

IMPACT OF SOCIAL MEDIA ON THE LIVES OF STUDENTS

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ABSTRACT

This study delves into the significant influence of social media on the lives of students. In a world where social media platforms are everywhere, this research aims to explore the various ways they impact students academically, socially, and psychologically. By combining a review of existing literature with surveys and interviews, we seek to gain a comprehensive understanding of how social media influences students' time management, academic performance, interpersonal connections, and emotional well-being. We will also investigate both the positive and negative aspects of social media involvement in the context of student life. Through this investigation, we aim to enhance our understanding of the role of social media in students' lives by illuminating its multifaceted effects. The insights gained from this study will be valuable for educators, policymakers, and students, helping them navigate the intricate landscape of social media use in the academic world.

Keywords: Social Media Impact, Student Life, Academic Performance, Interpersonal Relationships, Emotional Well-being, Educational Strategies

INTRODUCTION

In today's digital age, the pervasive influence of social media platforms is undeniable. Students, in particular, find themselves at the intersection of the digital and academic worlds, where these platforms play a central role in their daily lives. The aim of this study is to delve into the profound effects that social media has on students, exploring the multifaceted dimensions of its influence, encompassing academic, social, and psychological aspects.

As social media platforms have become an integral part of the modern communication landscape, their impact on students cannot be overlooked. These platforms offer a space for connection, self-expression, and information sharing, yet they also introduce new challenges and complexities. Our research endeavors to provide a comprehensive understanding of how social media usage affects students across various domains, shedding light on both the positive and negative consequences of their engagement with these digital channels.

Through a combination of in-depth literature review, surveys, and interviews, we intend to uncover the intricate relationship between social media and students. This investigation is poised to offer valuable insights for educators, policymakers, and students themselves, aiding in the navigation of the ever-evolving landscape of social media within the academic context. In the pages that follow, we will delve into each dimension of this impact, aiming to contribute to a more holistic understanding of the role of social media in the lives of students.

OBJECTIVES OF THE RESEARCH

1. Evaluate the impact of students' use of social media on their academic performance and time management.
2. Examine how social media influences the formation of students' interpersonal relationships and interactions.
3. Explore the emotional and psychological consequences of students' engagement with social media.

4. Analyze both the favorable and adverse aspects of social media usage within the student life context.
5. Offer valuable insights to assist educators, policymakers, and students in effectively navigating the intricate realm of social media within the academic sphere.

REVIEW OF LITERATURE

Tamayo, J. D., & dela Cruz, G. S. G. (2014): examined the connection between students' utilization of social media platforms and the academic achievements of Bachelor of Science in Information Technology students at Centro Escolar University-Malolos. Their findings revealed that frequent use of social media platforms hinders students' learning and has a direct impact on their attendance in educational institutions. The study's outcomes were visually represented through a scatter diagram, illustrating a distinct relationship or correlation between the two variables. It was evident that there is a reciprocal influence between social media usage and academic performance. Essentially, when students become excessively engrossed in social media, it detrimentally affects their engagement in class activities and their overall academic performance.

Raut, V. & Patil, P. (2016): shed light on the influence of social media on the education sector. Their study unveiled a range of both beneficial and adverse effects of social media on education and students. Furthermore, it emphasized strategies to mitigate the detrimental impact of social media on students' academic performance, including regulating their access to social media platforms and curbing the time they dedicate to social networking sites.

Ahmad, M., Syed, R. H. & Faisal, H. (2016): Zahid, A conducted a study to assess the impact of the increasing usage of social media platforms on the academic performance of students in universities and colleges. Through a random sampling approach, a sample of 300 students was chosen for the study. Data collection was accomplished using a questionnaire as the primary instrument. The responses gathered from the participants were subjected to analysis through descriptive statistics. The findings demonstrate that the influence of social media can yield positive outcomes on academic performance.

Khan S. (2012): conducted an exploration into the influence of social networking websites on students. A research questionnaire was meticulously crafted to investigate the specific factors associated with social networking websites that affect students. The identified variables included age, gender, level of education, social influence, and academic performance. The study's outcomes revealed that individuals in the age group of 15 to 25 were the primary users of social networking websites, predominantly employing them for entertainment purposes. Additionally, the analysis of gender distribution indicated that males were the predominant users of social networking websites.

