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The Impact of Social Media on College Students of Bangalore

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ABSTRACT

The widespread use of social media platforms among young adults has prompted researchers to investigate its impact on college students' lives. This paper examines the existing literature on social media's effects on college students in areas such as academic performance, mental health, and social relationships. The findings indicate that social media use can have both positive and negative effects on college students. On the positive side, social media provides opportunities for social connection, online communication, support, and self-expression. However, social media use has also been linked to negative impacts on academics, including distraction, procrastination, and time management issues. Additionally, social media use can have a significant impact on mental health and self-care, with increased levels of apprehension, anxiety, and depression reported. Furthermore, excessive social media use can affect college students' social relationships, leading to a decline in face-to-face communication and relationship quality. In conclusion, social media has become an integral part of college students' lives, with the potential to provide benefits such as social connections and academic support, but also negative effects on mental health and social relationships. Therefore, it is crucial for college students to be aware of the risks associated with social media usage and take steps to manage their social media use in a healthy way.

Key words - *social media, college students, academic performance, mental health, social relationships.*

Introduction

This study's main purpose is to understand the ways in which social media affects students, especially college students on bangalore. We have to change our ways with constant innovation that is happening all around the world. It's important to teach young people how to use social media to advance their careers and personal growth. Innovation has become a part of us, its as normal as breathing. Social media is like two sides of the coin, it has both advantages and disadvantages. While the advantage can help them connect with people and support themselves in their careers. Whereas the disadvantages can demoralize them.

However, deceptive posts, messages, and images are also promoted on social media, resulting in conflicts and deterioration of interpersonal relationships between individuals and even nations. Another problem that affects young people's mental and physical health is cyberbullying, which can lead to depression and self-harm. Online entertainment stages need classification and security, and that implies that touchy data can be abused by an outsider. Social media plays a crucial role in the development of children's and adolescents' communication, social connections, and technological skills, as demonstrated by studies.

35 Various mental health issues, including eating disorders and anxiety, are linked to social media use. Although research on the effects of social media use on mental health has produced contradictory results, there has been a rise in the number of suicides and depression among teenagers in recent years. Young people are becoming increasingly concerned about body dissatisfaction. especially women. Video content on social media frequently depicts thin bodies, which can exacerbate anorexia. However, individuals are encouraged to have a healthy and fit body by a positive trend known as "fitspiration."

According to two cross-sectional studies of US and German school students, those who spent more time on Facebook were more likely to experience "FOMO," or the fear of missing out, which is missing out on information, events, experiences. Body image issues, disordered eating, and decreased mental health have all been linked to social media use. Teenage girls' suicide rates and depressive symptoms have been linked to spending more than two hours a day on social media platforms and personalized digital devices. On the other hand, youth mental well-being has been positively correlated with spending more time on off-screen activities, in-person social relationships, exercise, traditional media, homework and paid work.

Utilizing advanced screens before bed disturbs rest in different ways, for example, longer rest time and diminished drowsiness during the evening, decreased melatonin discharge, circadian clock delay, decreased sum and quick rest in the eye, and diminished readiness the following morning. Social media use has been linked to increased daytime sleep and decreased sleep duration and quality. When people view and respond to various posts, the mere presence of portable screen-based electronic devices in the bedroom can disrupt sleep, which may result in lower self-esteem. Cyber victimization, or the experience of being bullied online, is another problem that has an impact on young people's mental health.

Objectives of the Study

The main goal of this research is to investigate the effects of social media on the mental health of students. In particular, the study aimed to achieve the following objectives:

- To analyze the ways in which social media usage can influence the mental wellbeing of students.

- To identify the advantages that students may gain from utilizing social media.

- To determine the primary purposes for which students use various social media platforms.

- To explore the potential impact of social media on academic performance among students.

Review of Literature

1. Elantheraiyan.P & S.Shankarkumar (2019)

This study investigates the impact of social media on college students in Chennai district, India. The study uses a survey to collect data from 200 college students and identifies four main themes: social media usage patterns, impact on academic performance, impact on mental health, and impact on interpersonal relationships. The findings suggest that social media use is prevalent among college students in Chennai and can have both positive and negative impacts on their academic performance, mental health, and interpersonal relationships. The study provides valuable insights into the impact of social media on college students in Chennai and highlights the need for further research and interventions to promote healthy social media use.

