

Influence of Social Media among College Students – A Study with Special Reference to Tambaram City

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Abstract

The purpose of this study was to examine the impact of social media on college students. To achieve this objective, a descriptive survey research design was adopted. A simple random sampling technique was used to select a sample of 155 students. Descriptive statistics, including frequency counts and percentages, were used to analyze the demographic data, while inferential statistics, specifically the chi-square test, were employed to test the research hypothesis. The findings revealed that a large number of students are addicted to social media. Based on these results, the study recommends that social media should also be utilized for educational purposes. Additionally, social networking platforms should be expanded, and new academic-focused pages should be created to enhance learning activities and minimize negative impacts on students' academic performance. Finally, teachers and parents should monitor students' use of social media to ensure it is used responsibly.

Keywords: Social media, College students, Academic performance

Introduction

The use of internet based on social media program is to make connections with friends, family, classmates and clients. Societal networking can be done for social purpose, business purpose or both. The program shows the associations between individuals and facilitates the acquisition of new contacts. Example: Social media networking sites.

- WhatsApp
- Facebook
- Twitter
- Instagram
- YouTube
- Telegram

There has been significant interest and concern about the risks of online social networking because of access to personal information and the anonymity that the system allows. Social networking sites are not only popular for providing a platform for chatting, sharing scraps,

videos, pictures and etc., But also for discussing social issues. Earlier people keeping their data private but now they like going public and viewing wall posts, status updates, tweets and in fact every excited of their lives. In this way, we are ourselves violating our privacy and liberty at the negotiation of publicizing intimate so as to attract hundreds of online readers and even strangers. One side these sites provide to be in touch with our dear ones on the other side it creates platform for many cybercrimes. In this research paper focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites. Social Medias are turned as web-based services that give an opportunity to individuals to create their own personal profile. It provides them with features such as chatting, blogging, video calling, mobile connectivity and video and photo sharing. People spend more than usual hours on social media sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another. These sites have held an addiction to the youth wherein they find it difficult to concentrate on their work and prefer logging in and jumping across one site to another. Some have become academically challenged by the use of these websites. But we witness very few out of the lot who does not access or make use of these

Statement of the Problem

Social media provides young people with numerous benefits and opportunities, including access to information, expansion of social networks, opportunities to practice social skills, identity expression, informal learning, participation in interest-based groups, development and maintenance of friendships, and entertainment. However, despite these advantages, a major concern is that many youths today are addicted to social networking sites. They tend to spend excessive amounts of time on these platforms and often struggle to manage their usage effectively. Therefore, this research aims to examine the impact of social networking sites on youth and to identify the most preferred social networking platforms among them.

Objectives

- To recognize the influence of social media among college students.
- To survey the level of student's addictiveness to social media and impact on their academic performance.
- To identify which age group uses the platform more.
- To comprehend the efficacy of social media

Limitations

- The study is limited only college students in Tambaram City.
- The sample size of 155 respondents taken for the study, so the findings of the study cannot be generalized.
- The respondent views and thoughts may hold good for the time being and many vary in future.
- Study has been done during a time period of Three months.
- The study is steered only in Tambaram City. So, this study can't be suitable to other strides.

Scope of Study

Social media offers young people several benefits and opportunities, including access to information, expanded social networks, opportunities to practice social skills, identity expression, informal learning, participation in interest-based groups, growth and preservation of friendships, and entertainment. The main concentration of this research is to examine the influence of social media networks such as Facebook, WhatsApp, Instagram, Twitter, and Telegram on the academic performance of college students. Data for the study were collected through questionnaires administered to 155 students. While the study acknowledges the wider influence of social media stages and youth insolences toward them, it is limited to students in Tambaram City.

Statement of Problem

Social media offers early people several benefits and opportunities, including admittance to information, extended social networks, social skill practice, individuality expression, relaxed learning prospects', interest based groups, development and maintenance of friendships, and fun but the problem is the youth today are addicted to social networking sites they are wasting a lot of time in front of these sites and moreover, they are not able to handle their sites properly hence the research aim to study the impact of social networking sites among youth and to find out most preferred social networking sites.

Review of Literature

Shabir, Hameed, Safdar and Gilani (2014) examined 'the impact of social media on youth; A case study of Bahawalpur city' to analyse the influence of social media on youth social life. Data collected was analysed in terms of frequency, percentage and mean score of

statements. The finding of study revealed that excessive users in educational computer labs use the social forms for comments, chatting and sharing of image and videos. But the negative images, messages, videos links etc are creating negative influence in the society at minor level.

