

# Usage of Social Media and Its Perceived Impact on the Social Life of the College Students in Kerala



Sujith As, Deepthi Laiju

**Abstract:** *Social Media has undoubtedly become a powerful tool among the students. Social Media provides them the freedom to do whatever they want, to find new friends, to interact with people, to share information and knowledge and to create profile or identities. Social networking sites provide students with a new platform for learning but it also has a darker side of which if one is not aware of can bring potential dangers. The youth spent long hours on different social media platforms which has affected their academics, impaired their sleep patterns, missed out their schools and meals and often produces stress, anxiety and fear about their identities. Students are also entrapped by the ploys of social networking. This happens when it develops an addiction in them that inculcates bad habits. So the students should be educated properly regarding the usage of Social Media and develop the cognitive and intuitive ability to analyze how much they want to spend on the different platforms in Social Media. Most of the studies conducted examine the impact of social networking sites on the academic performance of students. This study focuses on the usage of Social Media and its perceived impact on the social life of students in Kerala.*

**Key words:** *Social Media, Student Perception*

## I. INTRODUCTION

Social Media has become an immense power tool because of its noted advantages to build relationships, share your expertise, increase your visibility, educate yourself and connect anytime. It has certainly proven beneficial over the last two decades. Social Media has its pros and cons. It is a great creative outlet, enables students to easily contact each other regarding their assignments and projects, participate more in class by using Google Classrooms and clear their doubts on the same platform. But it becomes a distraction for them when they don't use it for educational purposes. Social Media websites are becoming notorious for cyber bullying and the students may use pornography sites on Social Media. All these results in undesirable activities. So a major task which should be entrusted to both parents and teachers is to make them aware of the hidden dangers while using various social networking sites.

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It is equally important that your child maintains a healthy lifestyle and participate in social activities away from the computer.

## II. REVIEW OF LITERATURE

Few of available literatures listed below.

(**Akakandelwa & Walubita, 2017**), The study explores the usage of social media by the students of Zambia University and how it affects their social life. It examines the different social media platforms and states that social media has become ubiquitous and almost inescapable one which has revolutionized the way students interacts and socializes. But the negative element is that when they started using social media for long hours they found it difficult to cut down the time as they started getting addicted to it. They also started gathering other social information than using it for academic purposes. Thus the productive use of social media is recommended while reducing its negative impacts.

(**K & E, 2011**), The study attempts to understand the perception and usage of social networking sites by the students of Calicut University. The study states the benefits of using online media where students can use it as a platform for creating their profiles, joining groups for communicating with students and teachers which promotes academic discussions, share information and exchange files. But the two topmost concerns here are regarding its security and privacy where most of their personal information has been displayed. So social networking sites need to improve their privacy and security, establish policies and strategies and the misuse of copyrighted materials.

(**Talaue, Alsaad, AlRushaidan, Al Hugail, & Fahhad, 2018**), The author studies the impact of Social media on the academic performance of selected college students. Social networks can help students socialize, find new friends and discuss with them matters related to their studies. But we should teach them to use these sites with ultimate responsibility as they can get an acquaintance with the false stream of Internet life. So social media creates a dual impact on the student's achievement. Undoubtedly it has much for the development of a child but the students should also be made aware of hidden dangers of the Internet.

(**Chukwuere & Chukwue, 2017**), The study explores how female students get affected by the usage of social media. Social media has enabled easy acquisition, transfer and sharing of information. Many also devote their time for constant chatting and uploading pictures. The most commonly used platform was the What's App web tool.

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According to the study social media promotes healthy and good societal norms and values but posts regarding racism and anti cultural thoughts promote hatred among the racial groups in the country.

(Abu-Shanab, 2015), The study examines the influence of Face book on secondary student's performance and how they spend their time. When students spent substantial amount of time surfing the internet it influences their academic performance. The study concludes that higher the time the students spent watching Face book the higher is their neglecting duties and studies which results in a lower academic performance.

(Boateng & Amankwaa, 2016), The study explores and examines how social media has impacted on student's academic life. Social media contributes much to the development of students. It has influenced not only the students but also instructors to cooperate with each other on the tasks of knowledge construction in learning and teaching environments. It also helps students in actively performing their class assignments and duties. But along with the benefits it carries one needs to understand the risks it holds for us. Thus social media helps youth to multitask but the possible threats associated with it are too great private relationships outside the classroom calls for an inappropriate behaviour.

