



IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS

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ABSTRACT

In today's world, social networking has become a need. It is quite important in our daily lives. It is impossible to extricate oneself from its impact. It's always been fascinating to see how it's affected through time. This study concentrates mostly over it and for that reason I framed a systematic questioner utilizing Google form. The majority of the questions were about how social media can help with education, privacy, and knowledge.

I received a total of 48 responses, with 83.2% believing that social media can help with education. 45.7 percent of people spend 1 to 2 hours every day on social media. 48.9 percent of respondents believed that social media has an impact on their social lives. It kills the period of youth, according to 32.6% of people. Social media, according to 54.3 percent of respondents, makes adolescents smarter. 47.9 percent believe social media is harmful.

Keywords - Social media, youth, society, education, knowledge, positive.

1. INTRODUCTION

Imagine a world without internet facilities today and it would be nearly impossible. In the use of social media and mobile devices, there are benefits as well as challenges, mainly in terms of accessing course content, video clips, transferring instructional notes, etc. In general, students think that social media and mobile devices are cheap and convenient ways to access relevant information. Certainly this question can be difficult to answer, but along with a detailed survey and analysis of advantages and disadvantages, it is possible to answer this question at least in part.

ADVANTAGE OF SOCIAL MEDIA

1. **Connectivity:** The main advantage of social media is its ability to connect a large number of users. They can connect from anywhere in the world at any time. Information can be transmitted all over the world thanks to social media and its connectedness, and developing relationships with one another has never been easier. It connects people all around the world.

Social media fosters a sense of community and belonging among users.
2. **Education:** In the subject of education, social media has proven to be effective. It facilitates learning by bringing together educators and experts from all over the world with students. It also aids in the development of talents by increasing knowledge and creativity. It allows learners and instructors to connect at their own pace, allowing for greater flexibility in the learning process.
3. **Information and updates:** Social media, in addition to television, radio, and newspapers, may assist you in providing accurate information by displaying the genuine picture of contents and resources. It contributes to the globalization of the real world.
4. **Mental health:** By interacting with individuals all over the world and forming positive relationships with them, social media may be a great stress reliever or mental health reliever. There are many different groups on social media where you can meet people who can assist you deal with stress, despair, and isolation. By generating positive vibrations and a brighter attitude, it can help people form healthy relationships. It boosts one's mental health.
5. **Share anything with others:** Social media is the finest place to share everything you want. It could be a song, a poem, an artistic masterpiece, a delectable dessert dish, or anything else. It enhances and showcases a person's creativity while also allowing them to reach millions of users. You never know if sharing your artistic creations can help you achieve your goals.

DISADVANTAGES OF SOCIAL MEDIA

1. **Affect Social-Emotion Connection:** The use of social media has become a barrier to social-emotional connection. Everything has been reduced to written information through social media, whether it be wishes on special days or expressing one's thoughts, resulting in a lack of personal feelings and ties. People used to go to someone's house to wish them on special occasions, but today they prefer to send a text message. Text messages are insufficient to convey a person's emotions and sentiments. As a result of social media, there is a disconnect between people.

2. **Causing Distress to Someone's Feelings:** I'm quite dissatisfied by the pointless trolls, feedbacks, and comments on other people's lives. What is the point of it all? Is social media the answer to everything? No, I don't believe so. Instead of hurting someone or causing them pain and suffering, you can use it for a worthy cause. Some people are not posting anything to offend others; they are simply sharing their point of view, but anyone who does not agree with them may be angry or dissatisfied by their viewpoint. It generates conflicts in the home, among friends, and in the workplace.
3. **Lack of thoughtfulness and understanding:** Real-time face-to-face talks have been displaced by social media. People are so preoccupied with chatting online that when they meet someone in person, they are unable to understand their sentiments, emotions, love, connection, and so on, implying that they are so preoccupied with the virtual world that they forget everything. I often believe that our forebears were considerably luckier than us in this regard because they were able to spend quality time with their loved ones and family because they were free of all these distractions.

It's impossible to understand or transmit a sensation through words or even a voice. To grasp what they want to say and feel about you, you must be in front of them. The same words can convey a variety of meanings until you are unable to decipher the body language and speech patterns. Words can either express or conceal the true meaning.

2. REVIEW OF THE LITERATURE

The study "Social Media Its Impact with Positive and Negative Aspects" was conducted by Shabnoor Siddiqui and Tajinder Singh from Raipur, India, and published in the International Journal of Computer Applications Technology and Research in 2016. In May 2017, Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra completed a study titled A STUDY ON THE IMPACT OF SOCIAL MEDIA ON YOUTH. In the "International Journal of Current Research," they presented a study. The research was carried out in and around the Karnataka district of Dharwad. In December 2014, Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, and Prof. Chandrashekhar Tathe investigated AN IMPACT OF SOCIAL NETWORKING SITES ON YOUNGSTERS. In October 2015, Annapoorna Shetty, Reshma Rosario, and Sawad Hyder conducted research on the impact of social media on youth.

3. DISCUSSION

Twitter : We may believe that limiting our posts to 140 characters is no way to promote our business, but we will be surprised to learn that this social media platform has over 320 million monthly active users who can make use of the 140 character limit to communicate information. Businesses may use Twitter to communicate with potential customers, answer inquiries, and provide the latest news while also targeting ads to specific audiences. Twitter was started on March 21, 2006, in San Francisco, California, and is headquartered there.