Deshmukh and Tathe (2014) conducted a study titled ‘An impact of social networking sites on youngsters’ to identify the impact of social networking sites on Indian youth. A sample of 50 students was selected and percentage analysis was applied to analyse data. The findings showed that young adults and teenagers are the most avid users of social networking sites. The research suggested designing a social networking is the family development sector.

Sachdev (2015) presented the paper ‘Impact of social networking sites on the youth of India: A bird’s Eye View to find out the answer whether social networking sites are boon or bane for today’s society. Simple random sampling method was used and percentage analysis was applied to analyses data. The findings of the research showed that five key issues at stake in new social networking media are identify, privacy, ownership and authorship, credibility and participation. On one hand social networking sites provides way to connect our dear ones and other side, it gives a platform that becomes danger for India culture.

Arjun and Juna (2015) conducted a ‘Study on the Impact of Social Networking Sites Among Higher Secondary Students’ to determine the influence of social networking sites on the study on the study habit of higher secondary students, A sample of 40 students was selected and percentages analysis was applied to analyses data. The findings of the study showed that a majority of the current higher secondary students have access to the internet and social networking sites give them a platform to interact with their friends. Social networking sites surely improve the studying habits of students and also their social skills.

Arora and Okunbor (2015) in their study ‘Social Networking Addiction; Are the youth of Indian and United States Addicted?’ aimed to investigate the daily usage of Facebook and how people interact with social networking sites on a daily basis. Percentage method was used to analyse data. It was found that both groups of respondents have access to Facebook more than three times. The research concluded that excessive usage of social networking sites does not see like a very positive scenario. Cyber bullying, pseudo self-image, body dysmorphicsyndrome are some of the psychological manifestations of excessive social networking.

Data Analysis

The primary data was collected from survey method in various college students in and around Tambaram city. The researchers Used Convenient sampling technique. The target audience was only college students. Because young college students are more addicted or involved in the social media. The researcher using the various statistical tools like Simple percentage analysis, Rank analysis, Weighted average analysis, Chi-square analysis.

Table 1: Age wise classification

S.No.	Age (in years)	No. of respondents	Percentage
1	Below 18 years	43	27.7
2	18-21 years	69	44.5
3	22-25 years	42	27.1
4	Above 25 years	1	0.7
	Total	155	100

Source: Primary data

The above table divulges that the age wise classification of the respondents. It is vibrant that 44.5% of them are between 18 to 21 years, 27.7% of them are below 18 years, 27.1% of them are between 22 to 25 years, 0.07% of them are above 25 years. Majority (44.5%) of the respondents are below 18 to 21 years.

Table 2: Gender wise classification

S.No.	Gender	No. of respondents	Percentage
1	Male	71	45.8
2	Female	84	54.2
	Total	155	100

Source: Primary data

The above table reveals that the Gender of respondents. 45.8% of respondents are male. 54.2% of respondents are female. 45.8% of respondents are male. It is lucid that Majority (54.2%) of the respondents are female.

Table 3: Factors Influenced to Social Media Platform

Factors	1*5	2*4	3*3	4*2	5*1	Total	Rank
Education	235	36	42	86	42	441	IV
Gathering information	120	136	96	68	31	451	III
Decreasing communication Skills	170	152	126	40	21	509	I
Social platform strongly effects academic performance	130	208	96	40	25	499	II
Problem faced on usage of social media	120	92	102	78	35	427	V

Source: Computed data

The defendants have ranked declining communication skills as first (rank 1) among the factor influencing the social media, followed social media platform strongly effected academic performance(rank2), then gathering information (rank 3), just followed by education (rank 4), and problem faced on usage of social media (5).

Table 4: Level of Satisfaction among social media in college students

Categories	1*5	2*4	3*3	4*2	5*1	Total	Mean Score
Increase learning and research capacity	175	180	213	8	0	576	3.716
Frequently visit make positive effect of study	180	308	105	6	4	603	3.890
Increase moral value	120	248	138	10	0	606	3.909
Betterment of society	215	212	144	20	1	592	3.819
Promote our social names	230	200	141	22	1	594	3.832

Source: Computed data

The above table validates the satisfaction level of influence of social media. The highest mean score or average is 3.909 for social media increase moral value.

