

## IMPACT OF SOCIAL MEDIA ON STUDENTS –A STUDY WITH SPECIAL REFERENCE TO ANDHRA PRADESH, INDIA

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### ABSTRACT

*In today's world, it is quite evident that social media is playing an indispensable role in the life of students. The world turned to be a global village and technology usage has made it a smaller world through social media. These days the impact of Social Net Working Sites (SNS) on students is so widely discussed. But the studies conducted regarding the usage of Social Net Working Sites and the impact of social networking sites among the students is negligible in India. At this outset a study was conducted with the basic objective of determining the effect of Social Networking Sites on students. Descriptive research design was followed to conduct the study. A semi structured questionnaire was designed and distributed among the students for realizing the objectives of the study. Questionnaires were distributed among 200 targeted sample students out of which 180 complete/valid responses are collected. Findings of the study indicated that students are highly influenced by the social networking sites which exhibited a significant impact on academics. Though the findings of the study are as such the results obtained may not be generalized to the whole student community when findings are specific to the particular respondents only.*

**Keywords:** Social media –Gender, Social networking -What's app, Face book, Instagram; Academics;

### I. INTRODUCTION

In the today's era, technology is progressively becoming an integral part of every individual's life and social media and social networks are drastically influencing the student community. Social media is referred to as computer-mediated technology which facilitates the growth and sharing of ideas, information, career interests, awareness, and other methods of expression through different social networks and virtual communities like Facebook, Twitter, LinkedIn, and WhatsApp. Innovations that

are taking place rapidly in the field of information technologies are introduced through numerous social media and networking websites into the market for creating awareness and acceptance from the public. This study was conducted to examine how social media and web-based interactions affect student communities in their daily lives. The most popular SNS are Facebook, LinkedIn, Instagram, Pinterest, Twitter, WeChat, Snapchat, What's App and the associated messengers such as Facebook Messenger

The modern reality requires us to stay in touch and keep update of the latest news and trends. However our motive is to know whether does this trend affect or impact the performance of students? When social media such as Facebook, YouTube and Twitter appeared, our world was divided into online and offline. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people. With their help, we can communicate with each other, even on different continents, listen to music, read books, look at photos and much more. Social media have greatly simplified our lives and tightly tied to ourselves.

During the time spent discovering individuals for acquaintances, youngsters go into different connections and get the chance to speak with a relatively boundless number of individuals and premium gatherings, with a wide range of identities, take in a considerable measure of stories, have the opportunity to trade suppositions and talk about issues important to them. Therefore, users of social networks, in most cases, are a representative of the younger generation.

Although the use of social media provide better access to knowledge and help students exchange information quickly there is also other side of coin claiming that use of social media primarily to communicate about everything except studies and that they only distract students from the learning process.

The aim of this study is to find out the impact of social media on academic performance of students. To achieve this, existing studies will be analyzed, as well as survey among respondents will be conducted.

## II.NEED FOR THE STUDY

Social media sites provide a platform for discussion on various issues that has been not noticed in today's world. The study is conducted to check the impact of social networking on the education of young generation. The main objective was as to check the effect of social media (either positive or negative) on young generation, to check out the beneficial and favor form of social media for young generation and to determine the attitude of youth towards social media and finding the total use of time on social media.

## III.OBJECTIVES

- To study if there were any gender variations in the usage of social networking sites among the students of Andhra Pradesh.
- To identify the influence of social media on the academic performance of the students.

From the above objectives the below hypothesis are framed

**H1:** There is no significant difference between gender and usage of social media for different purposes

**H2:** There is no significant difference between age of the student with regard to importance of using social media.

**H3:** There is no significant difference between levels of education with regard to impact of social media on students' academic performance

**H4:** There is no significant difference between levels of education with regard to perception of worthiness of social media.

