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# Role of Social Media in Students Life

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## ABSTRACT:

In this study on role of social media.It is different from other normal studies that are unique feature of students life. The present study is an effort to analyze the mental health of the students. The present study has been conducted in Coimbatore city. It additionally demonstrates the emotional well-being of the youngsters. There review explores the issues looked by the students that facing while studing, surroundings, and their psychological well-being.To Study about background of the social media of mental health while in their studies . For this purpose of study I have attopted Rank analysis Chi-square test are tools was used.

**Keyword:** Social media, social media on students, students life, academic performance of students life, impact on social media, mental and Psychological aspects, current view of surroundings.

## INTRODUCTION:

The world is today celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication Technologies (ICTs). Modern Technology in communication no doubt has turned the entire world into a "Global village". But as it is, technology like two sides of a coin, bring with it both negative and positive sides. It helps people to be better informed, enlightened, and keeping abreast with world developments. Technology exposes mankind to a better way of doing things. Social networking sites include: Twitter, Yahoo Messenger, Facebook Messenger, Instagram, Whatsapp messenger, Skype, iPhone and Androids. The world has been changed rapidly by the evolution of technology; this has resulted into the use of technology as the best medium to explore the wide area of knowledge.

The "social" part refers to interacting with other people by sharing information with them, and receiving information from them. The "media" part refers to an instrument of communication. Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. Social media is a concept that has given people a common platform for sharing their news, views and opinions regarding the happenings around them. It is also being used by the advertisers and companies for their promotions, professionals for searching and recruiting, students for internships etc. Social media involves use of an online platform or website that enables people to communicate, usually for a social purpose, through a variety of services, most of which are web- based and offer opportunities for people are interact over the internet, e.g. via e-mail and 'instant messaging.

## STATEMENT OF THE PROBLEM:

This study pointing on the impact of social media on college students life. Social media is a factor of affecting habits and other psychological factors on a student life. To address the issue of the effectiveness of using social media, the first question raised in thisstudy is: for what purpose is the student utilizing social media? Research on this topic willstart to reveal social media are simply part of how students interact with each other with no apparent impact on grades. The main purpose of this research is to expand on previousresearch, explore the relationship between the effects of social networking and students' study efficiency, and to determine if social media interfering with students' academic lives.

## OBJECTIVE:

- ➢ To identify the influence of social media on the academic performance of the students life.

- ➢ To know the awareness of social media.

- ➢ To understand the pros and cons of social media on the students.

- ➢ To find the purpose for which social media platforms are used and the percentage of students who use social media.

## SCOPE OF THE STUDY:

In the era of social media, now people are trying to live a whole day without social media. This study pointing to how social media effect on students. The focus of this research work is to primarily study the role of social media on student life. It is that will reduce cost and avoid complexity that may arise as a result of having a very large population. But since in most cases the characteristic of students are generally similar, the research findings would be generalized to include all students.

## RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. The research methodology, which follows, is the back bone of the study. The study is primarily based on the primary data collected through questionnaire from the students.

**Area of the study:**

The area chosen for the study was coimbatore city.

**Sampling Size:**

The study covered a sample size of 100 respondents belonging to coimbatore city.

**Collection Of Data:**

Both primary and secondary data were collected for the purpose of the study.

**Primary Data:**

The primary data are those, which are collected fresh and for the first time, and thus it happens to be original in character. The study was mainly based on the primary data so, first- hand information was collected and used for the study. The question sessions has been targeted the students using social media in Coimbatore City.

**Secondary Data:**

Secondary data are the data which is already available. They refer to the data which have already been collected and analyzed by someone else. The secondary sources such as various journals and internet, newspaper have been referred.

**Period Of The Study:**

The study of the performance of students using social media for the period of six months.

## LIMITATIONS OF THE STUDY:

- ➢ The present study was restricted to a 100 numbers of responds.
- ➢ The period of study is limited to Coimbatore city.
- ➢ The study pertains to six months period of time.
- ➢ The research only deals with the college students.

