

A Research on Impact of Social Media on College Students in Chennai District

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ABSTRACT-; *Social media is a rich source of infotainment for most of the people in the current scenario for huge chunk of literate people. Social serves as a vent and a platform for these people to elicit their thoughts, ideas, feelings and creativity. But too much of anything will have a negative impact and it might hamper your productivity, especially in the case of college students in Chennai you can hardly find a person who doesn't have an account in any of the social media like Facebook, Whatsapp, sharechat, Instagram etc. If you observe generally most of the college goers immerse themselves more on these social media and they become maniac over it in such away that for every 30 minutes on an average they would like to have a glimpse on the updates popping up on social media. Apart from college timings these social media swallows most of the student's productive time. This study reveals how the social media impacts the value time and distracts the students from their primary goal and how it creates havoc in their personal life.*

Key words-Social media, glimpse and havoc Facebook, WhatsApp share chat and Instagram.

I. INTRODUCTION

Social media is an undoubted medium through which many people share and educate themselves during the initial stages. But in the present days period of time spent and the impact that social media creates is huge than that of any other medium like that of television, radio, newspaper etc. A technology always gives a huge comfort and flexibility at first and after a certain period of time the same blessing becomes a curse, when people especially students over indulge a lot in such activities. Off late if we see the students academic performance and their socialization in the society is hampered due to their addiction towards social media. Till school days these people have been streamlined to forcibly concentrate on their studies and somehow it works and helps them to come out with good marks, but once they enter into the college their clutches are freed and they have ultimate freedom so that they fail to use it in a responsible manner. Apart from books and other academic related articles, the mobile phones have become an inevitable part in every student's life. In this tech-savvy society even academicians update and communicate academic related stuffs to students via mobile phones. So it transforms the way students learn nowadays. Instead of carrying a huge number of books if they carry a cell phone they can easily capture and store academic related information a lot than in any other form, but very few students use it on a constructive

mode whereas most of the students use it in such a way it pulls them out of the routine and become addicted towards social media. Initial stages the priority of social media is less but slowly spreads it clutches in such a way that the priority from the studies goes towards social media. Social media serves valuables and distraction on the same plate. Since students are more prone to distractions they go on the regressive mode rather than the progressive one. The same social media has lots of positive things which can mould every student into an intellectual. But the negatives in social media have overshadowed the positives. If viewed in general most of the social media misguides the students and youngsters in the form of fake information.

II. REVIEW OF LITERATURE

According to Walton (2017) cyber bullying and social network sites create depression among its users by spoiling the mental and physical hygiene of the people. That to students' community become a huge victim of such kind of hazards from social media which might spoil the whole society as a chain reaction.

According to Garcia (2016) students in California were surveyed and they output said that nearly half of the student population had more than three accounts in various social networking sites like Facebook, Instagram, Snapchat, Twitter, WhatsApp etc. Such a kind of behavior distracts them from their studies and results in scoring low marks in their exams and sometimes it also spoils healthy relationships which is a huge headache for college goers where they unknowingly devalue a relationship with their friends due to their activity in social networking sites.

According to Dunn (2011) the active participation of college students in social networking sites may or may not fetch jobs. Because new age recruiters sometimes penetrate into the student's page and observe their post and frame a picture of students whether they'll be suitable for the company or not. Which may sometimes give them a better leverage.

According to Tiffany Pempek & Sandra L. Calvert (2009) College students spend 30 minutes on an average in social networking sites. They feel that it's a place where they can vent out their feelings and creation to their friends with whom they had an pre-established relationship. Mostly they start with creating and posting something in social networking sites but instead of focusing on creativity, they end up in sharing other people's thoughts and ideologies

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which is a replica of their identity which they want to maintain.

According to Nyland (2007) there are five basic reasons for using social networking sites they are meeting new people,entertainment,maintaining relationships, social events and media creation. This habit starts as fun and a knowledge sharing activity in the beginning and finally it takes a U-turn and makes its users as an addict to it there by spoiling their near and dear ones life in a direct or indirect manner.