2. S.Vanithamani et al. (2021)

This study examines the impact of social media among college students in Sulur, Coimbatore, India. The study uses a survey to collect data from 100 college students and identifies four main themes: social media usage patterns, impact on academic performance, impact on mental health, and impact on interpersonal relationships. The study reveals that social media use is prevalent among college students in Sulur, Coimbatore, and can have both positive and negative impacts on their academic performance, mental health, and interpersonal relationships. The study provides valuable insights into the impact of social media on college students in this region of India and highlights the need for further research and interventions to promote healthy social media use.

3. Qingya Wang et al. (2011)

This paper discusses the impact of social media on college students' academic performance. The study aims to explore the relationship between social media use and study efficiency. Results show that social media is popular among college students, with Facebook being the most used platform. The majority of participants spent 6-8 hours per day on social media, with 68% using laptops to access the sites. While 20% used their cell phones, only 12% preferred desktop computers. In terms of social media use during school hours, 64% of participants reported using social media during school hours, with 80% using it while completing homework. The study found that social media use is affecting college students' academic performance, as 45% of participants admitted to spending too much time on social media. The authors recommend that college students should strive for a better balance between social media use and academics.

4. Agwi Uche Celestine and Ogwueleka Francisca Nonyelum (2018)

The study gives us insight into how the internet has allowed for information sharing and collaborative interaction across borders, and social media has become an omnipresent platform for creating and sharing content, networking, and entertainment. Social media's ease of use, speed, and global reach have led to its widespread use by young people. However, the increased use of social media sites by undergraduate students has raised concerns about its impact on their academic performance. The use of social media has become so prevalent that students spend a significant amount of time engaging in social media activities, which could negatively affect their academic activities. This study was conducted at Samuel Adegboyega University. The results showed that spending too much time on social media can have a detrimental effect on academic activities. Therefore, the study suggests that students should minimize the time spent on social media activities to improve their academic performance.

5. Kaushik Bhakta (2017)

The study aimed to determine the nature of social media use among college students, its impact on their academic performance, and its overall effect on them. The survey research method was used, and a self-made questionnaire was administered to 100 second-year undergraduate students pursuing a BA degree in English in Howrah and Kolkata districts. The results indicated that students primarily used WhatsApp for entertainment purposes and that a negative relationship existed between social media usage duration and academic achievement. Social media had both positive and negative impacts on

college students. While it allowed them to participate in different groups and social activities, overuse of social media could also hinder their academic performance. Therefore, it is crucial for parents, teachers, and the government to create guidelines to monitor social media use among students.

6. Anup Adhikari (2020)

This study discusses the impact of social media on Navodit College students. While social media is a modern communication tool, it can have both positive and negative effects on students. The excessive use of social media can have long-lasting effects on students' mental and physical health and negatively impact their academic performance. The study reports that students use social media mainly to remain updated on trends and make learning technology easier. However, the research also highlights concerns such as privacy issues, parental control, and peer pressure to join social media. Therefore, the study suggests that students have their own perception of the impact of social media, and it is important to be aware of both the positive and negative effects it can have.

7. Bernard John Kolan & Patience Emefa Dzandza (2018)

The emergence of social media has revolutionized communication, providing valuable tools for education and entertainment. Over two-thirds of internet users visit social networking sites (SNSs), driven by convenience, functionality, and flexibility. While social media offers numerous benefits, such as enhancing relationships and developing collaborative abilities, it can also have negative effects on academic performance. Research indicates that social media use is prevalent among tertiary school students, with over 90% using SNSs for an average of 30 minutes daily. Social media use can lead to lower academic performance, low self-perception, and less interest in college-oriented careers. It can also affect students' use of English, as they may use shorthand or replicate errors made in online communication during exams.

8. Gilbert M. Talaue et al. (2018)

This article discusses the impact of social media on academic performance of selected college students in Saudi Arabia. The authors use a descriptive research design and surveyed sixty Business Administration and Management Information System students who actively use social media.The article emphasizes the necessity of approaching teenage use of social networks responsibly while highlighting the mixed effects of social media on academic achievement.The authors also reviewed existing studies on the effects of social media on academic performance and found that social media has positive impacts on communication between faculty and students, and also allows for the sharing and generating of ideas related to studies. However, excessive use of social media can be detrimental to time management and health addiction, leading to poor academic performance.

