

SOCIAL MEDIA AND SUSTAINABLE EDUCATION

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ABSTRACT

In the present developing world Sustainable development plays a vital role. Education is one of the major goals to be achieved in sustainable development. It can be done with the help of social media. A life without social media is unimaginable. Excessive usage of social media has adverse effects on sustainable education. Social media which surrounds everyone in modern society affects both time and work activities. It is affecting the minds of youths and their education as they are considered to be the immediate future. On the other hand, it is used for different forms of communication and exchange of information which was not available in the past. Social media acts as a principal factor in transforming and shaping the lives of a student in different ways. The level of dependency on these social media platforms is leading to addiction but how can we retain sustainable education? Students are the vulnerable group in society to be addicted and face health problems. The study is designed to examine the impact of social media which is contributing towards sustainable education. With this idea the paper attempts to examine the use use and purpose of using social media by the students and to evaluate the positive and negative impacts of social media on sustainable education. The study was conducted among professional colleges of Mangalore as it is one of the smart city in Karnataka and it has wider scope for urbanization.

Key words: Education, mental health of students, Sustainable education and development

Introduction

In the present developing economy, sustainability plays a vital role. One of the 17 goals of sustainable development is education. Education is one of the major goals for change and it can be examined by its different roles. One such role can be done through social media. A life without social media is unimaginable. Excessive usage of social media has adverse effects on sustainable education. Social media which surrounds everyone in modern society affects both time and work activities. It is affecting the minds of youths and their education as they are considered to be the immediate future. On the other hand, it is used for different forms of communication and exchange of information which was not available in the past. Social media acts as a principal factor in transforming and shaping the lives of a student in different ways. The level of dependency on these social media platforms is leading to addiction but how can we retain sustainable education? Students are the vulnerable group in society to be addicted and face health problems. The study is designed to examine the impact of social media which is contributing towards sustainable education.

The development of social media in recent years has changed the way most end users interact with the Internet. Social media is based on the idea of how people know and interact with each other in a more open and connected world. Social media has a decisive impact on our lives because they are useful in all areas of life, such as education, politics, and business. Social media is an interactive technology that helps the growth of an economy towards sustainability. This allows us to create, share, or exchange information, ideas, professional interests, and other expression through virtual communities and networks. The use of social networks is not limited to professional fields or the elderly but is widely used by students in the education field. There are many reasons why students use social networking sites, such as for educational and entertainment purposes, because they make students' lives easier and provide all necessary information quickly and simply in a second however at the same time they have positive and which in turn has a huge negative effects on society particularly on students. This is a huge disturbance for students, leading to a decline in their overall academic performance. Due to the immediate use of social networks during their studies, they began to pay less attention to learning. Multitasking, checking social media while studying, underperforming, and very busy assessing the number of websites that produce educational websites, may cause health problems over time. With this understanding of the title "IMPACT OF SOCIAL MEDIA TOWARDS SUSTAINABLE EDUCATION," paper attempts to formulate the statement of the research problem based on the available literature and then to check both the positive and negative impact of social media on sustainable education.

Review of Literature

The paper titled “IMPACT OF SOCIAL MEDIA TOWARDS SUSTAINABLE EDUCATION” looks into the statement of the research problem based on the review of literature as stated in research journals by six scholars as follows,

- 1) Safeera (2020) gave her views on the use of social media by young people and how it can lead to aggravation of mental health problems and is a part of people’s daily activities and how it has both positive and pleasant benefits, but with it how it can cause mental health problems. Our mental health is protected by a crucial element called a social network. These social networks are measured by the quality and quantity of social relationships that affect mental and physical health and pose a risk of death. As part of the theory of displacement behavior, a study was conducted to try to explain why social networks are related to mental health. The study clearly shows the importance of people spending most of their free time on social media and face-to-face communication, but it turns out that social media can prevent mental disorders. In addition to displaced behavior theory, there are other social theories that find that excessive use of social media can affect people’s mental health, especially young people because they spend most of their time watching, attaching, and interacting with others through social media. The use of social media can lead to physical illnesses such as neck, wrist, or back stiffness, blurred vision, and night-time disturbances. This is why these problems are increasing rapidly around the world because there is only one tool on social media.
- 2) Uma (2019) analyzed that social media is like a valuable currency but at the same time it has a devastating impact on contemporary people, especially young people. It helps them to bloom and snuggle together, so they need to be careful. Youths get connected with many people helps them to be promoted in their careers. It also helps them to share their opinions with each other where much importance is given to positive impact.
- 3) Moniza and Nizam (2018) in their study found that adolescents benefited from the use of social media but were very much disturbed in the process of their learning. It is noted that teenagers are addicted to social media and it accounts for about 95 percent of young people having full access to smartphones, and 45 percent of them often go online. 45 percent of people believe that social media has no positive or negative impact on them, in general, it can be said that teenagers suffer from various mental health problems. Psychological problems are also caused by excessive use of social media. If managed properly social media can have a positive impact.
- 4) Bashir (2017) makes an attempt in his research to know the imbalance caused by the excessive use of social media is the main concern for parents, researchers, and society regarding people’s mental health. It

