

Impact of Social Media on College Students in Gorakhpur

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Abstract

Social Media is employed by everyone lately because it's the thanks to stay connected with everyone and share your thoughts and activities with everyone. Lately everyone becomes hooked in to social media because it provides information to the users on one click. The bulk of scholars are always active on social media which affects their studies, behavior and academic performance in both ways. To look at the effect of social media, this research was held out on college students in Gorakhpur. This research was administered to watch the impact of social media on college students in many aspects like academic performance, and behavior. This study utilized descriptive research design and variables were collected from previous research. Survey method is utilized for collecting primary data and secondary data is collected through journals, magazines, and questionnaire contains 12 items. To validate the measures of the impact of media on college students and test the proposed hypothesis, online and offline survey was conducted in colleges of Gorakhpur. Many colleges educate students for the purposeful use of social media which can help them to their studies and improve their academic performance.

Keywords- Social Media, Academic Performance, Behavior

Introduction

A social networking service is a web platform that individuals use to form social networks with others and share similar personal or career interests, activities, backgrounds or real-life connections. Social networking sites helps in creating various groups or communities over the sites who shared common interest/hobbies/needs. Within the last 10 years, internet world has modified. The invention of social media helps everybody to exchange ideas, feelings, personal

info, photos and videos at a very astonishing rate. Every coin has two face, same is a case of social media. Social media affect the behaviors of teenaged students. Initially, it appears to be a waste of a while however with the assistance of social media student develops information and skills. Social media conjointly facilitate to share ideas and content to everybody. As social media sites still grow in quality, we believe that technology could even bean importanta part of today's student success. Social networking got popularity between 2004 and 2006 after facebook. Facebook's users are growing in number continuously and 85% undergraduate students are facebook users (Schneider, 2009). People are using smart phones heavily and uses of smart phone increased which in turn responsible for the increased usage of social networking sites. Students are heavily used the smart phones for various purposes. The number of smart phones purchased by students had doubled over the last year (Hernandez, 2010). Only 1 out of 10 people used mobile device for maintaining the social network (Gonsalves, 2010). Many analysis are diving into a substantial quantity of research on however social media influences student retention at schools. Several oldsters area unit disquieted that their students spend an excessive amount of your time on Facebook and alternative social media sites and not enough time learning. College students use social media heavily and spend hours on checking the social media sites (Wang, Q., Chen, W., and Liang, Y., 2011). Therefore, our analysis ascertains the connection between social media and student's academic performance. Evaluating the number of research that surrounds the usage of social networking sites within the education system, it is vitalto figure out whether or not, have these sites led to any impact on students involvement and achievements.

This study examines the impact of social media on the college student's behavior and also tried to find out the impact of social media on the academic performance of the students. For the purpose of achieving objectives, this study includes the social networking sites such as Facebook, twitter, YouTube, blogs, MySpace and LinkedIn.

Objectives of the Study

The objectives of this study are follows:

1. To examine academic performance based on the usage of social media.
2. To determine the impact of social media on student's behavior.

Literature Review

Social networking sites have many advantages for his or her users, it enables the community to stay in-tuned with their peers and re-link with old ones and help to seek out new friends consistent with your interest from all around the world and a large number of persons are linking with these networks. Hence the network of social media is growing worldwide. (Ahmad, A., 2011). Using social media networking takes most of the time of scholars and redirects it towards non-constructive, often non-ethical, deceptive and improper activities, for instance, texting and chatting with friends for many of the time of the day, time-killing by checking out people's private life and avoiding their real jobs and studies. Youth especially students, for the foremost part, utilize social media for time killing and purpose of happiness however it's been acknowledged that web use for tutorial reasons and assignments including online instructional exercises, online classes and training material downloading may be a positive step. Social Media is an internet based service which provides a base to the user to create an individual profile to connect with others to share their connections with others. Social Media affect college students by many variables like usage, time duration, health, security and privacy. Many colleges educate their students for the purposeful use of social media which help them in their studies and not affect their academic performance. Time appropriateness and health has stronger significance on student's academic performance hence time management is essential to find success. Also nature of usage and friend connection has an impact on academic performance. (SandraOkyeadieMensah,2016). However, utilization of the online especially social media for just informal communication is simply wastage of your time and futile (Sunitha Kuppaswamy and P. B. Shankar Narayan, 2010). The recognition and utilization of social network among college students in Kuwait, and study their positive and negative effects. Consistent with the authors, the simplest advantage of social networks was a far better reference to family and companions and more association in social, political and social exercises. (Samir N. Hamade, 2013). A large portion of students uses social media networking because of peer pressure and because their friends have been using it. The results indicated that 67.3% of the subjects have been using social networking websites. Those students who achieved a 3.0 to 3.5 GPA (Grade Point Average), for the most part, utilize person to person communication sites for excitement. This is a strong indication to the point that the usage of social networks has not affected student's academic

