



## **Study Of The Impact Of Social Media On College Going Students**

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### **Abstract**

The definition of social media is "the inter-personal network connections." The internet world has evolved significantly in the past 10 years. With the advent of social media, young men and women are increasingly exchanging thoughts, emotions, personal information, photos and videos at an incredible pace. 73% of wired American teenagers currently use social networking sites. Social networking sites promote bad habits such as procrastination (catching up pals) for adolescent students and are more prone to use drinks. This may seem like a waste of time at first sight, but it also supports kids to acquire essential knowledge and social skills, as well as engaged citizens who produce and share information. At now many students use these sites on a regular basis, whether social media is advantageous or unfavourable. As social networking sites continue to increase in popularity, we believe that technology is a key component of today's successful student equation. Many parents fear that their university kids spend too much time and less time studying on Facebook and other websites in social media. Our research thus determines the connection between social media and student efficiency.

**Kew words:** Social Media, Technology, Business, Communication etc.

### **Introduction**

The Internet is more than simply a search tool. People have disclosed that the internet may be used for business or business objectives to interact with other people, to create new acquaintances or to bring back old friends and long lost relatives. Social media, often known as social networking sites, is the most recent example of the new communication technologies commonly utilised by students. The advent of social media has eased the procedure as they do not need extensive knowledge or experience of the Internet and consist of a broad range of forms and subjects. This implies that everyone may interact through social media. The usage of social media has increased significantly in recent years. It is not only utilised by working people, but also the usage of social media by students or the educational community is increasing. There is no surprise that the social media have changed the way people live and



interact with such wide acceptance. Social networking sites such as Facebook are one of the most recent instances of communication technologies extensively embraced by students and thus have the potential to become a precious resource to assist their educational communications and teacher collaborations. Social media is primarily utilised by students to interact and share ideas with teachers, particularly in Western settings, about technological progress and increasing Internet use. When social media are utilised in a good manner, it may assist kids and young people to learn about their academic achievement. The word social media refers to a variety of easy-to-use platforms that anybody may use for on-line interactions, such as Facebook, YouTube, Blog, Twitter etc. Thus, with quick and simple use of social media platforms, we may establish an online presence as ease as a subscription to Facebook and Twitter, and then produce original material on the web in a matter of minutes. In addition, the academic accomplishment is the student's capacity to learn and retain information and to convey his/her knowledge verbally or in writing even during an examination.

Technology has affected and particularly affected education in numerous ways in the 21st century. Students today have limitless resources to enhance their education - library resources, search engines, online schooling, and more. Social media websites and apps allow users to produce, distribute or engage in social networking content. Facebook, Instagram, Snapchat and Twitter are the most popular types of social media. These social media sites have different logos that are now recognised all over the globe, showing the strength of these platforms. Social and technological media have had both good and bad effects. Students prefer to spend on media for an average of eight hours a day, regardless of whether they are browsing the Internet, emailing or spending time on social media.

### **Social Media Networks**

Advertising and buying behaviour on social media Brands compete for space in the thoughts of customers in today's hyper-competitive commercial environment. Although conventional forms of advertising and marketing like TV, print and outdoor media continue to contribute to a significant portion of the advertising budget, they cannot simply be depended on to reach the target public. It is quickly becoming an essential and efficient method to use social media such as blogs and networking sites to sell goods. Social media marketing is not just the newest because of the amazing popularity of social media. Social media networks have already become



a significant element in consumer procurement. Currently, online purchasing behaviour, which is online advertising seen on social media sites, is strongly driven by social media ads. The main advantages of social networking advertising are that marketers may utilise the demographic information of the user to promote properly that was not feasible previously. With websites like Facebook, Orkut, LinkedIn, Twitter, You Tube, and others drawing more than 5 million users daily, businesses can rapidly reach a broader variety of target audiences with social media advertising. All marketing companies must be present on these sites. Apart from acquiring a huge number of future consumers, social media advertising costs are relatively much cheaper than other mass media alternatives.

### **Social Media and Demographic Variables**

Consumer engagement via social media has attracted corporate world interest. Marketers have over time recognised a variety of reasons for their involvement in social media marketing. The primary reason marketers use social media is the large number of individuals who use social media and the opportunity to connect with customers immediately. In other demographic states, this involvement varied. This divides market segmentation into groups based on factors including age, gender, income, occupation, civil status, religion, race and nationality. , The social network adaption varies mostly by gender, age, country and the civil state. The disparity in adaptations of gender-based social media choices. The study shows that female users utilise more social media than male users. On the other side, teens and young adults are more involved with social media than any other age group in their lives. They also discovered that half of the adolescents using social networks visit sites once a day (26 percent) or many times a day (22 percent) in connection to social networks between nationality and civil society. You discovered that individual users spend more time on social media compared to married or married users. Different nations across the globe regularly utilise different social networks and their spending patterns vary by country.