grows exponentially and serves the younger generation as an easy-to-access communication and entertainment portal. As a result, social media has had a significant impact on all aspects of modern digital life, beyond online communication, from marketing to politics, education, health, and interpersonal communication. Social media has obvious advantages, but the social media phenomenon is relatively new, and it assesses the impact of regular use of social media on overall well-being. Lack of understanding could be a serious problem, particularly for today's younger generation; as a result, teenagers and youngsters spend a lot of time interacting on the internet, so they may face a greater risk of negative consequences. Unwanted consequences, such as increased anxiety, stress, depression, and loneliness. The growing use of social media by the younger generation has raised concerns about its negative effects.

5) Kumar (2017) said that with the development of technology, everyone will use social media in their daily lives. The online network improves the quality and speed of student's coordination, quickly communicate and exchange information with each other. Companies use online networks to update the various courses of their organization. Young people understand the need for digital media better than older people. But at the same time it is necessary to study the consequences. The learning path lead to setbacks in an organization, improper promotion can affect performance. Digital media can abuse the public by attacking individual activities. Citizens need to embrace the healthy aspects and avoid the negative aspects so that we can take advantage of the latest emerging technologies.

6) Siddiqui (2016) argued in his research on the use of social media by young people that social media maintains a close connection between education and business, including multiple social media sites and blogs where people interact with each other. Among them, news reporters and organizations have held high-profile events in the 21st century. Social media is a relatively inexpensive and widely used electronic tool that allows anyone to post and access information, collaborate, and build relationships. Few reports indicate that approximately 90 percent of college students use social media and become addicted decreasing productivity. With the rapid development of technology, there are small communication devices that can access social media anytime and anywhere. These smart devices include laptops, tablets, and even smartphones. Social media is used innovatively for educational purposes. They should learn to use this tool better in order to improve the quality and speed of collaboration. Although the use of social media is growing rapidly. However, this did not meet the expectations of the global scenario.

Statement of research problem

Social media has crept into every corner of education in the form of student's life from chatting to learning. The constant use of social media by students for various purposes is unbelievable. The impact of social media has led to several social, physical, and mental issues in the lives of students. The overuse of it can lead to devastating results some of which can be permanent and some temporary. The usage of social media has both positive as well as negative effects on the students as well as their education as they are considered the future of the world their health is our priority speaks of sustainability development. Hence, they must be made aware about regarding the usage of social media in building the nation for future generations.

Objectives of the study

1. To examine the use and purpose of using social media by the students.
2. To evaluate the positive and negative impacts of social media on sustainable education.

Scope and need of study

The study focuses on the impact of social media and sustainable education. The use of social media among students is increasing day by day as a result they suffer from many psychological disorders and this research aims to create awareness among the students exposed to social media and how adversely and positively are the students affected by the usage. Students need to take care of their health as they are the future of tomorrow. In 17 goals mentioned in sustainable development, we focus on health, education, etc. Therefore there is a need for sustainable development in the form of sustainable education.

Methodology

Sample Size

The size of the sample collected for the research was 90 due to lack of time. It has been collected from students of 9 different professional colleges of Mangalore City with overall population of 15,210 in these colleges and hence responses have been collected according to the size of population. The sample population belong to the age group between 15-30 with different gender, income and they have been collected with the help of e-questionnaire and personal interviews. The social media platforms that have been selected under the study are WhatsApp, Facebook, YouTube, Telegram, Google, Instagram. The respondents were ensured complete confidentiality with regard to their responses and views.

Data Collected

The data includes the facts which are collected in order to achieve the objectives of the project. The data used in research is obtained through surveys and interviews. Stratified random sampling has been used to collect the data. The main source of information for the study is based on the data collection. Data collected are both primary and secondary sources in nature.

Primary Source: Primary source of data has been collected directly through a through questionnaire method and has been sent to the respondents to obtain information. The questionnaire consists of both open-ended questions and close-ended questions. The questionnaire is prepared on the basis of available information and reviews with regard to the usages of social media.