9. McKenzie Mathewson 2020

The study is a discussion on the relationship between social media usage and college students' perception of their mental well-being. The study is based on Festinger's Social Comparison Theory and The Interpretation Comparison Model. The participants were surveyed, and the results showed that social media users tend to create an attractive, unauthentic representation of themselves. The relationship between suicidality and social media usage was found to be non-significant and positive. By asking students if they attribute any of their unease to something they saw on social media, the study suggests that on-campus counsellors should investigate the connection between social media usage and perceived mental health.

10. Ashavidya Kusuma, Bournemouth University (2020)

Despite the research's interruption, young people are establishing amicable social connections with the neighborhood. Academic achievement for students is one of the key effects of these platforms, and numerous longitudinal studies have revealed that excessive, unproductive social media use has a negative impact on students' degrees. According to research, social media strongly influenced the social behavior of 82.6 percent of young people. Many young people use the internet before or after doing anything, avoid interacting with their peers in favor of connecting with their social networks, and consequently become less social. Social media is primarily used by young people for social purposes rather than academic ones.

11. Kiran Shankar Lal Soni (2019)

The results of earlier studies on the subject are provided in the literature review, which also aided in choosing the right aims and methods for additional research. improvement on the subject. Teenagers and young people, who are growing up as members of the Net Generation, are the country's future and builders. They are developing as the Internet Generation. Simply said, they'll make use of the most recent technology, such as iPads, smart phones, mp3 players, digital cameras, video games, and personal computers. According to Tapscott (1998), children today are raised in a digital environment, and their access to technology has given them more freedom to interact with adolescents and the rest of the world. Young people trusted the internet. Opportunities to contribute have been made available by digital media for those nations that have ICT (Information Communication Technology).As said by Livingstone

12. Jayshree Jha et al. (2016)

This paper looks into the effects of social media on college students' learning efficiency. A survey was conducted from a number of random students and found that while most college students use social media, there is a negative aspect to their use. The results indicate that while social media can help students develop knowledge and social skills, it also has a negative effect on their study efficiency.The benefits and disadvantages of students using social networking for study are examined in this study. It is found that Facebook is the most used social network by college students, followed by YouTube and Twitter.

72% of high school and 78 percent of college students spend time on Facebook, Twitter, Instagram, etc. Social networks provide students with the freedom to upload what they want and talk to whom they want, making new friends and commenting on the lives of different people.

13. Brian D. Loader and Dan Mercea (2012)

The authors examine the different types of political participation and the roles of various social media platforms in shaping youth political behavior. The results of the study suggest that social media platforms have a positive impact on youth political participation. Specifically, the authors find that social media is most effective in facilitating non-traditional forms of political engagement, such as online petitions and campaigns, rather than traditional forms like voting or party membership. The study also finds that Facebook, YouTube, and blogs play different roles in shaping youth political behavior. Facebook is seen as a platform for discussion and information sharing, while YouTube is seen as a platform for mobilization and emotional engagement. Blogs are seen as a space for in-depth analysis and discussion.

14. Laura O. Olusanya and Ijeoma L. Nwachukwu (2020)

The results of the study suggest that social media use has both positive and negative effects on mental health among young adults. Positive effects include social support, emotional expression, and sense of belonging, while negative effects include anxiety, depression, loneliness, and low self-esteem. The authors also identify several moderating factors that influence the relationship between social media use and mental health, such as gender, frequency of use, and content of social media use. Overall, Olusanya and Nwachukwu's (2020) research provides a comprehensive overview of the relationship between social media use and mental health among young adults. The study highlights the potential positive and negative impacts of social media on mental health and offers insights into the moderating factors that influence this relationship. However, it is important to note that the study relies on secondary sources, and its findings may be limited by the quality and scope of the studies included in the review.

