

AN ANALYSIS ON IMPACT OF SOCIAL MEDIA ON STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The impact of social media on students has been a subject of increasing concern in recent years. This project aims to investigate the various ways in which social media affects students, both positively and negatively. The study will explore the potential benefits of social media use, such as enhanced communication, access to educational resources, and the development of a sense of community. It will also examine the potential risks and negative impacts, including addiction, cyberbullying, and distraction from academic pursuits. The project will employ a mixed-methods approach, utilizing both quantitative surveys and qualitative interviews to gather data from a diverse sample of students. The findings of this study will contribute to a better understanding of the impact of social media on students and will inform strategies for promoting responsible social media use among this demographic.

Keywords: Social media, students, impact, positive, negative, communication, educational resources, community, addiction, cyberbullying, distraction, quantitative surveys, qualitative interviews, responsible use.

INTRODUCTION:

Social media is a form of digital communication that enables people to interact, share, and exchange information and ideas in virtual communities and networks. The most popular social media platforms include Facebook, Instagram, Twitter, YouTube, and WhatsApp. Social media users tend to be younger, and these platforms provide a way to connect with friends, family, and others with similar interests.

Social media offers a range of content types, including text, pictures, and videos. Users can create profiles that are personalized to their interests and preferences. With the addition of picture and video media, social media has become a popular way of passing time, similar to watching television. The variety of platforms

available provides users with a wide range of options for interacting with others and sharing their experiences. Each social media platform has its own unique interface, but they all serve as public online spaces for users to connect and stay in touch. Social media has become a ubiquitous part of modern life, with billions of users worldwide. It has revolutionized the way we communicate and share information, but also raises concerns about privacy, cyberbullying, and addiction.

REVIEW OF LITERATURE

Mathewson (2020), investigated the effect of using social media on college students' mental health. The participants stated the experience of anxiety, depression, and suicidality (thoughts of suicide or attempts to suicide). The findings showed that the types and frequency of using social media and the students' perceived mental health were significantly correlated with each other.

Iwamoto and Chun (2020), These researchers investigated the emotional effects of social media in higher education and found that the socially supportive role of social media was overshadowed in the long run-in university students' lives and, instead, fed into their perceived depression, anxiety, and stress.

Keles et al. (2020), provided a systematic review of the effect of social media on young and teenage students' depression, psychological distress, and anxiety. They found that depression acted as the most frequent affective variable measured. The most salient risk factors of psychological distress, anxiety, and depression based on the systematic review were activities such as repeated checking for messages, personal investment, the time spent on social media, and problematic or addictive use.

OBJECTIVE OF THE STUDY:

- To find out whether social media affecting the academic lives of students.
- To analyse the factors influencing students to use social media.
- To have an insight about the student's usage and behaviour towards social media.

SCOPE OF THE STUDY:

Social media application is mostly used by students nowadays. This study was conducted to assess the impact of social media on students and to gain more knowledge about social media and also to analyse the average time spent on social media applications in regular day of life. It also has the intention to mention all the positive impact and the negative impact of social media. This study is based on the mind-set of the students who use social media and what influencing them to use social media applications.

RESEARCH METHODOLOGY:

The study has been conducted on the basis of both primary and secondary data and descriptive in its nature. Primary data is collected by sending the questionnaire to various people and filled by then through online. The data was collected by the means of questionnaire and was classified and analysed carefully. Questionnaire is constructed innovatively and systematically distributed to respondents.

COLLECTION OF DATA:

Primary data was collected by means of a survey. The data is collected specifically for the purpose of research paper. An advantage of primary data is that it is specifically tailored to one's research needs.

Secondary data consist of information that already exists and collected from other sources. In order to have a proper understanding of the social media impacts, a depth study was done from various sources. In this study the secondary data was collected from studies, magazines, journals and websites.

SAMPLE SIZE:

The sample for this study is collected from 120 respondents.

TOOLS:**SIMPLE PERCENTAGE ANALYSIS METHOD:**

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

FORMULA

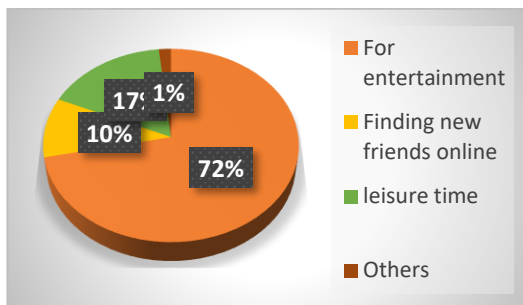
Simple percentage = No. of respondents * 100 / Total no. of respondents

ANALYSIS AND INTERPRETATION:

Table – 1 showing the main purpose of using social media.

S. NO	CRITERIA	NO.OF. RESPONDENTS	PERCENT AGE
1	For entertainment	86	71.70%
2	Finding new friends online	12	10.00%
3	leisure time	20	16.70%
4	Others	2	1.60%
	Total	120	100.00%

Chart – 1 showing the main purpose of using social media.