Secondary Source: The secondary source of data was collected from the Journals, Newspaper Publications and Reports.

Significance of the study

- This study helps to analyse the various health problems faced by the students due to the excessive usage of social media.
- The study aims to create awareness and knowledge among the students that proper use of social media can be a solid tool for education, information and also groom the mentality of students which help to build sustained education and economy.
- It helps to build up consciousness level of the students making them know how social media is affecting their mind and also create awareness to them and ensures that how important is their health.
- It focuses on the present scenario of the students and their relationship with the digital platform.

Data analysis

Table 1: Age of the respondents		
Age	No. of Respondents	Percentage
18-21	57	63.3
21 &above	33	36.6
Source: Sample survey		

Table 2: Gender of the respondents

Gender	No of Respondents	Percentage
Male	34	37.7
Female	56	62.2
Source: Sample Survey		

Table-3: Classification of Engineering Colleges

Engineering Colleges	No of respondents	Percent
Canara	16	17.7
Sahyadri	19	21.1
Srinivas	12	13.3
St. Joseph	21	23.3
Sri Devi	13	14.4
Yenepoya	9	10
Source: Sample Survey		

Table-4: Time spent on Social Media Sites

(Figures in the Brackets represent percentage)

Social Media Sites	0 Hours	1-2 Hours	2-4 hours	4-6 Hours	Above6 Hours
Facebook	30 (33.3)	38 (42.2)	17 (18.8)	3 (3.3)	2 (2.2)
WhatsApp	0	22 (24.2)	49 (54.4)	13 (14.4)	6(6.6)
Twitter	79 (87.7)	10 (11.1)	0	1(1.1)	0
Instagram	6 (6.6)	24 (26.6)	37 (41.1)	17 (18.8)	6(6.6)
YouTube	0	12 (13.3)	18 (20)	35 (38.8)	25(27.7)
Snapchat	70 (77.7)	19 (21.1)	1 (1.1)	0	0
Telegram	61 (67.7)	19 (21.1)	7(7.7)	3(3.3)	0
Google	0	12 (13.3)	43 (47.7)	26(28.8)	8 (8.8)

Source: Sample Survey

Table -5: Level of Dependency on Social Media Site

(Figures in the brackets represent percentage)

Strongly disagree-SD

Disagree-D

Neutral- N

Agree- A

Strongly agree-SA

Depending Factors	SD	D	N	A	SA
Source of Entertainment	0	10 (11.1)	57(63.3)	14 (15.5)	9 (10)
Order of Communication	0	0	34 (37.7)	54(60)	2(2.2)
Tool of Knowledge	6(6.6)	10 (11.1)	35(38.8)	30 (33.3)	9(10)
Encourages in Studies	2 (2.2)	11(12.2)	25 (27.7)	40 (44.4)	12(13.3)
Makes Students Smart	1 (1.1)	3 (3.3)	40 (44.4)	38(42.2)	8(11.1)
Provides useful information	5 (5.5)	12(13.3)	22(24.4)	39 (43.3)	12(13.3)
Source: Sample Survey					

Table-6: Impact of social media on Education

(Figures in the brackets represent Percentage)

Impacts	Often	Sometimes	Always	Seldom	Never
Increases Creative Skills	42 (46.6)	38(42.2)	7(7.7)	3(3.3)	0
Completed the assignments	6(6.6)	35(38.8)	4(4.4)	12(13.3)	33(14.4)
Familiar with the Computers	9 (10)	49(54.4)	5(5.5)	17(18.8)	10(11.1)
Good Communication	36(40)	10(11.1)	43(47.7)	1(1.1)	0
Able to inform Public	4 (4.4)	51(56.6)	1(1.1)	30(33.3)	4(4.4)
Talents Discovered	5 (5.5)	49(54.4)	1(1.1)	23(25.5)	12(13.3)
Made Students Clever	9 (10)	42(46.6)	7(7.7)	20(22.2)	12(13.3)

Source: Sample Survey

Table -7: Mental Health Problems

(Figures in the brackets represent Percentage)

Problems	Often	Sometimes	Always	Seldom	Never
Reduced academic performance	6(6.6)	55(61.1)	5(5.5)	14(15.5)	10(11.1)
Reduced Focus on studies	7(7.7)	39(43.3)	4(4.4)	22(24.4)	18(20)
Unable to perform extra curriculum activities	5(5.5)	32(35.5)	6(6.6)	12(13.3)	35(38.8)
Unable to think independently	2(2.2)	23(25.5)	11(12.2)	13(14.4)	41(45.5)
Depressed and sad	8(8.8)	17(18.8)	10(11.1)	15(16.6)	40(44.4)

Feel unsafe or at risk	1(1.1)	20(22.2)	2(2.2)	19(21.1)	48(53.3)
Mental stress	9(10)	42(46.6)	7(7.7)	20(22.2)	12(13.3)
Source: Sample Survey					

Interpretations:

Table 1, shows that the majority of the people belong to the age group of 18-21 which shows that they are very much capable of using social media and can get updated soon with the updates in technology and it is the generation that changes for once in 3 hours as per the generation gap theory in economics which comes under monetary economics.

