



“A study on Impact of social media among college students.”

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ABSTRACT

Background: Social media refers to people who share information and enjoy important events happening around them through various applications and websites such as WhatsApp, Facebook, Twitter, LinkedIn and YouTube. Social media is answerable for many specific results on college scholar's health. That is because this new social phenomenon has grown to be a first-rate part of now a day's society. This is in particular obvious among college students in past research. Researchers show off each high-quality and negative results of social media use on our fitness. Our way of life is stimulated by using our surroundings and it is full of social media systems to use at all times. Our lives revolve around apps and features offered by means of unique styles of social cell technology.

Aim- The present study aimed to awareness about online social among college students.

Methods: Descriptive research designs were adopted for this study. Using a non-probability, convenient sampling technique, 45 students were recruited from Genius College of nursing, Bhilwara (Raj.), during the period Sept 18th – September 31st 2022. Tools include demographic data and a self-structured knowledge questionnaire about social media. Data were analyzed using descriptive and inferential values by IBM statistical package for social sciences (SPSS; version 23) software.

Results: The results of this research shows that the positive relationship between the amount of social media use and negative health and positive habits. This study found that there is a high level of social media use with Instagram, whatsapp being used by over 82 percent of respondents followed by Instagram and Facebook with 69 and 67 percent of the respondent's usage. The findings in this study show the social media has both positive and negative impact on college students.

INTRODUCTION

Social media refers to a collection of applications and websites such as WhatsApp, Facebook, Twitter, LinkedIn and YouTube through which people share information and rate important events happening around them. Social media has become popular since the beginning of the 21st century. Social media tools provide better opportunities and interaction to learn different foreign languages. With the advent of social media, the world has become a global village. Through social media platforms, users can connect with other people within seconds, share ideas, and

give their opinions on various fields and topics. People from different cultures can also discuss any topic and find information about other countries.

The National Youth Policy (NYP)-2014 defines "youth" as persons in the age group of 15-29 years. Young people and students use social media for various purposes including learning, entertainment and innovation. Social media affects the lives of young people and has both positive and negative effects. Asad Ali et al. (2016) found from their study that social media play an important role in providing learning and career opportunities for students.



Research Methodology

This research uses descriptive research to describe the characteristics of groups or individuals and their perceptions of social media and its impact on students. The research is qualitative in nature.

Sources of Data

The researcher collected primary data about the students through a structured questionnaire. Secondary data is collected from various articles, magazines and journals. Students are considered as the sample unit for this study. The sample size of this research was 45 Students.

LIMITATION OF THE STUDY

Researcher felt that information bias by the respondent may slightly weaken the precision of findings.

SOCIAL NETWORKING ASPECTS

There are many positive aspects of social networking, but there are equally as many as negative that come along with use of various tool of social media.

Positive Aspects

Education: Social networking technologies allow the sharing of an idea. It helps a person from one end of the world to connect with a person from the other end of the world and exchange their ideas. It is not only a means of entertainment but also impressive. One can adopt its advantages to get positive results in education.

Knowledge on politics: Social media provides a platform for its users to perceive through internal efficacy, which refers to a citizen's own ability to understand and participate in politics, and beliefs about external efficacy or the responsiveness of government authorities and institutions to citizen demands.

Awareness: Students can use social media to spread social awareness and kindness.

Social benefits: Social networking sites can help young people connect with friends. Social networking sites allow young people to live unchecked lives of small talk.

Job Opportunities: In fact, many organizations have created their own pages on Facebook and share information with other users. Moreover, its impact on recruiting has been bigger and bigger. By creating profile pages on social media, especially on LinkedIn, Facebook and Twitter along with the company website, companies find suitable candidates for available vacancies in their organization.

Negative Aspects

Lack of privacy: Social networks have dramatically changed the way people interact with friends, colleagues and family. Social networks such as Twitter, Facebook, Google+ and YouTube play an important role in our daily lives, but they also pose serious privacy risks. When using these social media sites, it is very important that you know and understand the privacy risks involved.

Waste of time: There are many reasons why social media is a waste of time. –

- Time to enter social sites
- Impact on health, study and work

Online exploitation is rampant these days. These sites are especially harmful to teenagers and d) lack identity.

Electronic Attack (EA): EA refers to harassment that occurs through email, chat rooms, instant messages, text messages, fake websites, etc., and reports show that between 35% of young people have experienced harassment during their school years. It has been influenced by EA at times.



DATA ANALYSIS

Table 1 Details of Age Group of the Respondents

Age Group	No of Respondents	Percentage
18-20	5	11%
21-22	37	82%
Above 22	3	7%
Total	45	100%

Interpretation

From the above table, it is inferred that 11% of the respondents belongs to the age group of 18-20, 82%

and 7% of respondents belongs to the age group of 21-32 and Above 22 respectively.

Table 2 Mode of access for social networking applications

Mode of access	No of Respondents	Percentage
Mobile Devices	44	96%
Laptops	1	4%
Desktop Computer	0	0%
Total	45	100%

Interpretation

From the above table, it is inferred that 96% and 4% of the respondent's access for social networking

applications through mobile devices and Laptops respectively.

Table 3 Number of hours spends in a day on social media

Parameters	No of Respondents	Percentage
1-2 hrs.	5	11%
3-4 hrs.	4	9%
More Than 4 hrs.	36	80%
Total	45	100%

Interpretation

From the above table, it is inferred that 11% of the respondents spend 1-2 hours in a day on social media,

9% of the respondents spends 3-4 hours a day and 80% of the respondents spends more than 4 hours a day on social media.

Table 4 Personal benefits / Positive impact of using social media

Personal benefits / Positive impact	No of Respondents	Percentage
Learning	10	22%
Staying connected with friends	10	22%
Entertainment and fun	12	27%
Digital Reputation	4	9%
In quest of job opportunities	9	20%
Total	45	100%



Interpretation

The above table indicates that 22% of the respondents said that they have benefits/ positive impact of learning from social media and another 22% of the respondents got benefits of staying connected with friends through social media, 27% of the respondents

get benefits like entertainment and fun, and 9% of the respondents benefited by digital reputation, 20% of the respondents got benefits like in quest of job opportunities.

Table 5 Disadvantages/ negative impact of using social media

Disadvantages/ negative impact	No of Respondents	Percentage
Cyber Theft	18	40%
Health Issues	10	22%
Time waste	9	20%
Wrong Text Abuse	4	9%
Culture issue	4	9%
Total	45	100%

Interpretation

From the above table, it is clear that 40% of the respondents said that disadvantages of using social media are cyber theft, 22% of the respondents said it causes health issues and another 20% of respondents had waste of time, 9-9% of the respondents faced issues like wrong text abuse and Culture issue.

FINDINGS

This study examined the impact of social media on students. Results revealed that 20% of the respondents said that they have benefits/ positive impact of learning from social media and another 20% of the respondents got benefits of staying connected with friends through social media, 28% of the respondents get benefits like entertainment and fun, 18% of the respondents got benefits like in quest of job opportunities. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values and social norms.

CONCLUSION

It is evident from the studies that social media has both positive and negative impact on our students. The students always involve in social networks and they lack concentration in studies, physical activities, etc. students must be clear on purpose of using social media and how long they are on online and make it

beneficial to their personal and social networking purpose.

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Conflict of Interest- The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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