## REVIEW OF LITERATURE:

**Iwamoto and Chun (2020):** Social media has turned into an essential element of individuals' lives including students in today's world of communication. Its use is growing significantly more than ever before especially in the post-pandemic era, marked by a great revolution happening to the educational systems. Recent investigations of using social media show that approximately 3 billion individuals worldwide are now communicating via social media. **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. **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. **Hiver and Al-Hoorie, (2019):** As many conditions of the educational settings do not allow for having control groups or randomization, probably, experimental studies do not help with this. Innovative research methods, case studies or else, can be used to further explore the causal relations among the different features of social media use and the development of different affective variables in teachers or learners. Examples of such innovative research methods can be process tracing, qualitative comparative analysis, and longitudinal latent factor modeling. **Aalbers et al. (2018):** Reported that individuals who spent more time passively working with social media suffered from more intense levels of hopelessness, loneliness, depression, and perceived inferiority.

**Charoensukmongkol (2018):** Reckoned that the mental health and well-being of the global population can be at a great risk through the uncontrolled massive use of social media. These researchers also showed that social media sources can exert negative affective impacts on teenagers, as they can induce more envy and social comparison. **Drouin et al. (2018):** It showed that though social media is expected to act as a form of social support for the majority of university students, it can adversely affect students' mental well- being, especially for those who already have high levels of anxiety and depression. In their research, the social media resources were found to be stress-inducing for half of the participants, all university students.

## ANALYSIS AND INTERPRETATION:

### RANK ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different object s can have the same rating. The rankings themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered.By reducing detailed measures to a sequence of ordinal numbers, ranking makes it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

TABLE SHOWING OPINION ABOUT SOCIAL MEDIA

| OPINION | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE | TOTAL | RANK |
|---|---|---|---|---|---|---|---|
| Helps for studies | 19 | 13 | 25 | 35 | 8 | 300 | **1** |
| Privacy issues | 18 | 34 | 32 | 13 | 3 | 249 | **4** |
| Friends made it trustworthy | 19 | 30 | 32 | 18 | 1 | 252 | **3** |
| Social media is essential for today's life | 25 | 17 | 21 | 33 | 4 | 274 | **2** |

### INTERPRETATION:

The above table shows the opinion in ranking, helps in studies (300) ranked as 1, privacy issues (249) ranked as 4, friends made it trustworthy (252) ranked as 3, Social media is essential for today's life (274) ranked as 2.

### CHI SQUARE ANALYSIS:

TABLE SHOWING THE RELATIONSHIP OF WHY THEY USE SOCIAL MEDIA AND AWARE OF SOCIAL MEDIA

| WHY DO YOU USE SOCIAL MEDIA | DO YOU AWARE OF SOCIAL MEDIA | | | | | TOTAL |
|---|---|---|---|---|---|---|
| | SELF | FRIENDS | RELATIVES | ADVERTISEMENT | OTHERS | |
| INFORMATION SHARING | 5 | 12 | 1 | 3 | 2 | 23 |
| TRENDING | 2 | 15 | 8 | 1 | 3 | 29 |
| EDUCATION | 1 | 6 | 6 | 8 | 0 | 21 |
| RECREATION & RELAXATION | 11 | 8 | 3 | 5 | 0 | 27 |
| TOTAL | 19 | 41 | 18 | 17 | 5 | **100** |

| O | E | O-E | (O-E)^2 | (O-E)^2/E |
|---|---|---|---|---|
| 5 | 4.37 | 0.63 | 0.3969 | 0.091 |
| 2 | 5.51 | -3.51 | 12.3201 | 2.236 |
| 1 | 3.99 | -2.99 | 8.9401 | 2.241 |
| 11 | 5.13 | 5.87 | 34.4569 | 6.717 |
| 12 | 9.43 | 2.57 | 6.6049 | 0.700 |
| 15 | 11.89 | 3.11 | 9.6721 | 0.813 |
| 6 | 8.61 | -2.61 | 6.8121 | 0.791 |
| 8 | 11.07 | -3.07 | 9.4249 | 0.851 |
| 1 | 4.14 | -3.14 | 9.8596 | 2.382 |
| 8 | 5.22 | 2.78 | 7.7284 | 1.481 |