Table 2, shows the gender of the respondents, and the majority are female because they are the ones when any question is asked, they get alert and answer rather than compared to the opposite gender.

Table 3, shows the list of professional colleges from where the respondents are taken. These colleges are on the outskirts of Mangalore city which is considered to be one of the smart cities.

Table 4, shows the time spent by students using different types of screens on social media it helped us to know the impact on their health and even it helped us to know why they use social media question 5 was answered based on this question which is shown in table 5.

Table 5, shows the level of dependency of students on social media. It shows the purpose of using social media by students and how much they are dependent on social media.

Table 6, shows the impact of social media on education. This is done using a statistical tool like Likert 5 scale. Table 5 and 6 has Justified he said objectives of this paper

Table 7, shows the mental health of students because of their time spent on social media.

Findings of the study

It was observed from the study that the highest number of the respondents that is 62.2 percent of them fell under the age group of 18-21.

- 42.2 percent of the respondents spent their time on Facebook for one to two hours per day. Even there were students who had spent more than six hours on Facebook. Usage of Facebook more than any other digital media has been widely accepted. It helped them to share pictures and videos with others at high speed and provides information at brief motion of fingers. It is essentially a very important source of digital media.
- It is observed that students spent more time for entertainment and the number of hours spent for study by most of the respondents were two to hours a day. The experience of being entertained has come to be strongly

associated with amusement and one common understanding of the idea is fun and laughter although many entertainments have a serious purpose.

- Students agreed that for them social media was a source of entertainment.
- 33.3 percent of the respondents agreed that social media is the ultimate tool of knowledge and 11.1 percent disagreed with that statement.
- 42.2 percent of the respondents agreed that social media makes the students smart and 12.2 percent disagreed with that statement.
- 44.4 percent agreed that social media encouraged them in studies.
- In the above survey about 56.6 percent of the respondents agreed that the use of various social media platforms had made the students to discover their hidden talents and helped them reach in all parts of the world.
- Social media changes the way generations communicate. The availability of instant communication distracts them from face to face communication as a result it causes excessive usage of internet and leads to cause of loneliness and busyness.
- Reduced focus is now a part of student's education. Students rely more on social media for availability of information it has led to reduced focus on learning and has also affected their academic performance.
- Common problem observed in mental illness is depression. 44.4 percent of the respondents never get depressed and 25.5 percent of them rarely get depressed which is actually a very good positive signal. Students get depressed in different ways. It can interfere with their studies, resulting in reduced focus and lower academic performance. It can also influence relationships and led to some serious chronic health conditions.
- It was observed that students did not feel at risk with the usage of social media as social media keeps each and every information of the user confidential especially that of students.
- According to the study 50 percent of the respondents slept more 10 hours a day. This excessive sleep is not good as it can cause several health issues swing in mood, stress and also lead to death.

Suggestions

- Time spent on various social media platforms must be reduced.
- Improve the communication skills by refining face to face communication.
- Utmost health care needs to be taken by participating more in extra curriculum activities.
- Learning the new developments of the social media and also its positive and negative sides are needed.
- Reduce over dependency on social media and concentrate more on studies.

- Try to stabilize the mind by getting enough sleep.

Limitations of the study

- The size of the sample selected is comparatively small.
- Lack of time.
- The study is based on the availability of primary data from which the questionnaires were prepared may suffer from lack of honesty and true response.
- The respondents were not ready to give more information related to their mental health.
- The study was confined to only select social media platforms. With the inclusion of other may have been differentiate and would provide more appropriate results.

Conclusion

Students are the future of the world. Everything they do affects the world in some or the other way. Usage of social media and education should go hand in hand. Learning from every aspect of social media should be achieved to lead a healthy and peaceful life. Through sustained education there can be development taking place in every sphere of life as the 17 goals of sustainable development clearly mentions that there should be a change but change should be fruitful for future generation and it can be done with the help of social media.

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