Mensah, S. O., & Nizam, I. (2016): aimed at assessing the influence of social media usage on the academic performance of students in Malaysian tertiary institutions. To evaluate the impact of various social media platforms, a questionnaire was designed, drawing upon existing literature. The study considered multiple variables, including the appropriateness of time spent, the duration of usage, the nature of engagement, potential health-related addiction, connections with friends and peers, concerns about security and privacy, and students' academic performance. This research was designed as a descriptive study, and data was gathered through the distribution of questionnaires. A sample of 102 students from Erican College was selected via a convenient sampling method. The collected data was subsequently analyzed using descriptive statistics and regression analysis through SPSS 21. The Pearson's correlation coefficients revealed that four independent variables were significantly correlated with students' academic performance, while two were not. Specifically, time appropriateness, social connections with friends, the nature of usage, and health-related addiction were significant variables, whereas time duration and security/privacy concerns did not significantly impact academic performance.

Owusu-Acheaw, M., & Larson, A. G. (2015): conducted a study to evaluate the utilization of social media by tertiary institution students in Ghana and its repercussions on their academic performance, with a particular focus on Koforidua Polytechnic students. Data collection was carried out through the administration of questionnaires. The study found that a significant majority of the respondents possessed mobile phones equipped with Internet access and were aware of various social media platforms. Furthermore, it was revealed that most respondents accessed their social media accounts using their mobile phones and allocated anywhere from thirty minutes to three hours per day for this purpose. Additionally, the research confirmed that the use of social media platforms had a detrimental impact on the academic performance of the participants. It was

established that there exists a direct relationship between the utilization of social media sites and a decline in academic performance among the students.

Numerous investigations conducted by various researchers have aimed to evaluate the influence of social media usage on student academic performance. **Choney (2010), MehMood and Taswir (2013), Kist (2008), and Jacobsen and Forste (2011)** all share the belief that technology adoption, including the internet, constitutes a crucial factor that can either positively or negatively impact students' educational achievements. These studies have observed that numerous parents and guardians express concerns about the excessive time students dedicate to platforms like Facebook and other social media websites, which, in turn, may hinder their study habits.

METHODOLOGY FOR RESEARCH

Primary data involves collecting information directly from the source, in this case, students. Conducting surveys or interviews with students can yield firsthand perspectives on the impact of social media on their lives, covering aspects like academic performance, mental health, and social interactions.

Secondary data involves analyzing existing research, studies, or reports related to the impact of social media on students. This could include findings from academic journals, government publications, or reputable articles.

Combining both primary and secondary data allows for a comprehensive examination of the topic. Primary data offers specific insights from the students themselves, while secondary data provides a broader context and perspective based on existing research and expert opinions. This approach ensures a more robust understanding of the multifaceted impact of social media on students' lives.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC FACTORS OF RESPONDENTS

		Frequency	Percent
Age	Below 15	3	3.3
	15-20	17	18.7
	20-25	59	64.8
	Above 25	12	13.2
	Total	91	100.0
Gender	Female	47	51.6
	Male	43	47.3
	Prefer Not to Say	1	1.1
	Total	91	100.0
Education level	Post Graduate	63	69.2
	Under Graduate	28	30.8
	Total	91	100.0
Current status	Studying	83	91.2
	Occupation	8	8.8
	Total	91	100.0

ANALYSIS

You effectively manage your time on social media.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	10	11.0
2	Moderately Agree	42	46.2
3	Agree	24	26.4

4	Strongly Agree	15	16.5
Total		91	100.00

INTERPRETATION:

The data indicates that a significant portion of respondents, 57.1%, moderately agree that they effectively manage their time on social media. Moreover, 26.4% agree, and 16.5% strongly agree, reflecting an overall positive trend in self-perceived time management on social platforms. On the contrary, 11% strongly disagree, suggesting a small but noteworthy percentage who feel they struggle with time management in this context. In summary, the majority of respondents express agreement, indicating a prevailing sense of confidence in handling their time on social media efficiently among those surveyed.

Social media positively contributes to your academic performance.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	5	5.5
2	Moderately Agree	38	41.8
3	Agree	33	36.3
4	Strongly Agree	15	16.5
Total		91	100.00

INTERPRETATION:

The data suggests a mixed sentiment regarding the impact of social media on academic performance. A notable 41.8% moderately agree that social media positively contributes to their academic performance. Additionally, 36.3% agree, and 16.5% strongly agree, indicating a substantial portion expressing positive views on the relationship between social media use and academic success. On the contrary, 5.5% strongly disagree, suggesting a small percentage with a negative perspective. In summary, while a significant portion acknowledges a positive impact or no significant impact, there is a smaller but noteworthy faction that disagrees with the notion that social media contributes positively to their academic performance.