III. OBJECTIVES

- To study about the average time spent by the students on social media.
- To have an insight about the students usage purpose and social media behavior.
- To study about the impact of social media on students academic performance.
- To examine the students personal and social media relationships
- To find out the suitable measures to get rid of social media addiction.

IV. SCOPE OF THE STUDY

- The study throws light on the craving for social media among students.
- The study creates an awareness about the havoc created by social media
- The study helps in filling the potholes created by social media among the student community.
- The study paves the way for further research and serves as a record in future.

V. LIMITATIONS

- ✓ The respondents response may be biased and may change over time
- ✓ The findings pertains only to Chennai district and cannot be taken as a generalized one.
- ✓ Within the short span its hard to give accurate results, but approximation is possible.

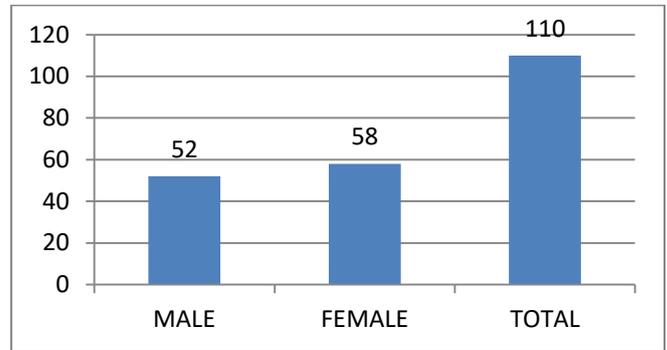
VI. RESEARCH METHODOLOGY

Research Design –Descriptive Research
 Sampling Technique – Convenience Sampling
 Sample Size -110 Sample
 Data Collection: Primary and Secondary Method
 Research Tool: Well Structured Questionnaire
 Statistical Tools Applied: Percentage,Chi-Square, Spearman Rank Correlation and weighted average method

VII. DATA ANALYSIS AND INTERPRETATION RESULTS

7.1 SOCIAL MEDIA ADDICTION WITH RESPECT TO GENDER

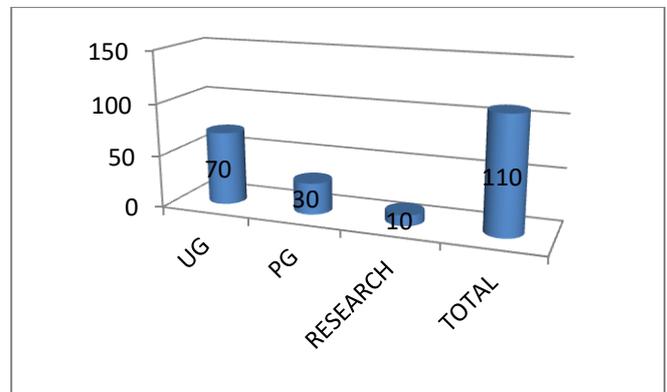
S.No	Particulars	Respondents	Percentage
1.	MALE	52	47%
2.	FEMALE	58	53%
	TOTAL	110	100%



Inference:From the above table its inferred that female students 53% of nowadays are addicted to social media than male students 47%.

7.2 USAGE OF SOCIAL MEDIA AMONG COLLEGE UG PG AND RESEARCH STUDENTS

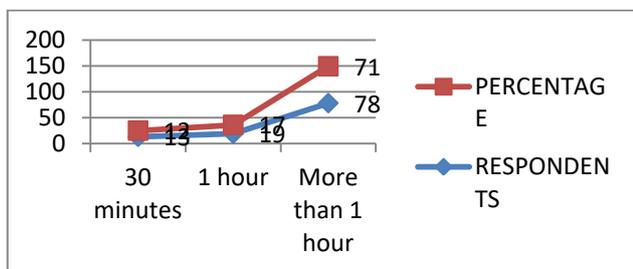
S.No	Particulars	Respondents	Percentage
1.	UG	70	63%
2.	PG	30	27%
3.	RESEARCH	10	10%
	TOTAL	110	100%



Inference:Its inferred that UG students 63% social media usage is more than PG 27% and Research students 10%.