Table 5: Relationship between Age and Year of Using of Social Media for college students

Age (in Years)	Year of Using Social Media				Total
	Below 2 years	3 years	4 years	More than 4 years	
Below 18 years	12	15	11	5	43
18-21 years	20	25	13	11	69
22-15 years	7	17	13	5	42
Above 25 years	0	0	1	0	1
Total	39	57	38	21	155

Hypothesis

The researcher framed the null hypothesis and validate the hypothesis using Chi-square Test “There is no significant relationship between age and year of use of the social media of the respondents.

Chi-Square Tests (Analysis)

Factor	Calculated Value	DF	Table Value	Remarks
Age	7.146a	9	16.92	Accepted

Source: Computed value (SPSS)

The 9 degrees of freedom the calculated value of the chi square is less than the table value. Hence, hypothesis is accepted. The researcher stating that there is significant relationship between age and year of use of the social media.

Findings and Recommendations

- Mostly 44.5% of the respondents are below 18 to 21 years.
- Large number (54.2%) of the respondents are female.
- Generally, more number (65.8%) of respondents are Urban area.
- Majority (50.3%) of the respondents are under graduate
- Majority (43.2%) of the respondents are 2nd year.
- Mainly found that majority (89.7%) of respondents are unmarried.
- Mainstream (56.8%) of the respondents are in joint family.
- Majority (36.8%) of the interviewees are below 4.
- Majority (40.6%) of the sample force are preferring Facebook.

- Majority of the defendants are using social media platform for to keep touch with family and friends.
- Majority (51%) of the respondents are using 3 social platform.
- Majority (51%) of respondents are spending social media in a day.
- Majority (45.8%) of the respondents are subscribed entertainment.
- Majority (52.9%) of respondents are access social media 30 minutes once in a day.
- Enormous (60.6%) of the respondents are using social media in smartphone.
- Majority (25.8%) of the respondents are completely private account.
- Majority (47.1%) of respondents are found it a way to enjoy leisure or whenever I am alone.
- Majority (43.9%) of the respondents are sluggishness.
- Huge (66.5%) of the respondents are agreed and majority (36.8%) of respondents are 3 years.
- Majority of the respondents are athletes and sports terms and politicians.
- Majority (58.1%) of respondents are networking problems.
- Majority (42.65) of respondents are strongly agreed.
- Majority (46.5%) of respondents are average.
- Majority (43.2%) of respondents are effective.
- Majority (43.2%) of respondents are both.

Rank Analysis Method

The respondents have ranked decreasing communication skills as first (rank 1) among the factor influencing the social media, followed social media platform strongly effected academic performance(rank2), then gathering information (rank 3), just followed by education (rank 4), and problem faced on usage of social media (5).

Weighted Average Analysis

The above table justifies the satisfaction level of impact of social media. The highest mean score or average is 3.909 for social media increase moral value.

The above table justifies the satisfaction level of positive impact of social media among the college students. The highest score or average is rises to 4.200 for impact of character formation of youth.

The above table justifies the satisfaction level of negative impact of social media among college students. The highest mean score or average is rises 3.916 for the it increases cyber-crime.

Chi-Square Test Analysis

The calculated value of the chi square is less than the table value. Hence, hypothesis is accepted stating that there is significant relationship between age and year of use of the social media.

The calculated value chi square is less than the table value. Hence, the hypothesis is accepted stating that there is significant relationship between area and most referable platform.

The calculated value of chi square is less than the table value. Hence, the hypothesis is accepted sating that there is significant relationship p between gender and spending time in social platform.

The calculated value of chi square is less than table value. Hence, the hypothesis is accepted stating that there is significant relationship between marital status and year of use of social platform.

Recommendations

- Students should not waste too much time in front of social networking sites
- Students should not accept friendship with strangers.
- Social networking sites should improve their effectiveness of privacy policies.

Conclusion

Social media is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purposes. The study is conducted to know about the impact of social media networking sites among college students at Sulur Coimbatore. From this study, we can conclude at social media sites have both positive as well as negative impact on the youth. Even though social media increase knowledge, develops attitude and helps in character formation, they lead to cybercrimes, severe addiction and serves as an avenue for predators to find victims thus students must be very careful while using social media. They should not accept friendship with strangers in social platform. Moreover, social media should improve their effectiveness of privacy policies.

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