## IV.REVIEW OF LITERATURE

**Uma Rani. Padmalosani**, (2019), in their article "Impact of Social Media on Youth", studied the impact of social media towards youth. It was found that youth are wasting their precious time spending hours together on SNS and are also spoiling their health due to sleepless nights. The article suggested that cultural and religious values must be kept in

mind and should not affect anyone when posting information in social media. **Dr.M.RifayaMeera, Mr.K.GaneshaMoorthy, Mrs.C.AnuPriya**(2017), in the article "A study on impact of social media on students community," focused mainly on social media sites like face book, what's app and twitter. The article recommended that the current youth need to be trained well on better usage of the social media so as to minimize wastage of time on chatting and other irrelevant engagements which are not of major importance in their lives. **Nandisha .H. D, Anand. R**(2017), "Impact of social networking on young generation", conducted a study to check the impact of social networking on the education of young generation. Social networking if used in the right direction works wonders in regard with improvement of academic career, learning new skills, better living style, adoption of new trends and fashion etc. **Okyeadie Mensah and Dr. Ismail Nizam**(2016), in their article "The impact of social media on students' academic performance" focussed on the impact of Social media on the academic performance of students. To know the time appropriateness, time duration, friendly-people connection through social media, nature of usage of these sites, health addictions caused because of it and security or privacy problems. **Sandra Ms. Shabnam S. Mahat, Dr. S. D. Mundhe**(2014), "The impact of social networking sites(SNS) on the youth" found that Social networking sites are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also are also very useful for discussing social issues. Youth is raising their voice against social acts like violation of Human Rights; corruption etc. on SNS. So we should focus on the useful aspects of these SNS so that it serves our society in a proper manner. SNS is identified to be a boon and also a curse for the Indian society.

## V.METHODOLOGY OF THE STUDY

Both the primary data and secondary data are used for conducting the study. Primary data is collected from the respondents through structured well-designed, pre-tested questionnaire which consists of open ended and closed ended questions. The secondary data needed for the study is collected from various books, journals, magazines and related research reports and search engines. Survey method is chosen for the study to collect the actual information

on broad range of things through actual opinions and thoughts of the respondents. This research is focused on the positive and adverse effects of increased access to information and social media of the students spread over in 13 districts of Andhra Pradesh. Convenience random sampling technique is used to collect the data from 200 students between the age group of 15-24 years.

## VI. DATA ANALYSIS AND INTERPRETATION

The data collected with the help of questionnaires is analysed by using Mann-Whitney Test and Kruskal-Wallis Test through SPSS software.

### H1: There is no significant difference between gender and usage of social media for different purposes

Mann-Whitney Test:

Statements	Gender		Z value	P value
	Male	Female		
For business use and promotional purposes	50.79	48.54	0.418	0.676
To communicate with friends	47.32	51.97	0.956	0.339
To make new connections	48.75	50.92	0.429	0.668
For academic use	48.96	50.76	0.356	0.722
To keep update with news	51.02	49.25	0.331	0.740
To follow college groups	47.58	51.78	0.855	0.393
For purposes emergency information	47.04	52.18	1.015	0.310

Hence the null hypothesis is accepted at 5% level with regard to importance of using social media as  $P > 0.05$

It shows that there is no significant difference found between gender i.e. male and female regarding the usage of social networking sites for different purposes like academics, communicating with friends, or for business purpose, or for getting the updated news or even during emergencies.

### H2: There is no significant difference between age of the student with regard to importance of using social media.

Kruskal-Wallis Test:

Statements	Age				Chi-square value	P value
	Below 15 yrs	16-18 years	19-21 years	22-24 years		
For business use and promotional purposes	11.50	32.13	50.73	52.57	8.423	0.038
To communicate with friends	35.50	49.67	51.50	49.78	0.859	0.835
To make new connections	37.75	52.83	52.85	48.51	1.193	0.755
For academic use	38.25	45.28	55.87	48.10	2.740	0.434
To keep update with news	44.25	37.83	50.67	51.74	2.270	0.518
To follow college groups	36.00	47.06	56.77	47.44	3.812	0.282
For purposes emergency information	39.50	41.00	56.80	48.24	3.997	0.262

Hence the null hypothesis is accepted at 5% level with regard to age and importance of using social media as it is found that p value is greater than 0.05.

From the above test it is observed that students irrespective of the age are using the social media networking sites in the same manner for making new connections, academic purpose, or to get the news updates, or for communicating with friends and even in emergencies too.

