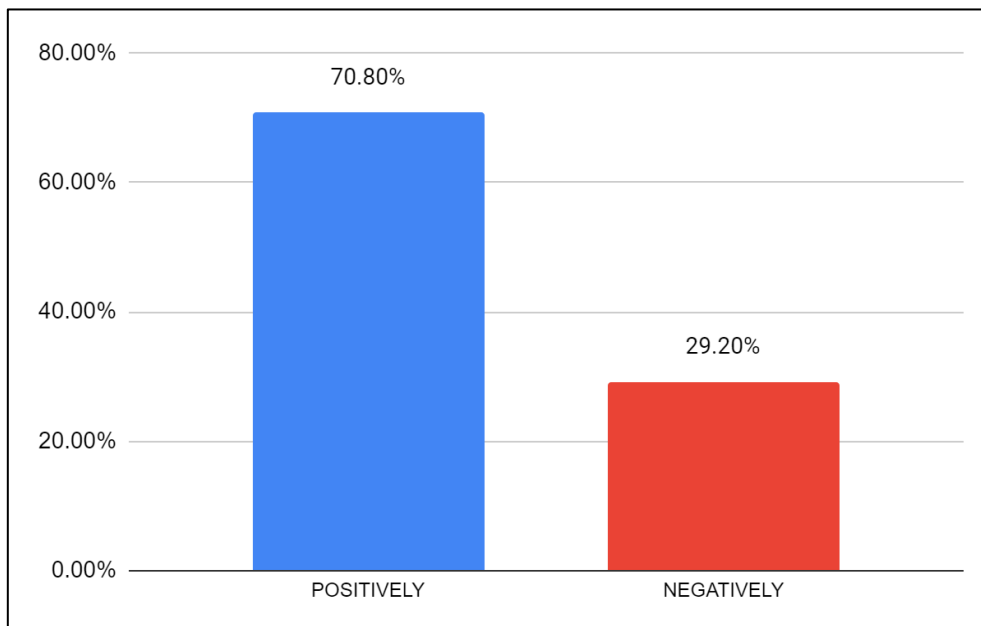
9. Use of Social Media in Education :-



It is understood that all respondents (100%) agree on the fact that social media is useful in education.

10. IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE :-

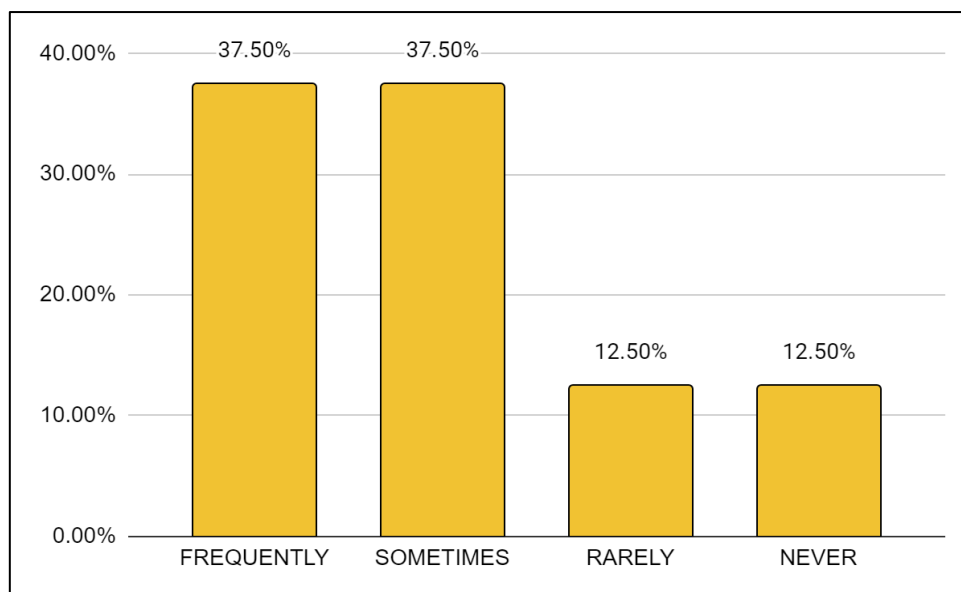
S.No.	Particulars	Percentage
1.	POSITIVELY	70.8%
2.	NEGATIVELY	29.2%



From the above table, it is concluded that 70.8% of the students responded for Positive impact and 29.2% of them responded that it has a negative impact on their academic performance.

11. Involving Social Media in Education :-

S.No.	Particulars	Percentage
1.	FREQUENTLY	37.5%
2.	SOMETIMES	37.5%
3.	RARELY	12.5%
4.	NEVER	12.5%



37.5% of the students responded that social media is used by them/ their professors in education frequently and sometimes(37.5%), whereas 12.5% of the students responded to rarely and never(12.5%).

FINDINGS AND SUGGESTIONS

- Through the study I have found that most students are very much addictive to social media that they can't survive without it.
- This age group uses social media for various purposes which are positive as well as negative.
- Majority of social media impacts are seen on students in their academic performance.
- Generally, students invest their productive time on social media instead of their studies.
- It should be more utilized to develop understanding, learn and gather information.
- Social media should help students improve digital literacy and critical thinking skills.
- Students should be encouraged to collaborate on projects through social media platforms.
- It should also promote creativity, facilitate global collaboration and provide professional development opportunities for educators.

CONCLUSIONS

The research reveals that social media has affected most of the students in a positive way but it is also affecting students in many erroneous ways. The study also point out that a balance should be made between social media and academics. As the impact of new media grows, a preventative strategy will be ineffective due to the value of attractive minds in limiting the damage that can be done through social media. For today's youth, who no longer understand the world without social media sites, digital interactions are the standard and the future benefits of online accessibility. Therefore, it will be crucial to develop evidence-based approaches to encourage and make social media use among young people more successful. The norm is imagination, self-awareness, a sense of identity, and civic engagement in addition to digital

exposure. Moreover, the educational institutes along with parents and societies support should conduct awareness and educate the students on the ethical and fruitful usage of social media so that they can have a bright future.

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