15. Ritu G. Biswas and Kamalpreet Kaur (2020)

The study explores the impact of social media on Indian youth. The study uses in-depth interviews with 40 young people aged 18-25 and identifies five key themes: socialization, identity formation, political participation, access to information, and emotional well-being. The findings suggest that social media has a significant impact on Indian youth's behavior, attitudes, and socialization. While it provides a platform for socialization, identity formation, and political participation, excessive use can lead to addiction, anxiety, depression, and cyberbullying. Overall, the study provides valuable insights into the impact of social media on youth in India.

Research Gap

Although social media has become an integral part of students' social and creative lives, its impact on their health, academic performance, and overall well-being remains a subject of ongoing research. While social media can facilitate connections with like-minded individuals and provide support networks for marginalized groups, questions still remain about its potential negative effects on students' mental and physical health. Additionally, the extent to which social media use may distract students from their academic responsibilities and obligations is still not fully understood. Finally, despite claims of the benefits of social media in enhancing learning and promoting educational outcomes, further research is needed to clarify the true impact of social media on student success.

Research methodology

Research design:

Research design of empirical research was used for the study.

Population and sample:

A google form was created and circulated using random sampling.

College students of Bangalore were used for the study. The results of the google form were analyzed.

Statement of research problem :

This research aims to investigate the relationship between social networking and academic achievement among students. Social networks are a significant source of social support and communication in educational settings, providing benefits for learning such as increased engagement, motivation, and collaborative learning opportunities. However, the emergence of new technologies has also brought challenges, and poorly regulated social media use can have detrimental effects on both individual and social levels. Despite the potential impact of social networking on academic achievement, there is still a lack of knowledge in this area. This study will gather data and observations to further understand the relationship between social networking and academic performance, as well as the role of students in promoting physical and mental health in society.
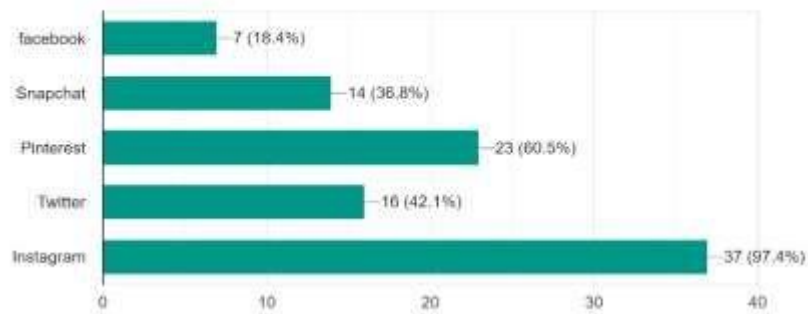
Data and observations

College name
38 responses
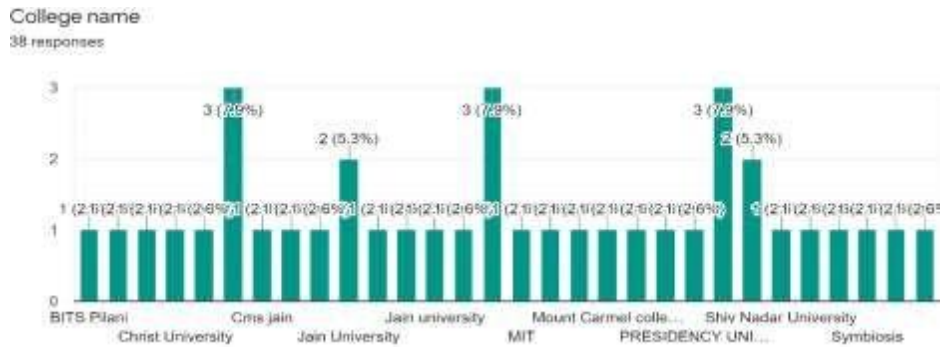
Question 1.