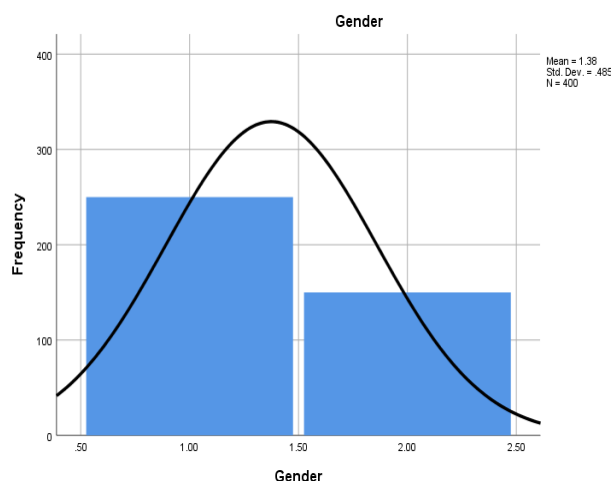
**Methodology :** To study and fulfil the required objective we have selected the quantitative research approach. An questionnaire was designed to achieve the desired results.

**Respondents :** For studying we have selected randomly 400 respondents of both genders



**Area of research** : The sociological study of the impact of social media on college going students in Jind, Haryana is performed. The district lies in the North of Haryana between 29.03’ and 29.51’ North latitude & 75.53’ and 76.47’ East longitude having population of around 13 lacks and 306 villages. For the convenience of research i have selected five villages namely Narwana, Uchana, Safidon, Pillukhera and Julana

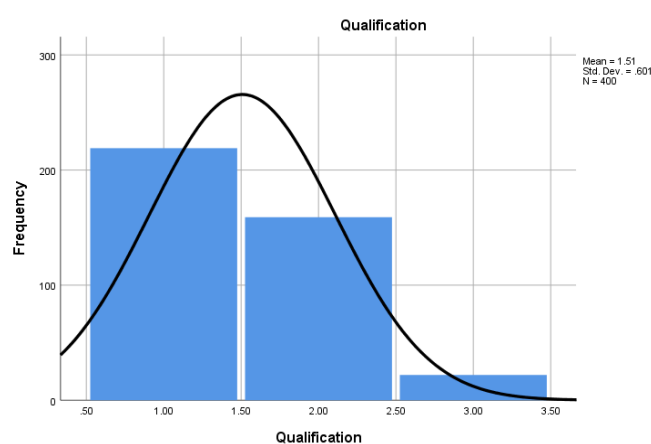
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	250	62.5	62.5	62.5
	Female	150	37.5	37.5	100.0
	Total	400	100.0	100.0	



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 students. In the Part – 1 “Demographic Questions” it was asked "Gender" majority i.e. 250 respondents were males and 150 respondents were female.

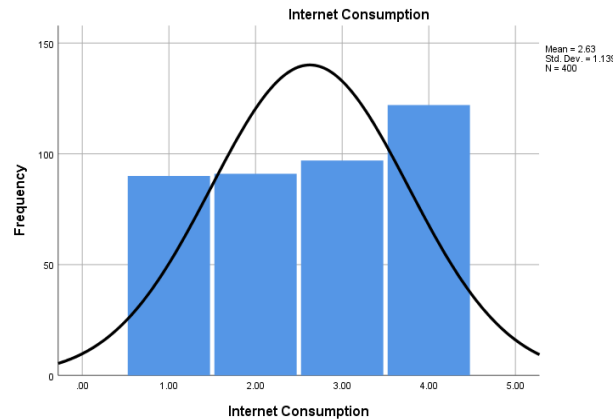


Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UG	219	54.8	54.8	54.8
	PG	159	39.8	39.8	94.5
	B.ed	22	5.5	5.5	100.0
	Total	400	100.0	100.0	



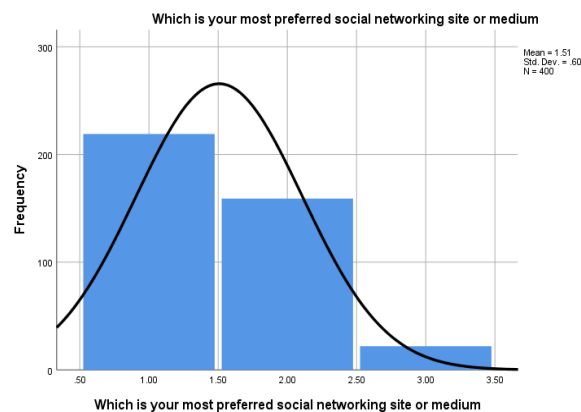
From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 students. In the Part – 1 “Demographic Questions” it was asked "Qualification" majority i.e. 219 (54.8%) respondents responded UG and 159 (39.8%) responded with PG whereas only 22 (5.5%) respondents were B.ed.