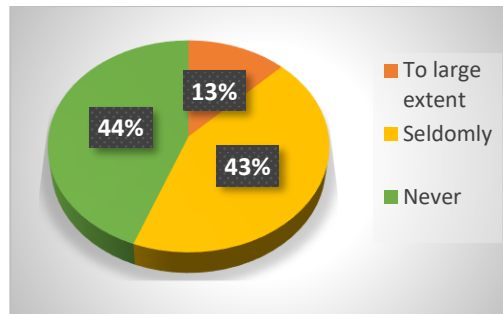
INTERPRETATION

The above table depicts that out of 120 respondents, 72% of the respondents use social media for entertainment, 10% of the respondents use social media for finding new friends online, 17% of the respondents use social media for leisure time, and 1% of the respondents use social media for other purposes. The majority of respondents main purpose of using social media is for entertainment.

Table – 2 showing the social media influence on academic lives

S. NO	CRITERIA	NO.OF. RESPONDENTS	PERCENTAGE
1	To large extent	15	12.50%
2	Seldomly	52	43.30%
3	Never	53	44.20%
	Total	120	100.00%

Chart – 2 showing the social media influence on academic lives



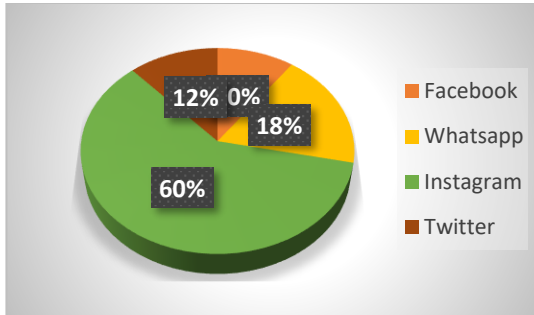
INTERPRETATION

The above table depicts that out of 120 respondents, 13% of the respondents has been influenced to a large extent, 43% of the respondents had been influenced seldomly, and 44% of the respondents were never get influenced. The majority of the respondents have said that social media has never been influenced their academic life.

Table – 3 showing social media application which attracted to use social media more often.

S. NO	CRITERIA	NO.OF. RESPONDENTS	PERCENTAGE
1	Facebook	12	10.00%
2	WhatsApp	22	18.30%
3	Instagram	72	60.00%
4	Twitter	14	11.70%
	Total	120	100.00%

Chart – 3 showing social media application which attracted to use social media more often.



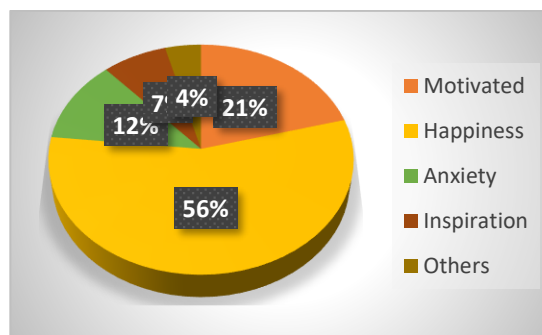
INTERPRETATION

Out of 120 respondents, 10% of the respondents were attracted by Facebook, 18% of the respondents were attracted by WhatsApp, 60% of the respondents were attracted by Instagram, and 12% of the respondents were attracted by twitter. The majority of the respondents have chosen that Instagram is the application that attracted them to use social media more often.

Table – 4 showing the state of mind while using social media.

S. NO	CRITERIA	NO.OF. RESPONDENTS	PERCENT AGE
1	Motivated	25	20.80%
2	Happiness	67	55.80%
3	Anxiety	14	11.70%
4	Inspiration	9	7.50%
5	Others	5	4.16%
	Total	120	100.00%

Chart – 4 showing the state of mind while using social media.



INTERPRETATION

The above table depicts that out of 120 respondents, 21% of the respondents feel motivated while using social media, 56% of the respondents feel happiness while using social media, 12% of the respondents feel anxiety while using social media, 7% of the respondents feel inspired while using social media and 4% of the respondents has other feelings. The majority of the respondents feel happiness while using social media.

FINDINGS:

The majority of respondents main purpose of using social media is for entertainment.

The majority of the respondents have said that social media has never been influenced their academic life.

The majority of the respondents have chosen that Instagram is the application that attracted them to use social media more often.

The majority of the respondents feel happiness while using social media.

SUGGESTIONS:

1. Limit social media use: Encourage students to limit their social media use and to prioritize other activities, such as studying, exercise, and spending time with family and friends.
2. Set boundaries: Students should set boundaries for themselves when it comes to social media use, such as avoiding social media during study or meal times.
3. Monitor usage: Parents and educators can monitor students' social media usage to ensure that they are not spending too much time on social media and that they are not engaging in harmful behaviours.
4. Educate on online safety: Students should be educated on the importance of online safety, including the risks of cyberbullying, online privacy, and how to identify and report harmful content.

LIMITATIONS OF THE STUDY:

- The limitations to this study include, that the study is specific to the region and hence cannot be applied worldwide.
- The data is collected only from youngsters and so the collection of data from other age groups remains impossible.

CONCLUSION:

The impact of social media on students can be both positive and negative. Therefore, it is important for students to use social media responsibly and develop healthy habits when it comes to their online behaviour. It is also crucial for parents, educators, and policymakers to provide guidance and support to students on how to navigate social media in a safe and positive way.

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