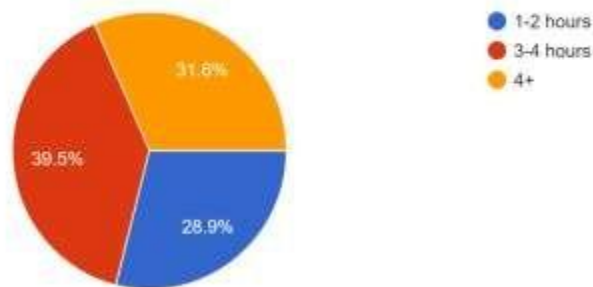What social networking sites do you use?
38 responses

Observations : Which was a checkbox question, And we received an overwhelming response of 97% for Instagram followed by Pinterest at 60.5%, Twitter at 42.1%, Snapchat at 36.8%, and Facebook at 18.4%.
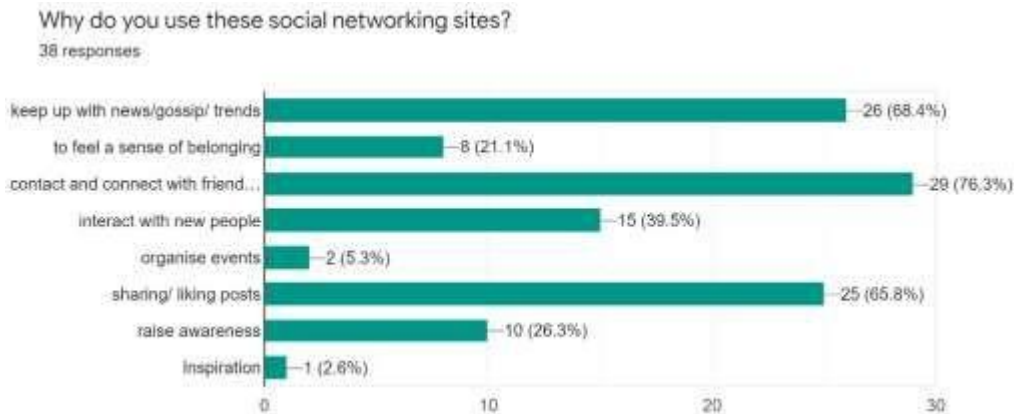
Question 2.

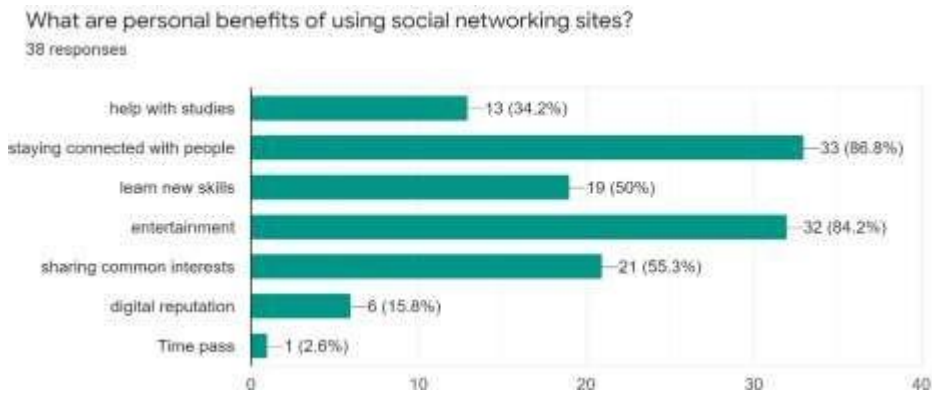How many hours a day do you spend on these sites?
38 responses

Observations : 1-2 hrs was at 28.9%,3-4hrs at 39.5% and 4+hrs at 31.6%. We can see the majority use it for about 3-4 hours every day.

Question 3.

Why do you use these social networking sites?
38 responses

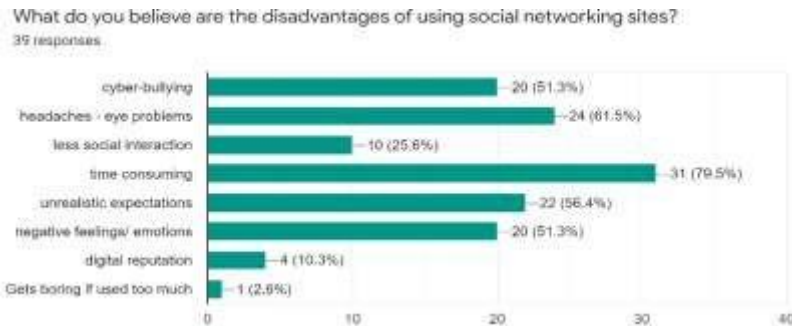| Category	Value
keep up with news/gossip/ trends	26 (68.4%)
to feel a sense of belonging	8 (21.1%)
contact and connect with friend...	29 (76.3%)
interact with new people	15 (39.5%)
organise events	2 (5.3%)
sharing/ liking posts	25 (65.8%)
raise awareness	10 (26.3%)
inspiration	1 (2.6%)

Observations : The reason for them to use social media sites is to keep up with news/gossip/ trends which were at 68.4% , the feel a sense of belonging was 21.1%, contact and connect with friends and family 76.3% and interact with new people 39.5% and sharing/ liking posts 65.8%.