Google: Google is one of the most widely used social media platforms nowadays. It is a must-have tool for any small business because of its SEO worth. Google was launched on December 15, 2011, and it has since grown to become one of the most popular social media platforms, with 418 million active users as of December 2015.

YouTube: YouTube, the world's largest and most well-known video-based online networking platform, was founded on February 14, 2005, by three former PayPal employees. YouTube receives over 1 billion monthly visitors and is the second most popular internet search engine after Google.

Instagram: Instagram is a visual social media platform. Facebook owns the site, which has more than 400 million active users. It is used by a large number of its clients to share information about travel, fashion, food, craftsmanship, and other similar topics. The stage is also known for its incredible channels, as well as video and photograph modifying features. Approximately 95% of Instagram users also use Facebook.

Snapchat: When Reggie Brown, Evan Spiegel, and Bobby Murphy were undergraduates at Stanford University, they created Snapchat, an image-sharing application training item. The application was officially launched in September 2011, and in a short period of time, it has accumulated a massive following, with an average of 100 million daily active clients as of May 2015. Snapchat is used by more than 18% of all social media clients.

WhatsApp: WhatsApp Messenger is a cross-platform instant messaging app for phones, tablets, and computers. To transmit photographs, texts, documents, audio, and video messages to other users who have the app loaded on their devices, the software requires an Internet connection. WhatsApp Inc. was founded in January 2010 and was purchased by Facebook on February 19, 2014 for \$19.3 billion. Today, over 1 billion people utilise the service to communicate with their friends, family, and even clients.

Tumblr: Tumblr is one of the most difficult to use informal communication platforms, but it's also one of the most fascinating places. The platform supports a number of different post types, including cite posts, chat posts, video and photograph posts, and sound posts, so you're never limited in terms of what you may contribute. Reclogging, is more comparable to retweeting than Twitter, is quick and easy. David Karp founded the long-range informal communication network in February 2007 and it now has more than 200 million users.

Flickr: Flickr, sometimes known as "Glint," is an online photo and video sharing platform that was founded by Ludicorp, a Vancouver-based company, on February 10, 2004 and later acquired by Yahoo in 2005. Clients who share and install images are familiar with the stage. Flickr had over 112 million users and a global presence in over 63 countries. Every day, millions of pictures are shared on Flickr.

Positive Effect of Social Media on Health.

1. Prescriptions from doctors are shared with friends, relatives, and coworkers.

2. Health researchers will have more data to work with.
3. On online health forums, there is a lot of support and mutual accountability.
4. Doctors can be consulted online at any time and from anywhere.

Negative Effect of Social Media on Health.

1. Potentially infringing on one's privacy.
2. Incorrect self-diagnosis

Positive Effect of Social Media on Business

1. It is easier to comprehend the needs of customers when they are communicated through social media.
2. It is easier to comprehend the needs of customers when they are communicated through social media.
3. Social Media provides rich customer experiences.
4. Sharing contents about the business is easier and faster with the help of social media.

Negative Effects of Social Media on Business

1. In business, Social Media isn't completely risk-free because a large number of followers and supporters are allowed to publish their feelings about a certain organization; a negative remark might lead to disappointment for the organization.
2. The majority of businesses have difficulty measuring the effects of web-base.
3. The improper online brand strategy can doom an organization and put it at risk of a massive viral social backlash.d social networking promotion.
4. It's difficult to undo a social media blunder.

Positive Effect of Social Media on Education

1. **Sharing knowledge:** It allows students to convey their knowledge in a simple and efficient manner. Students can easily get information, examine it, alter it (if necessary), and share it. As a result, the flow of information becomes more fluid.
2. **Updating one's knowledge:** they will be able to learn new things as they happen. As a result, they have to update their own information base.
3. **Socializing:** Making friends and socializing are both crucial aspects of growing up. What is the significance of this? It's because it allows the kids to share their thoughts and learn new things. This would invariably lead to them gaining more self-assurance in their daily lives.
4. **Learning from various sources:** Long-range interpersonal communication advancements are designed in such a way that understudies will be able to choose which gathering, movement, or individual they want to follow for daily refreshes. There are numerous ways to learn.

Negative effect of Social Media on Education

1. **Reduced learning and research capabilities:** Students are more reliant on information readily available on social networking sites and the internet. This limits their ability to learn and research.
2. **Time wastage:** Students get drawn into using online networking sites while looking for and concentrating on information on the internet, and they occasionally forget why they are using the internet. Students are often unable to complete their assignment within the stipulated time range due to time waste.
3. **Loss of motivation in students:** Because of the employment of these long-distance interpersonal contact sites, the student's motivation level decreases. They are more reliant on the virtual world than on increasing appropriate learning from the present reality.
4. **Low grades:** Students receive poor grades in school because they lack the necessary data and writing skills.

4. FINDINGS & CONCLUSION

As technology advances, web-based social networking has become the norm for every single person, family, and group. For students, online networking has improved the quality and speed of coordinated effort. Corporate employs internet networking to improve an organization's performance in a variety of ways, such as meeting business goals and increasing the company's annual offerings. Every day, young people come into contact with

various media. Social media offers many advantages, but it also has some drawbacks that have a negative impact on people. False data can lead to disappointment in the training framework; in organisations, the wrong promotion can affect productivity; online networking can abuse the general public by compromising individuals' security; and some useless websites can influence youth, causing them to become plainly savage and engage in a few inappropriate activities. Last but not least, all residents are encouraged to embrace the great features of social media while avoiding the bad impacts.

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