**H3: There is no significant difference between levels of education and positive impact of social media on students' academic performance**

Kruskal-Wallis Test:

Statements	Educational Qualification				Chi-square value	P value
	SSC	Inter	UG	PG		
Facebook positively affect my study timings in routine life.	29.83	55.13	47.50	53.46	2.956	0.398
I timely submit my academic works whether spending time on social networks .	44.86	53.13	47.39	52.96	1.132	0.769
It's my routine habit to use twitter in my daily life.	29.00	40.63	49.26	54.44	3.790	0.285
Usage of Instagram sites in my routine life affects my academic life.	42.17	53.63	48.86	51.84	0.630	0.890
Social networking sites are effective	29.67	45.13	49.26	53.66	2.735	0.434

way of speaking or writing in students' life.						
Social networking sites can be effective tool for e-learning for students.	30.83	46.19	53.35	50.08	2.251	0.522
Social networking sites change the behaviour of students in effective manner.	29.17	49.06	48.68	53.53	2.586	0.460

Hence the null hypothesis is accepted at 5% level with regard to positive impact of social media on students' academic performance as p value is greater than 0.05.

It was found that there is no significant difference between mean ranks of educational qualification with regard to impact of social media on students' academic performance. It means irrespective of level of education be it they were high school going students or undergraduate students or post graduate students, every student is being positively affected by the social media in different manners. Social networking is helping the students in their academic works, learning new things, networking with others etc..

**H4: There is no significant difference between levels of education with regard to perception of worthiness of social media**

**Kruskal-Wallis Test**

Statements	Educational Qualification				Chi-square value	P value
	SSC	Inter	UG	PG		
Privacy policies are effective in social networking sites.	54.33	48.25	42.79	56.93	5.626	0.131
SMS can provide knowledge.	46.00	53.81	49.39	51.14	0.300	0.960
Using social networks helps you in your studies by any means?	40.33	62.81	44.71	53.84	4.493	0.213
Using social networks are posing negative effects on your studies by any means?	45.50	70.25	45.05	52.03	5.883	0.117
Usage of social networks has any positive effects on your life?	51.67	38.63	49.55	53.14	1.998	0.573
Friends made through social media are trustworthy?	56.67	28.75	49.38	54.59	6.031	0.110
Using some kind of social	39.33	39.31	51.13	52.50	2.102	0.552

networking is essential for today's life?						
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Since p value is greater than 0.05 it is found that there is no significant difference between mean ranks of educational qualification with regard to perception of worthiness of social media.

Hence the null hypothesis is accepted at 5% level with regard to perception of worthiness of social media. The above test revealed that students perceive social media sites to be very helpful by all means. They felt that the privacy policies are very effective and SNS are very helpful in improvising their academics and also their social life

**VII. FINDINGS AND DISCUSSION**

For the stated objectives the study revealed that

There was no significant difference found between gender i.e. male and female regarding the usage of social networking sites for different purposes like academics, communicating with friends, or for business purpose, or for getting the updated news or even during emergencies. Irrespective of the gender that means both male and female students were using the social networking sites equally for different purposes. It was observed that students irrespective of the age are using the social media networking sites in the same manner for making new connections, academic purpose, or to get the news updates, or for communicating with friends and even in emergencies too. It means regardless of level of education be it they were high school going students or undergraduate students or post graduate students, every student is being positively affected by the social media in different manners. Social networking is helping the students in their academic works, learning new things, networking with others etc.. The above test revealed that students perceive social media sites to be very helpful by all means. They felt that the privacy policies are very effective and SNS are very helpful in improvising their academics and also their social life

## VIII.CONCLUSION

Thus, it can be concluded that impact of social media on students' academic performance is manifold. This means that smart and judicious use of social media can have a very positive effect on the academic performance of students. The objective of this research to know the type of impact that is caused by social media on the students' academic performance is fulfilled. After performing the research, it was clear that social media does not impact any level of students' academic performance. Though they spend hours on social media, they were still able to manage the time to study, and achieve good grades. In fact, they were using social media sometimes for obtaining the good results or grades in the exams.

## IX.LIMITATIONS

The first and foremost limitation of this research is the very small range of respondents that were approached to test the effects of social media in Andhra Pradesh. As a result of the small sample students considered, these generalizations cannot be made to the whole of Andhra Pradesh. And the second limitation to this study was short-period of time to conduct the research.

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