Question 4.

What are personal benefits of using social networking sites?
38 responses

Category	Value
help with studies	13 (34.2%)
staying connected with people	33 (86.8%)
learn new skills	19 (50%)
entertainment	32 (84.2%)
sharing common interests	21 (55.3%)
digital reputation	6 (15.8%)
Time pass	1 (2.6%)

Observations : The answers were for help with studies was 34.2% , staying connected with people 86.8% learn new skills 50%, entertainment 84.2% and sharing common interests 55.3%

Question 5.

What do you believe are the disadvantages of using social networking sites?
39 responses

Category	Value
cyber-bullying	20 (51.3%)
headaches - eye problems	24 (61.5%)
less social interaction	10 (25.6%)
time consuming	31 (79.5%)
unrealistic expectations	22 (56.4%)
negative feelings/ emotions	20 (51.3%)
digital reputation	4 (10.3%)
Gets boring if used too much	1 (2.6%)

Observations : Under cyberbullying it was 50% , headaches - eye problems was 60.5%, time consuming 78.9% , unrealistic expectations 55.3%, and negative feelings/ emotions
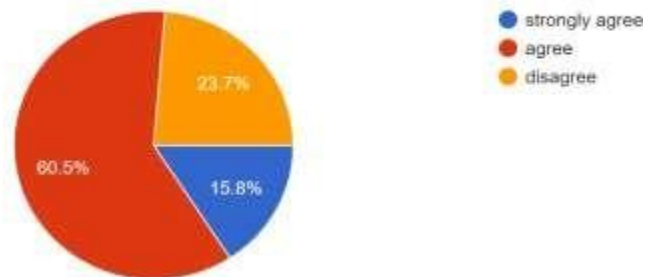
Question 6.

Do you accept strangers who try to friend you on social networking sites?
38 responses

- yes
- sometimes
- no

39.5%
7.9%
52.6%
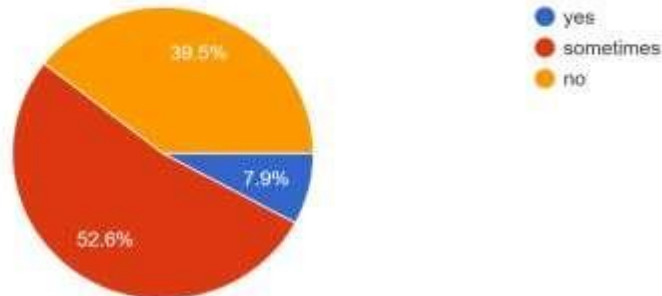
Observation : From the survey, we found out that about 52.6% said that sometimes they accept friend requests from strangers on social media, while 39.5% of the survey takers said no, and 7.9% say yes. We come to know that the majority of the respondents have a better idea on how to stay safe online.

Question 7.

Do you think privacy policies are effective in social networking sites?
38 responses

- strongly agree
- agree
- disagree

23.7%
60.5%
15.8%

Observations : 76.3% agreed that privacy policies are effective on social media platforms while 23.7% disagreed with the same .
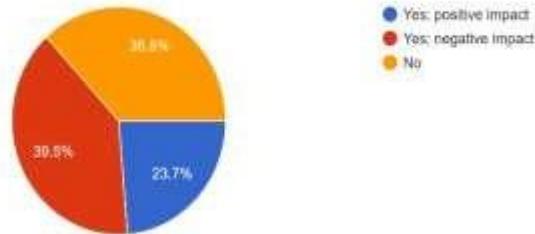
Question 8.