(Mehrotra, Garg, Mishra, & Singh, 2018), Social networking sites has become one of the most popular medium for students to share information, entertainments and knowledge. This paper identifies the most popular networking sites, its duration and frequency of usage, and the problems associated with it among the undergraduate students of a private dental college in Kanpur city. Social networking not only provides many benefits but it has also served as the fastest and cost effective way of communication among students. The study concludes that students have been using mobile phones largely for entertainment and communication. But its over usage has definitely affected their overall academic performance.

(Mustafa, 2018), This paper studies the pros and cons of using Social media. Mixed results were received but the paper highlights that using social media not always generates negative impacts. It was also noticed that social networking sites were used extensively by research students but one needs to analyse, formulate and implement appropriate strategies for the use of Social media. Technology always has its pros and cons so a major responsibility lies on the shoulders of teachers to educate students regarding the proper and wise use of social media.

(K & K, 2016), The study investigates the use of social media by the doctoral students in the University of Calicut, Kerala. Social media has immensely helped the researchers to identify and communicate with peers and share information. It has also transformed the way researchers communicate and disseminate information. They have an easy access to information which reflects in their production of scholarly literature. A wide variety of applications are also available to support, enhance and show case research. The study reveals that the problem lies in the awareness of the different social media platforms as students remain confined to use only popular social media applications. So they should be made aware of research specific and discipline specific social media platforms.

(Hussain, Loan, & Gousia, 2017), The study examines the usage of social media among the post graduate students. Social networking sites have become an essential, popular communication and information sharing tool. The sites also help to build personal blogs, websites, discussion forums, chat rooms and other social spaces. These sites have changed the nature of interaction and collaboration among individuals and organizations. Students using social networking sites are a good sign but they should be made aware of the dark side of social networking like viewing pornographic material and indulging in nuisance interactions. Social Ethics need to be followed in an online atmosphere as well.

(Varghese, D, & Krishnatray, 2013) The study was conducted among the teenagers in the Trivandrum city of Kerala. Teenagers are becoming more and more dependent on social media. They spent considerable time using cell phones and internet. They join social networking sites basically to connect with the people they already know. But prolonged usage of these sites has interrupted sleep patterns and even their schools and meals. These sites appeal more to the youth because of their user friendliness and the network interface. It is also preferred because of easy communication, connectivity and a main source of relaxation. But it does not do much for the education purpose as teenagers spent most of their time on social networking sites to communicate and chat with their friends.

### III.PROBLEM OF THE STUDY

This study focuses on the usage of Social Media and its perceived impact on the social life of the students in Kerala. Most of the studies conducted in this perspective examine the usage of Social Media and its impact on the academic performance of students in different parts of the country. This study explores the impact of Social Media on the social life of the students in Kerala where we have found a majority using Jio network. This is because of the attractive plans and offers they have for the customers. Since they can surf the Internet at a lower cost they spend long hours using Mobile Phones which make them more addicted to it. Most of the studies have concluded that the students are getting addicted to various social networking sites rather than using it for educational purposes.

### IV.SCOPE OF THE STUDY

Research is conducted within the geographical boundary of Kerala and the respondents were selected randomly from different students from different colleges in 14 districts in the state.

### V.SPECIFIC OBJECTIVES OF THE STUDY

To examine the usage of social media and its perceived impact on the social life of the college students in Kerala

### VI.METHODOLOGY

The study was conducted within the geographical boundary of Kerala. The primary data were obtained using a questionnaire.

Population : Different level college students in different universities in Kerala were the total population of the study.

Sample Size : 120

Sampling method : The students were selected randomly from different colleges affiliated by different universities in the State.

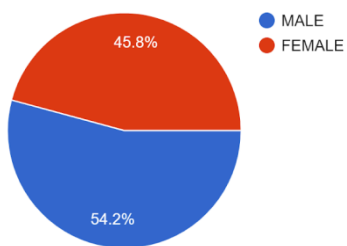
Data collection : Questionnaire was used to collect primary data.

**VII. ANALYSIS**

**Demographic characteristics**

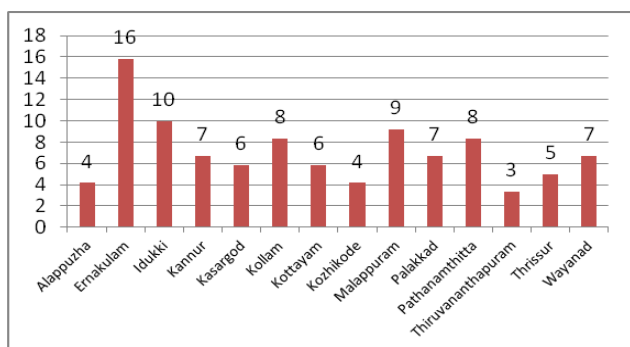
Gender

120 responses



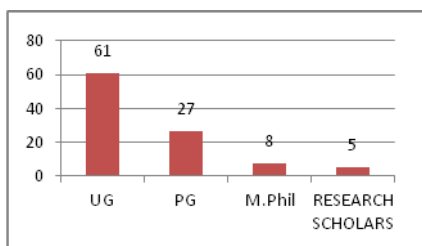
Inference: 45.8% respondents were female and 54.2% were male.