7.3.AVERAGE TIME SPENT ON SOCIAL MEDIA

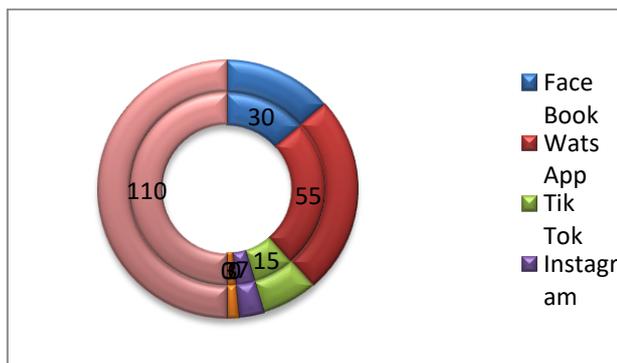
S.No	Particulars	Respondents	Percentage
1.	30 minutes	13	12%
2.	1 hour	19	17%
3.	More than 1 hour	78	71%
	TOTAL	110	100%



Inference: It is understood from the above table that most of the respondents spend more than an hour 71%. 17% and 12% of the respondents spend an hour and 30 minutes in social media on an average.

7.4 MOST PREFERRED SOCIAL MEDIUM

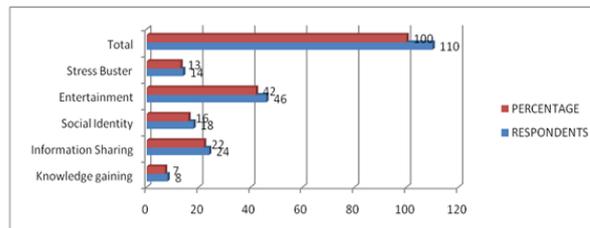
S.No	Particulars	Respondents	Percentage
1.	Face Book	30	27%
2.	Wats App	55	50%
3.	Tik Tok	15	14%
4.	Instagram	7	6%
5.	Others	3	3%
	TOTAL	110	100%



Inference: It is inferred that the majority of the respondents use Wats App 55% and Facebook 27%. While 14% and 6% of them use Tik Tok and Instagram and 3% of the respondents use other social media respectively.

7.5 SOCIAL MEDIA USAGE PURPOSE

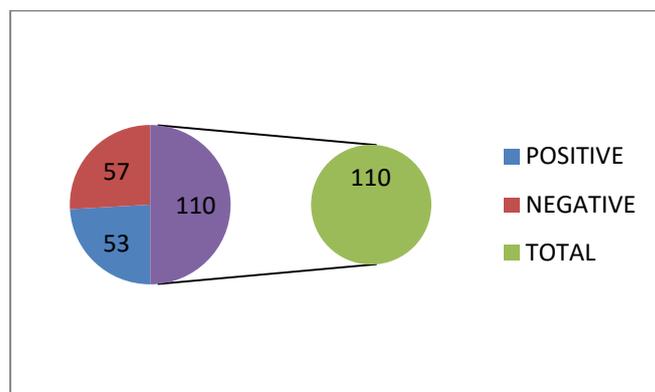
S.No	Particulars	Respondents	Percentage
1.	Knowledge gaining	8	7%
2.	Information Sharing	24	22%
3.	Social Identity	18	16%
4.	Entertainment	46	42%
5.	Stress Buster	14	13%
	TOTAL	110	100%



Inference: Majority 42% of the students use social media for entertainment, 22% use it for information sharing, 16% of students use it for social identity. 13% and 7% of them use it as stress buster and knowledge gaining.