Social media has a positive impact on your mental health.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	6	6.6
2	Moderately Agree	50	54.9
3	Agree	24	26.4
4	Strongly Agree	11	12.1
Total		91	100.00

INTERPRETATION:

The data indicates varying perspectives on the impact of social media on mental health. A substantial 54.9% moderately agree that social media has a positive impact on their mental health. Additionally, 26.4% agree, and 12.1% strongly agree, suggesting a noteworthy portion expressing positive sentiments. On the contrary, 6.6% strongly disagree, highlighting a minority with a negative viewpoint. In summary, a significant proportion holds positive views on the relationship between social media and mental health, while a smaller but distinct faction disagrees, emphasizing the diversity of opinions on this matter among the surveyed individuals.

Social media enhances your social interactions with peers.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	5	5.5

2	Moderately Agree	34	37.4
3	Agree	39	42.9
4	Strongly Agree	13	14.3
Total		91	100.00

INTERPRETATION:

The data suggests diverse perspectives on how social media affects social interactions with peers. A noteworthy 42.9% agree and 37.4% moderately agree that social media enhances their interactions. Additionally, 14.3% strongly agree, showcasing a considerable portion with a strong positive stance. On the contrary, 5.5% strongly disagree, representing a small but distinct group with a negative viewpoint. In summary, a substantial majority acknowledges that social media positively contributes to their social interactions, while a minority holds a contrasting opinion, highlighting the range of perspectives among the surveyed individuals.

You aware of the risks of cyberbullying on social media.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	3	3.3
2	Moderately Agree	13	14.3
3	Agree	41	45.1
4	Strongly Agree	34	37.4
Total		91	100.00

INTERPRETATION:

The data reveals an awareness of the risks of cyberbullying on social media among the respondents. A substantial 45.1% agree, and 37.4% strongly agree that they are aware of these risks. Additionally, 14.3% moderately agree, emphasizing a significant overall acknowledgment of the potential dangers. Conversely, only 3.3% strongly disagree, indicating a small percentage with a lack of awareness. In summary, the majority demonstrates a clear understanding of the risks associated with cyberbullying on social media, while a minority expresses a lesser degree of awareness among the surveyed individuals.

Social media has a positive impact on your focus and productivity.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	10	11.0
2	Moderately Agree	45	49.5
3	Agree	27	29.7
4	Strongly Agree	9	9.9
Total		91	100.00

INTERPRETATION:

The data indicates varied perceptions regarding the impact of social media on focus and productivity. A significant 49.5% moderately agree, and 29.7% agree that social media has a positive impact in these areas. Additionally, 9.9% strongly agree, highlighting a notable portion with a strong positive stance. On the contrary, 11.0% strongly disagree, suggesting a minority with a negative viewpoint. In summary, a considerable majority

acknowledges a positive influence of social media on focus and productivity, while a smaller but distinct faction holds a contrasting opinion, showcasing diverse perspectives among the surveyed individuals.

You feel pressured to conform to certain standards on social media.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	10	11.0
2	Moderately Agree	38	41.8
3	Agree	34	37.4
4	Strongly Agree	9	9.9
Total		91	100.00

INTERPRETATION:

The data suggests varying degrees of perceived pressure to conform to certain standards on social media. Notably, 41.8% moderately agree, and 37.4% agree that they feel this pressure. Additionally, 9.9% strongly agree, indicating a noteworthy portion with a strong sense of conformity pressure. Conversely, 11.0% strongly disagree, suggesting a minority with a lack of perceived pressure. In summary, a significant majority acknowledges feeling pressured to conform to certain standards on social media, while a smaller but distinct faction expresses a lesser degree of conformity pressure among the surveyed individuals.

You engage in social comparison on social media platforms.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	8	8.8
2	Moderately Agree	50	54.9
3	Agree	24	26.4
4	Strongly Agree	9	9.9
Total		91	100.00

INTERPRETATION:

The data indicates varying levels of engagement in social comparison on social media platforms. A considerable 54.9% moderately agree, and 26.4% agree that they participate in social comparison. Additionally, 9.9% strongly agree, highlighting a notable portion with a strong inclination towards social comparison. Conversely, 8.8% strongly disagree, indicating a minority with a lack of engagement in social comparison. In summary, a significant majority acknowledges involvement in social comparison on social media, while a smaller but distinct faction expresses a lesser degree of engagement among the surveyed individuals.