**District wise – distribution (in percentage)**



Inference: 16% of respondents was from Ernakulam district, 4% was from Alappuzha district, 10% was from Iduki district, 7% was from Kannur district, 6% was from Kasaragod district, 8% was from Kollam district, 6% was from Kottayam district, 4% was from Kozhikode district, 9% was from Malappuram district, 7% was from Palakkad district, 8% was from Pathanamthitta district, 3% was from Trivandrum district, 5% was from Thrissur district, 7% was from Wayand district.

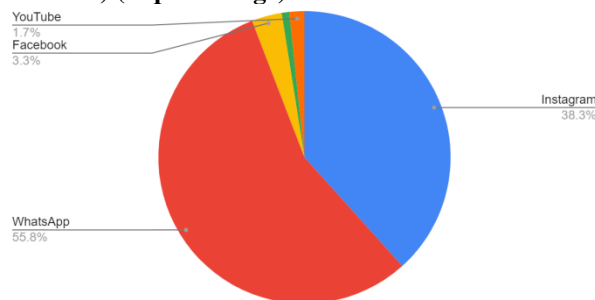
**Education wise – distribution (in percentage)**



Inference: In this study 61% of respondents are UG students, 27 % of students are doing PG and the reaming 8 and 5

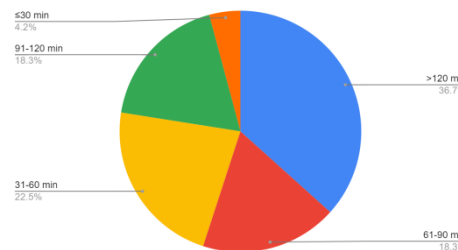
percentages of students are M.Phil and Ph.D research Scholars

**Types of social media commonly used by students (I preference) (in percentage)**



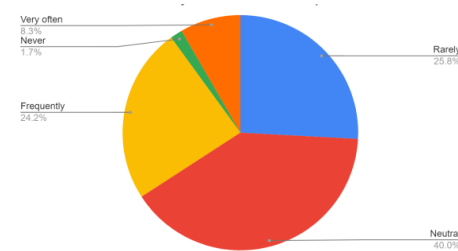
Inference: From this study it is found that the 55.8% of respondents are using WhatsApp, 38.3% of respondents are using Instagram, 3.3% of respondents are using Facebook, 1.7 of respondents are using Youtube and the reaming 0.8% of respondents are using Linkdin.

**Time spent on social media (in percentage)**



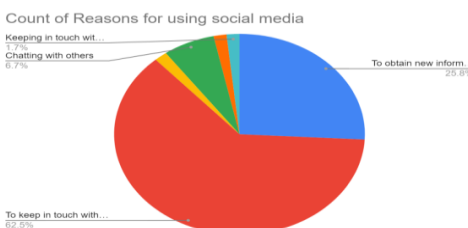
Inference: In this study it is found that the 36.7% of respondents are using social media more than two hours in a day. 18.3% students are using social media from one hour to one and a half hour in a day.

**How often do you write a status update? (in percentage)**



Inference: In this study it is found that, 24.2% of students are frequently update their status in a single day. And majority of 40% are natural in their onion. 25.8% are updating their status rarely in a day.

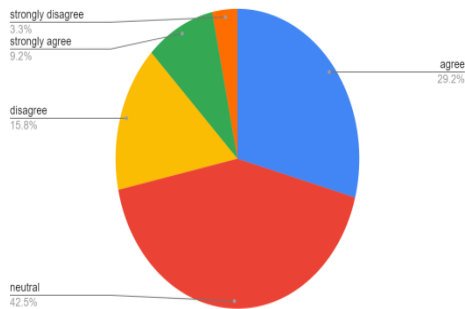
**Reasons for using social media (in percentage)**