7.6 IMPACT OF SOCIAL MEDIA ON STUDENTS ACADEMIC PERFORMANCE

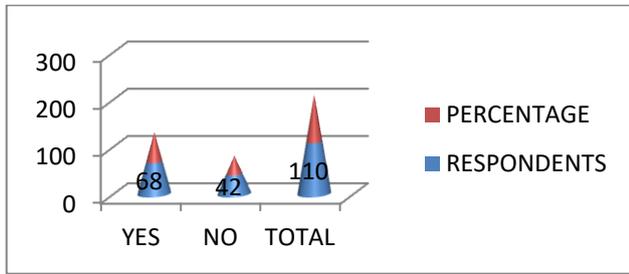
S.No	Particulars	Respondents	Percentage
1.	POSITIVE	53	48%
2.	NEGATIVE	57	52%
	TOTAL	110	100%



Inference: From the above table it is concluded that 52% of the students responded for negative impact and 48% of them responded that it has a positive impact on their academic performance.

7.7 IMPACT OF SOCIAL MEDIA ON INTERPERSONAL RELATIONSHIP

S.No	Particulars	Respondents	Percentage
1.	YES	68	62%
2.	NO	42	38%
	TOTAL	110	100%



Inference: Its concluded from the above table that 62 % of the students say that social media affects their interpersonal relationship and 38 % of them say it doesn't affect.

7.8 CHI-SQUARE ANALYSIS

Testing the relationship between the time spent on social media and how its affects the students interpersonal relationship.

S.No	Average Time Spent	Students Interpersonal relationship impact		
		YES	NO	TOTAL
1	30 min	13	7	20
2	1 hour	25	25	50
3	More Than 1 hour	30	10	40
TOTAL		68	42	110

S.No	Observed Frequency	Expected Frequency	O-E	(O-E-0.5) ²	(O-E-0.5) ² /E
1	13	12.36	0.64	0.4096	0.0331
2	25	30.90	-5.9	34.81	1.1265
3	30	24.72	5.28	27.04	1.0929
4	7	7.63	-0.63	0.3969	0.05201
5	25	19.09	5.91	34.92	1.82922
6	10	15.27	-5.27	27.77	1.8185

= 5.95223

The calculated value = 5.95223

Degrees of freedom v = (r-1) (c-1)
 = (3-1) (2-1)
 = 2

The Tabulated values $\chi^2_{\alpha} = 0.05$ for 2 difference is 5.99. Since the calculated value is less than the table value. Hence H0 accepted and H1 is rejected.

Inference: Since the calculated value is less than the table value. H0 accepted and H1 is rejected. Hence there is no significant difference between the time spent on social media and its impact on students Interpersonal relationships.

7.9 WEIGHTED AVERAGE METHOD

Weighted Average method is used to find out which social medium is the most preferred one.

S.No	Particulars	Weighted Average	Respondents	WiXi
1.	Whats App	5	55	275
2.	Face Book	4	30	120
3.	Tik Tok	3	15	45
4.	Instagram	2	7	14
5.	Others	1	3	3
TOTAL			110	457

$\sum WiXi / \sum Wi = 457/110 = 4.15 = 4$

Inference: From the above table its inferred that what app has more weighted scores and the most preferable medium than face book 120, Tiktok 45, Instagram 14 others 3 respectively.

7.10 SPEARMAN RANK CORRELATION

This is used to find out the correlation between the usage purpose of social media and the most preferred social media

S.No	Social Media (Xi)	Rank	Purpose (Yi)	Rank	D ₁ = Xi - Yi	$\sum D_1^2$
1.	Face Book	2	Knowledge gaining	5	-3	9
2.	Wats App	1	Information Sharing	2	-1	1
3.	Tik Tok	3	Social Identity	3	0	0
4.	Instagram	4	Entertainment	1	3	9
5.	Others	5	Stress Buster	4	1	1
TOTAL						20

Since N=5 and $\sum D_1^2 = 19$ we need to apply the formula we get

$R = 1 - 6 \sum d^2 / n(n^2 - 1)$
 $= 1 - 6 \times 20 / 5(5^2 - 1)$
 $= 1 - 0$
 $= 0$

Inference: Its concluded from the above calculation that R value is zero. Hence zero indicates that there is no association in ranks between the most preferred social media and the purpose of its usage. Hence H0 null hypothesis can be accepted since there is no correlation.