results.(Shahzad Khan, 2010).People increasingly use social media to urge first-hand news and knowledge. People use social media to report injuries also as send their requests, people extensively used social media to arrange their events and spread the news. As more people believe social media for political, social, and business events, it's more vulnerable to become an area for evildoers to use it to spread misinformation and rumors. Therefore, users have the challenge to discern which piece of data is credible or not. They also got to find ways to assess the credibility of the knowledge. This problem becomes more important when the source of the knowledge isn't known to the consumer. (Mohammad-Ali Abbasi and Huan Liu, 2013).Social media has led to paradigm shifts in ways people work and do business, interact and socialize, learn and acquire knowledge. Social media has established itself as a crucial spatial extension of this nation's historicity and challenges. No matter the enabling reputation and recommendation features through social networks embedded within the social media system, the overflow of broadcasted and publicized media contents turns the table around from engendering trust to doubting the trust system. From a survey on issues and challenges among Malaysian social media users, 'authenticity' emerges together of the most factors that cause and is caused by other factors. The opposite issue that has surfaced is credibility either in terms of message/content and source. Another is that the quality of the knowledge that's shared.(Shahrinaz Ismail and Roslina Abdul Latif, 2013).Social media grows day by day and plays a vital role for students to get success. Students spent their maximum time on social media sites like Facebook, Twitter, Instagram etc. for entertainment purpose because it attract students and they spent most of the time on social media to scroll or search anything although it enhance the knowledge about surrounding but it poses negative effect on academic performance. (Qingya Wang, Wei Chen and Yu Liang, 2011).In present time students are connected to the internet and spent most of the time on social networking sites and related mobile application. They spend minimum 3-4 hours a day on social networking sites rather than devoting these precious time on studies and there are less students who like sports as their leisure activity. Today the students are not getting important knowledge from social networking sites rather they are interested in show off and knowing about others personal life activities. Very less number of students read newspaper, e-journals on internet. (Swati Mishra et al. ,2015). Social Media like Facebook and Twitter have a greater impact on college students and also on their purchasing habits. These days students (youth) spend their most of the time on social media and this makes them friendly with online businesses

because they get information about these businesses through social networking sites. Businesses use social media to reach customers and for this they provide information and promotion to college students and these promotions are used by college students. (Whitney Sue Thoene, 2012).

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. Survey methods can supply researchers with data on attitude, feelings, beliefs and Envisioned behavior. Additionally, collecting different type of responses from the respondents, the questionnaire will be structured for the research which will enable to get the actual and accurate information from the target population. Purposive sampling technique was used in this research. In this research student of college and universities of Gorakhpur were involved to observe the actual result. Since the respondent was the willingness to take part in this research. This makes it suitable for this research from other forms of sampling. Respondents were picked at random for the research. A structured questionnaire was used for the evaluation of factors. The questionnaire contains both multiple-choice type and 5 point Likert scale based questions which makes the respondent respond easily. Collected data is analyzed using SPSS. This allowed ascertaining whether the respondents agreed to it or not that the variable social media have an impact on their academic performance.

Data Analysis

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 studies also. This study also tries to determine the credibility of the information. For this study, students of different age group have been chosen in which 32% were female and rest 68% were male. Respondents having different education qualification, 55% were under graduate students and 45% were post graduate students. Respondents are belongs to different age groups such that 53% of students belongs to the age group of 17-22 years, 44% of students from 23-28years, 1% from 29-34 years and 2% of

students belong to 35-40 years age group. This data were collected from different colleges of Gorakhpur.

Table 1: Distribution of Respondents on the basis of demographic variables

Demographic Variable	Frequency Percentage
<i>Gender</i>	
Female 32	32%
Male 68	68%
<i>Age</i>	
17-22	53%
23-28	44%
29-34	1%
35-40	2%
<i>Qualification</i>	
Under Graduate	55%
Post Graduate	45%

Source: Primary data

The main objective of this study is to analyze the academic performance of students and impact of social media on their behavior. Therefore, students have been asked to choose certain answer from multiple answers for different group of questions. It is an important to determine “which social media students mostly use?” As per the table 2, 1% of the students have been using Twitter, 12% of the students use Facebook, 26% of the students have been using Instagram and 61% of the students using whatsapp. Majority of the students are using whatsapp for exploring the online world.

Table 2: Distribution of Respondents on the basis of social media sites use

Social Media Sites	Percentage of respondents using social media site mostly
Twitter	1%
Facebook	12%
Instagram	26%
Whatsapp	61%

Source: Primary data

It is also essential to determine the duration for which students have been using social media per day. It will also indicate the level of usage of social media by the students. As per table3, total 27% of the students have been using social media for 1 to 2 hours in daily life, 31% of the students have been using social media for 2 to 3 hours per day, only 18% of the students using social media for 3 to 4 hours every day and 24% of the students using social media for more than 4 hours every day. It can be estimated that majority of the students are using social media for 2 to 3 hours daily.