Internet Consumption		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 1 Gb per day	90	22.5	22.5	22.5
	1 to 2 Gb per day	91	22.8	22.8	45.3
	2 to 3 Gb per day	97	24.3	24.3	69.5
	more than 3 Gb per day	122	30.5	30.5	100.0
	Total	400	100.0	100.0	



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 students. In the Part – 1 “Demographic Questions” it was asked "Internet Consumption" 90(22.5%) respondents responded Upto 1 gb per day, 91(22.75%) respondents responded 1 to 2 gb per day and 97(24.25%) respondents responded 2 to 3 gb per day whereas 122(30.5%) respondents responded more then 3 gb per day.

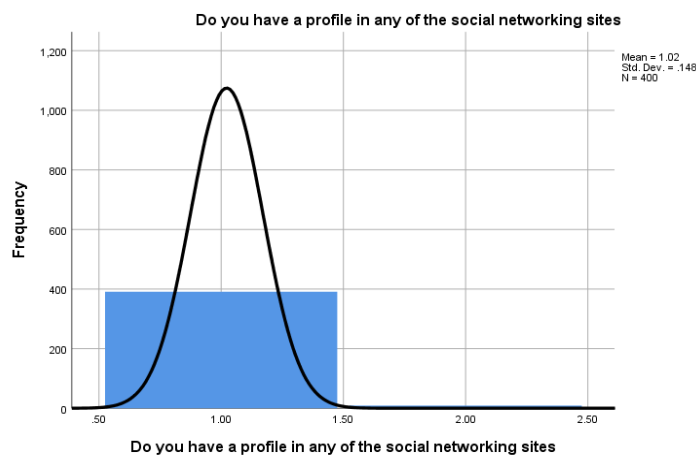
Which is your most preferred social networking site or medium					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WhatsApp	219	54.8	54.8	54.8
	Facebook	159	39.8	39.8	94.5
	Instagram	22	5.5	5.5	100.0
	Total	400	100.0	100.0	





From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 students. In the Part – 2 “Social media” it was asked "Which is your most preferred social networking site or medium" majority i.e. 219 (54.8%) respondents responded WhatsApp and 159 (39.8%) responded with Facebook whereas only 22 (5.5%) respondents were Instagram.

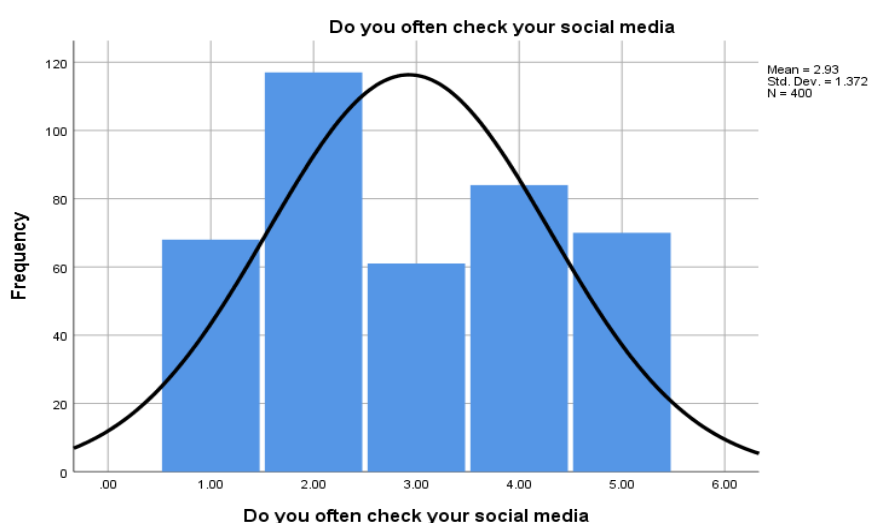
Do you have a profile in any of the social networking sites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	391	97.8	97.8	97.8
	no	9	2.3	2.3	100.0
	Total	400	100.0	100.0	



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 students. In the Part – 2 'Social Media” it was asked "Do you have a profile in any of the social networking sites" majority i.e. 391 (97.8%) respondents responded yes and only 9 (2.3%) respondents responded no.



Do you often check your social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	68	17.0	17.0	17.0
	Agree	117	29.3	29.3	46.3
	Neutral	61	15.3	15.3	61.5
	Disagree	84	21.0	21.0	82.5
	Strongly Disagree	70	17.5	17.5	100.0
Total		400	100.0	100.0	



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 students. In the Part – 2 “Social Media” it was asked "Do you often check your social media" 68(17%) respondents responded Strongly Agree, 117(29.25%) respondents responded Agree, 61(15.25%) respondents responded Neutral and 84(21%) respondents responded Disagree and 70(17.5%) respondents responded Strongly Disagree.

**Conclusion**

In general, social media seems to be a helpful tool for students to enhance their learning processes, i.e. interact with one other efficiently, get university-related problems and get other required information. In other words, social media appeared to be contemporary learning aids for Afghan students. However, their negative impacts seemed extremely bad compared to their good effects since they characterised the overuse of social media as an enterprise which waste





their time and money. It is claimed that teachers, faculties and other social media users, in particular proprietors of Facebook pages, are spreading beneficial topics that assist students to improve their knowledge. Furthermore, there was no relationship between the academic performance of students and their favourable or negative usage of social media.

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