VIII.. FINDINGS

- A majority female student 53% of nowadays are addicted to social media than male students who are 47%. A huge chunk of UG students 63% use social media more than PG 27% and Research students of 10%.
- Its inferred that most of the respondents spend more than an hour 71%. 17% and 12 % of the respondents get stuck for an hour and 30 minutes in social media respectively on an average.
- A lot of respondents prefer whats app 55% and facebook 27 % While 14% and 6% of them use Tik Tok and Instagram and 3% of the respondents use other social medium was recorded.
- Majority 42% of social media usage is for entertainment, 22% usage is for information sharing, 16% of students use it as social identity recognition. 13% and 7% of them use it as stress buster and knowledge gaining purpose.
- Its has been concluded that 52% and 48 % of the students responded that social media has impacted positively and negatively in their academic performance.
- A dominant 62 % of the students say that social media affects their interpersonal relationship considerably and 38 % of them say it doesn't affect.

- In Chi square test there is no significant difference between the time spent on social media and its impact on students interpersonal relationships.
- In weighted average method whatapp has more weighted scores 275 and the most preferable medium than face book 120, Tiktok 45, Instagram 14 others 3 respectively.
- In Spearman rank correlation there is no association or correlation in ranks between the most preferred social media and the purpose of its usage.



IX. SUGGESTIONS

The yesteryear students were much more comfortable compared to the current generation because of the distractions that the technological world delivered to them in the name of exposure. Now a days most of the college goers have mobile phones which is almost like a sixth finger which is inseparable from them. Every invention is a double edged sword which has its own pros and cons. These millenials who are born after 2000s have a great access to the technological gadgets. We as a society should always keep an eye on the students welfare. These students are very much involving in the social media. Involving in social media isn't a wrong one but when it becomes an addiction were the social media consumes a huge chunk of time. Finally the students are left with sparse time to concentrate on their studies, that too if we notice properly in between the studies these people without focus always keep an eye on the social media thereby they lose the time to study and their academic performance declines. Even the social media educates a lot from the academic part but they students neglect it and concentrate only on fantasy part where lose their precious time and also their creativity. Most of the information shared in the social media is not trust worthy but it kindles the emotion of the students and guide them in the wrong way. These millennial students don't have mentor to guide them properly on this issue. The students are tomorrows future they need to be educated properly. If the indulgence in the social media is unavoidable the college faculty need to take stiff as well as sensible measures to prevent them from over indulging in social media activity else they need to channelize the activity in the social media platform where they can learn a lot sensibly and use it in an appropriate manner.

X. CONCLUSION

Our Students are our asset and nation builders of tomorrow. In an informational technological world students in a metropolitan city like Chennai they're meant to achieve a lot in real world than in the reel world like that of social media. These college students in the Chennai city should be taught the limits of participation in social media activity. There is a clear demarcation between exposure and eccentric, afflitation and addiction this should be taught to our students, moreover bad and unwanted things dominate in the social media than good things. They should be guided in such away to tune themselves for good things in social media and how to use them constructively. Very few students use this social media as a learning platform where they use it as a launch pad to showcase their talents and market themselves in this competitive environment. The well developed nations knows the perils of these social media and tune their students in such away to improve the students career constructively. But our students are caught in a booby trap where they're made to spend a lot of time on just for the sake of time passing and entertainment. Moreover the over indulgence in social media isolate them from their parents and make them think and act on the individual basis rather than the collective basis. Sometimes the contents thrown on the social media is filthy in such away it corrupts the quality of thoughts of the students and makes their life miserable.

Moreover the educational institutes along with parents and societies support should conduct awareness and educate the students on the ethical and fruitful usage of social media so that they can have a bright future.

XI. REFERENCES

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