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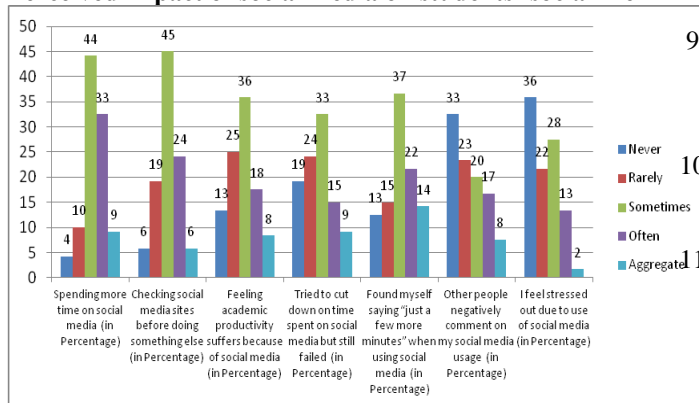
Inference: In this study it is found that 62.5% students are using social media for keeping touch with their friends and 25.8% students are using social media for obtaining new information.

### Do you feel that you are addicted to Social Media? (in percentage)



Inference: In this study it is found that 9.2% students were strongly believed that they were addicted in using social media. 29.2% students were believed that they were addicted in using social media ant the same time 15.8% of students responded that they are not addicted in social media. But a majority of 42.5% are natural in their opinion.

### Perceived impact of social media on students' social life



Inference: From the study conducted it was found that 42% of respondents spend more time on Social Media. Around 30% always checked the media sites before engaging into something. 26% of the respondents feel that their academic productivity is suffering badly as they spend more time surfing the social media sites and a majority of 36% natural in its opinion regarding the same.

Around 24% of the respondents tried to cut down the time they spent on these social networking sites but failed to do so as they were getting more addicted to it.

36% of the respondents found that they were severely addicted to these media sites as they could not refrain from it.

55% of the respondents don't feel that others have reacted negatively to the usage of social media.

Lastly 58% of the respondents don't feel stressed out by the usage of social media.

## VIII. FINDINGS

1. From this study it is found that the 55.8% of respondents are using WhatsApp, 38.3% of respondents are using Instagram, 3.3% of respondents are using Facebook, 1.7 of respondents are using Youtube and the reaming 0.8% of respondents are using Linkdin.

2. In this study it is found that the 36.7% of respondents are using social media more than two hours in a day. 18.3% students are using social media from one hour to one and a half hour in a day.
3. In this study it is found that, 24.2% of students are frequently update their status in a single day. And majority of 40% are natural in their onion. 25.8% are updating their status rarely in a day.
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6. In this study it is found that 9.2% students were strongly believed that they were addicted in using social media. 29.2% students were believed that they were addicted in using social media ant the same time 15.8% of students responded that they are not addicted in social media. But a majority of 42.5% are natural in their opinion.
7. From the study conducted we have arrived at the finding that majority of students spent their time on social media.
8. Majority of the students firstly check the social media platforms before engaging into something.
9. Students feel that their academic productivity suffers when they spent more time surfing the media sites which as an alternative could be used for other productive activities.
10. When students spent more time on social media their personal relations suffers as social media has been linked to higher levels of loneliness, anxiety and depression.
11. From the study it has been found that even when students use social media no one has responded negatively to this but at the same time the students don't feel stressed out with its usage.

## IX. SUGGESTIONS

From the study conducted we can conclude that students are getting highly addicted to these social media sites. There are students who frequently update their status or profile in various social media platforms in a single day which pinpoints the amount of time they devote to such activities which elsewhere could be utilized for other productive ventures. When students spent considerable amount of time on computers or mobile phones surfing these sites personal relations suffer because they become more isolated and withdraw from society when they develop a world of their own. No virtual communication can be an alternative for a real happening. Students with the help of social media can connect to their friends and relatives but this again signifies that they don't use it for academic purposes where again the academic productivity suffers.

Social media has many benefits but the students should be made aware of the risks and dangers it holds for them. Parents should make sure that their child is trained more to use social media to exploit the academic expertise rather than the wasteful contents in it.

Educational institutions can include social media as part of their curriculum where they can create awareness on its usage. Since the criminal activities are on a rise the political system prevailing in ones country can strengthen the cyber security and ensure that there will be no legal breach and the offenders strictly punished.

## X. CONCLUSION

Social Media is an integral part of today's society and a powerful tool which carries enormous benefits but the rightness depends on its usage. To begin with children should be trained properly from home and school the correct way to use it. It is important to make sure that they don't get addicted to these sites which can result in undesirable activities. Social media becomes an invaluable tool for students if used inappropriately. So it is equally important that students maintain a healthy life style away from social media by concentrating more on its professional side.

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