Table 3: Distribution of Respondents on the basis of total time spend on social media per day

Time spend on social media	Percentage of Respondents
1-2 hours	27%
2-3 hours	31%
3-4 hours	18%
More than 4 hours	24%

Source: Primary data

Social media is highly use by the students for different reasons. It is required to understand that from how many years students are using it. As per table 4, only 1% of the students have been using social media from less than 1 year and 1% of the students using social media from 1 to 2 years but 10% of the students have been using social media from 2 to 3 years and most of the students which is 88% have been using social media from more than 3 years. It means, majority of the respondents are using social media sites for more than 3 years.

Table 4: Distribution of respondents on the basis of use of social media for number of years

No. of years	Percentage of respondents using social media for respective number of years
Less than 1 year	1%
1-2 years	1%
2-3 years	10%
More than 3 years	88%

Role of Social Media in Education

People are connected to social media in many ways. People are exploring social media for different purposes. Students are using internet for maintaining their online presence, connecting with the friends and also for the studies. Social media played a crucial role in the education of the students. Students are creating groups over social sites for communicating information regarding common goals. This study determines the role of social media in education. It is important to determine whether students are using social sites for work assignments. As per table 5, only 30% students don't use social media during completion of assignment but majority students are using it. Total 70% of the students have been using these sites for the purpose of completion of work studies.

Table 5: Use of Social media sites in work assignment

Use of social media during the completion of assignments	Yes	No
	70%	30%

Majority of students are using social media for the completion of work assignment. It means social media is playing an important role in the studies of the students. This study also determined the purpose of using social media sites. As per table 6, total 38% of the students using social media for sharing of information but 7% of students have been using social media for meeting new people to socialize themselves

Table 6: Purpose of using social media sites

Purpose of using social media sites	Percentage of Respondents
Sharing Information	38%
Meeting new people can help you socialize	7%
Learning Technology becomes easier	26%
Keeping in touch with friends is easy	29%

Total 26% of the students using social media for learning technology and 29% of the students have been using to stay in touch with friends because it's easy for them. It means, majority of the students are using social media sites for sharing of information.

Impact of Social Media on education

To analyze the academic performance and impact on behavior, students were asked about questions which are in the form of Likert 5 points scale. Students were asked about "Are social media is useful in studies?" As per table 7, total 37% of the students strongly agree that social media is useful in studies, 27% of the students agreed but 18% of the students disagreed and 12% of the students strongly disagree. Most of the students agreed overall. In this study, positive and negative effect of social media on studies of the student is also determined. Only 12% of the students strongly agree that social media poses a negative effect on studies and 22% of the students agreed on this but 29% of the students disagreed and 31% of the students strongly disagreeing. Most of the students indicated that social media don't have negative effect on studies. Majority of the students believed that social media have a positive effect on studies. Students discussed important facts or concept of their work assignment so they are also concern for the privacy issues in social media. Total 35% of the students strongly agree that there are privacy issues related to social media and 30% of the students agreed but 16% of the students disagreed and 13% of the students strongly disagreeing. Most of the students agreed that there is a privacy issue in social media. This study also analyzed that "Are social media is essential for cope up with the modern world?" Total 38% of the students were strongly agree and 28% of the students agree on using social media is essential for modern world. Most of the students believed that social media is essential for the modern world.

Table 7: Impact of social media

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
Social media is useful in studies.	37%	27%	6%	18%	12%
Using social media poses a negative effect on studies.	12%	22%	6%	29%	31%
Using social media poses a positive effect on studies.	30%	38%	6%	16%	10%
There are privacy issues related to social media.	35%	30%	6%	16%	13%

Conclusion

Social media has now become an important part of life for the people. People are assessing social media for number of reasons. Students specially use social media for number of purpose. This study shows that majority of students using social media were between 17 to 22 years of age group and they spent their 2 to 3 hours each day on social media mostly on whatsapp. In this study, most of the students were under graduate students who are using social media most of the time. Most of the students are using social media for more than 3 years. They mostly use social media for sharing information and learning technology. Most of the students take help of social media during completion of assignments because it aware about innovations previously done researches which help students complete their assignments more accurately. As per this research, most of the students were agreed that social media is useful in studies because it provide most of the information on a single click without any delay. Social media poses positive effect on studies because it is helpful in providing many information and previously done researches and about upcoming technology and with social media it is very easy to share any information to anyone who connected to the person through social media. Everyone started sharing their personal information and various data on social media, these information's are 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 provide education, connectivity with others, provide many information's and aware with various updates,

innovations and other things In present world social media poses positive effect on life therefore social media is essential for modern world.

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