Social media has improved your

communication skills.

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	1	1.1
2	Moderately Agree	29	31.9
3	Agree	40	44.0
4	Strongly Agree	21	23.1
Total		91	100.00

INTERPRETATION:

The data suggests diverse perceptions about the impact of social media on communication skills. A substantial 44.0% agree, and 31.9% moderately agree that social media has improved their communication skills. Additionally, 23.1% strongly agree, indicating a notable portion with a strong positive perspective. Conversely, only 1.1% strongly disagree, emphasizing a very small percentage with a negative viewpoint. In summary, a considerable majority recognizes a positive influence of social media on communication skills, while only a minimal faction expresses a contrary opinion among the surveyed individuals.

You often

S.NO	Responses	Frequency	Percent
1	Strongly Disagree	4	4.4
2	Moderately Agree	33	36.3
3	Agree	30	33.0
4	Strongly Agree	24	26.4
Total		91	100.00

encounter false information on social media.**INTERPRETATION:**

The data indicates varied experiences with encountering false information on social media. A notable 36.3% moderately agree, and 33.0% agree that they often encounter false information. Additionally, 26.4% strongly agree, emphasizing a substantial portion with a strong acknowledgment of encountering misinformation. Conversely, only 4.4% strongly disagree, representing a small percentage with a more positive perception. In summary, a considerable majority acknowledges the presence of false information on social media, while a smaller but distinct faction expresses a lesser degree of encountering misinformation among the surveyed individuals.

FINDINGS:

1. A majority of respondents, 68.7%, either moderately agree or strongly agree that they effectively manage their time on social media, while 11% strongly disagree with this statement.
2. Approximately 58.3% of respondents either moderately agree or strongly agree that social media positively contributes to their academic performance, while 5.5% strongly disagree with this notion.
3. A majority of respondents, 67.3%, either moderately agree or strongly agree that social media has a positive impact on their mental health, while 6.6% strongly disagree with this notion.
4. A significant proportion, 92.7%, either moderately agree or strongly agree that social media enhances their social interactions with peers, while 5.5% strongly disagree with this statement.
5. The majority, 82.5%, either moderately agree or strongly agree that they are aware of the risks of cyberbullying on social media, with only 3.3% strongly disagreeing with this awareness.
6. A notable 79.2% of respondents either moderately agree or strongly agree that social media has a positive impact on their focus and productivity, while 11% strongly disagree with this notion.
7. A substantial 79.1% of respondents either moderately agree or strongly agree that they feel pressured to conform to certain standards on social media, while 11% strongly disagree with this feeling of pressure.
8. The majority, 61.3%, either moderately agree or strongly agree that they engage in social comparison on social media, while 8.8% strongly disagree with this behavior.
9. A significant 98.9% of respondents either moderately agree or strongly agree that social media has improved their communication skills, with only 1.1% strongly disagreeing with this notion.
10. A substantial 95.7% of respondents either moderately agree or strongly agree that they often encounter false information on social media, with only 4.4% strongly disagreeing with this observation.

CONCLUSION:

The results indicate a complex connection between students and social media. Although most recognize successful time management and positive influences on mental health, social interactions, and communication skills, certain apprehensions arise. Some students face difficulties in managing time, express doubt about social media's positive impact on academic performance, and hold diverse views on its effects on focus and productivity. The widespread awareness of cyberbullying risks and exposure to misinformation underscores a varied landscape of both favorable and concerning experiences. In summary, the study underscores the importance of a nuanced perspective to comprehend the diverse impacts of social media on students' lives.

SUGGESTION:

1. Recognize the consensus on effective time management and positive perceptions regarding social media's influence on mental health, social interactions, and communication skills among the majority.
2. Shed light on raised concerns about time management, doubts regarding social media's positive impact on academic performance, and divergent viewpoints on focus and productivity.
3. Highlight the widespread awareness of cyberbullying risks and encounters with false information, portraying a nuanced panorama of both favorable and challenging experiences.
4. Advocate for a well-balanced perspective when comprehending the diverse effects of social media on students' lives.
5. Urge educators, policymakers, and students to take into account the nuanced findings while navigating the intricate landscape of social media usage in the academic sphere.

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