| 6 | 3.78 | 2.22 | 4.9284 | 1.304 |
|---|------|------|--------|-------|
| 3 | 4.86 | -1.86 | 3.4596 | 0.712 |
| 3 | 3.91 | -0.91 | 0.8281 | 0.212 |
| 1 | 4.93 | -3.93 | 15.4449 | 3.133 |
| 8 | 3.57 | 4.43 | 19.6249 | 5.497 |
| 5 | 4.59 | 0.41 | 0.1681 | 0.037 |
| **2** | **1.15** | **0.85** | **0.7225** | **0.628** |
| 3 | 1.45 | 1.55 | 2.4025 | 1.657 |
| 0 | 1.05 | -1.05 | 1.1025 | 1.050 |
| 0 | 1.35 | -1.35 | 1.8225 | 1.350 |
| **TOTAL** | **100** | | | **33.882** |

**HYPOTHESIS:**

Ho There is no significant relationship between why they use social media and aware of social media.

**INTERPRETATION:**

In the above comparative analysis, the calculated value (33.882) is less than the table value

21.026 at 5% level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between why they use social media and aware of social media.

## FINDINGS PERCENTAGEANALYSIS:

1. Majority 60% of the respondents are male.

2. Majority 57% of the respondents are belongs to age category of 19 – 21.

3. Majority 60% of the respondents are belongs to 4 – 5 members in their family.

4. Majority 66% of the respondents are belongs to nuclear family.

5. Majority 41% of the respondents are aware of social media by friends.

6. Majority 48% of the respondents are using social media for 2 – 5 years.

7. Majority 48% of the respondents will spend time on social media is 2 – 3 hours.

8. Majority 29% of the respondents use the social media for trending.

9. Majority 38% of the respondents strongly agreed that posting negative effets on their social media.

10. Majority 51% of the respondents will use 3 – 5 social media apps.

11. Majority 34% of the respondents are disagreed that social media has any effects on their life.

12. Majority 36% of the respondents preferred meeting new people can help you socialize as an advantages of using social media.

13. Majority 44% of the respondents will not evaluate the content posted by others on social media.

14. Majority 29% of the respondents has both no effects and always feel uncomfortable in having face-to-face conversation which affected their real life are equal.

15. Majority 40% of the respondents said their all parents aware of their social media activities.

16. Majority 52% of the respondents said yes to recommend to others by using social media.

17. Majority 56% of the respondents said no that they will not regret any information that they shared/posted on social media.

18. Majority 54% of the respondents will use Instagram frequently.

## SUGGESTION:

1. Student users need to be educated on the effect of social media on their academic performance.

2. Student users need to be monitored and controlled on how they use social media during full academic activities and during exams.

3. Schools need to ensure that students use the social media only as a tool to improve the academic performance especially when in schools and colleges.

4. Students need to be manage their time of study time to avoid distractions by the social media.

5. Social media sites need to review their pages to involve and to enhance academic activities.

## CONCLUSION:

Social media with advanced technology in changing people's lives more convenient and faster. Also social media is still positive in spite of some negative things. Social media is a tool which is amazing and powerful. At the same time it is manageable for people. The educational system, as one of the fundamental institutions of modern society, consequently is strongly affected by these changes.Social media addiction will be rise in future. Disadvantage of social media addiction on health, workplace, education and social life will be increase by the end of 2022. In particular, many social media platforms are able to provide learning opportunities that are in line with established best practices for professional development. In particularly the ability to create contextualized hands-on learning opportunities. Due to lack of trained person of handling social media in India, misuse of social media is a challenge of government. In the last few years social media have become an important communication channel in India and global.

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