To what extent do you think social networking sites are impacting your overall wellbeing?
38 responses

- positive impact
- no impact
- negative impact
- both positive and negative

84.2%
7.9%
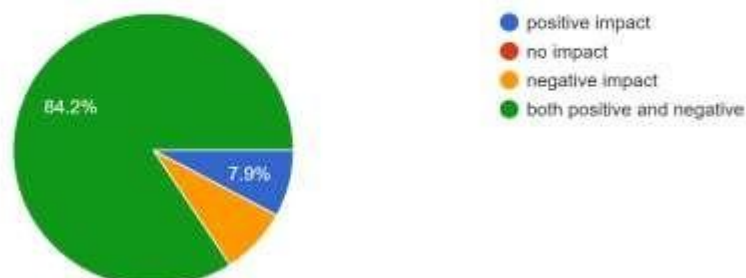
Observations : 84.2% agree that social networking sites are impacting their overall wellbeing in a both positive and negative manner. While only 7.9% said that they had a negative effect on their wellbeing while the rest 7.9% said they had a positive impact

Question 9.

Do you think social media has an effect on your academic performance? if yes, is it a negative impact or a positive impact?

38 responses

- Yes: positive impact
- Yes: negative impact
- No

Observations : When we asked if social media has an effect on their academic performance, most of the respondents said that they had a negative impact of 40.5% and 35.1% denied that they had any effect on their academics.

Question 10.

How do these emotions impact on your overall wellbeing?

38 responses
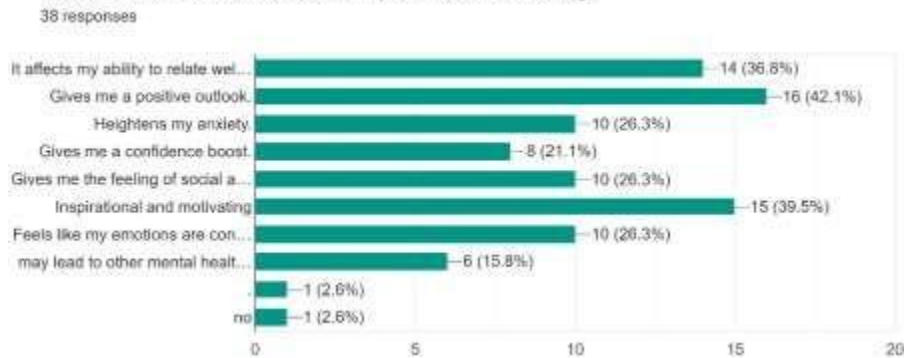
Observations : 42.1% said that it gives them a positive outlook while 39.5% said that it was inspirational and motivating and about 15.8% said that it may lead to other mental head issues

Analysis

Through the study conducted in the previous pages we were able to answer a couple of questions:

I. What kind of an impact does the use of social media have on a student's academic performance?

II. What advantages do they experience from using social media?

III. What are the reasons that students visit their social media sites?

Suggestions

According to the study made on students

They should try to take time off from their devices and this also will help them to be more mindful of their surroundings and the people around them

Journaling instead of using social media. Get your creative side out using traditional media.

The sounds of constant notifications can be tempting and can pull us into the blackhole of social media. Turning off your notifications can help you come out of that scrolling loop.

Going on a digital detox for a few days as you can reap many benefits to name some, better sleep.

improves self esteem.

replace the time you spend on your phone with reading a book.

Be mindful and Stop mindless scrolling and not be a target of digital marketers

Conclusion

Over the past few decades, new media have emerged. a significant aspect of young people's lives that presents opportunities as well as challenges. As the impact of new media grows, a preventative strategy will be ineffective due to the value of attractive teens in limiting the damage that can be done through social networking. For today's youth, who no longer understand the world without social networking sites, digital interactions are the standard and the future benefits of online accessibility to efficient analytical medical information. Therefore, it will be crucial to develop evidence-based approaches to encourage and make social media use among young people more successful. The norm is imagination, self-awareness, a sense of identity, and civic engagement in addition to digital exposure. However, in contrast to the past tradition of policy proposals aimed at addressing social, cultural, and monetary issues that underpin the family, today's youth should benefit from treatments that validate character and are systematic to overcome the difficulties of using social media and digital media and to protect themselves from harm.

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