

Impact Of Social Media On College Students In Chennai

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ABSTRACT

BACKGROUND: Social media have become a major part of an interconnected society, impacting personal and professional lives. Social media consists of unique tools that impact not only communication but relationships among people. Using social media to gain information may have significant effects on the students' academic performance and career development. The main aim of this study was to assess the impact of social media among college students in the Chennai population.

MATERIALS AND METHODS: This is a cross sectional survey study and a self administered questionnaire was distributed among students using an online platform called google forms. It included 2 sections, the first section was about demographic questions and the second section was a questionnaire about social media addiction. 130 responses were collected and analysed by chi square test by using the statistical software SPSS version 23.0

RESULTS: 73% of students were using Facebook and Instagram were the most common types of social media (p value- 1.180). About 63.11% of them have a negative effect on their lives because of social media. About 56.7% of them were having 2 to 4 social media accounts. About 72.73% of the students were using facebook and instagram for more than 6 hours a day. Females were more addicted to social media and using longer time than the males (p value- 0.009).

CONCLUSION: According to this study, various effects and influences of participants lives on education. Most of the negative aspects can be overcome by reducing the amount of time spent on social media to provide ample time for family leisure in a relaxed atmosphere and face to face interactions. All this will help to reduce the negative impact of social media on students which will in turn benefit.

Keywords: Social media, addiction, students, negative impact, innovative technique.

INTRODUCTION

Social Media has become a major distraction to students, causing the overall performance of students to decline, especially the ones who tend to check social media. Media today has a huge influence on teenagers. Everything is not bad with the media. If used in the right way, the media can transform the lives of the youth from good to better. This post highlights both positive and negative media influence on teenagers.

Social networking technologies also allow one to share a thought with another . It helps a man toward one side of the world to interface and trade thoughts with a man at the other side. With the use of social media students can easily communicate or share information quickly with each other through various social networking sites like Facebook and Instagram etc. If students were permitted to share what they think and feel, it becomes simple for them to decide what is good and what is bad .

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen to be dependent on this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organization's execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization.

MATERIALS AND METHODS

This is a cross sectional survey study. This survey was conducted among college students with the age group of 18-22 years in chennai (n=130), which was carried out during February 2021. To characterize the study population, a socio-demographic questionnaire was administered, collecting information on; age, gender, how many social media sites associated with , no.of social media sites used, two most common sites used, time of usage, how often they are posting on social media, accessing, affected relationships, exceeding of negative effects. This is an online survey using google forms distributed through whatsapp to the college students of all ages in chennai. This study includes only those students who agreed to the terms of the free and informed consent , there is no conflict of interest. Declaration of no censored data associated with the study and no error identification . Statistical comparisons were carried out using SPSS software 23.0. Descriptive statistics (frequency , cross tabs , pie charts) were calculated for study variables. The association between gender and social media addiction was done by pearson chi square test.

RESULTS

In the present study, among 133 students and 122 of them responded to the questionnaire , 10 responses were eliminated due to inappropriate completion of the questionnaire. 53.28% of them were in the age group of 18-20. About 56.7% of them were having 2 to 4 social media accounts. About 53.28% of them were trusting social media for providing medical information . About 72.73% of the students were using facebook and instagram, the most common social media (figure 1). 33% were using social media more than 6 hours a day (figure 2) . About 67.21% of them agreed that their relationship with their family was affected. Only 37% of them were considering themselves addicted to social media . About 63.1% of them were affected by social media in a negative way (figure 3). Both male and female using facebook and instagram were the most common social media. Among the

both, females used social media most commonly, p value- 1.180 (figure 4). 40% of females agree that social media affected their relation with family and friends, p value- 0.399 (figure 5).

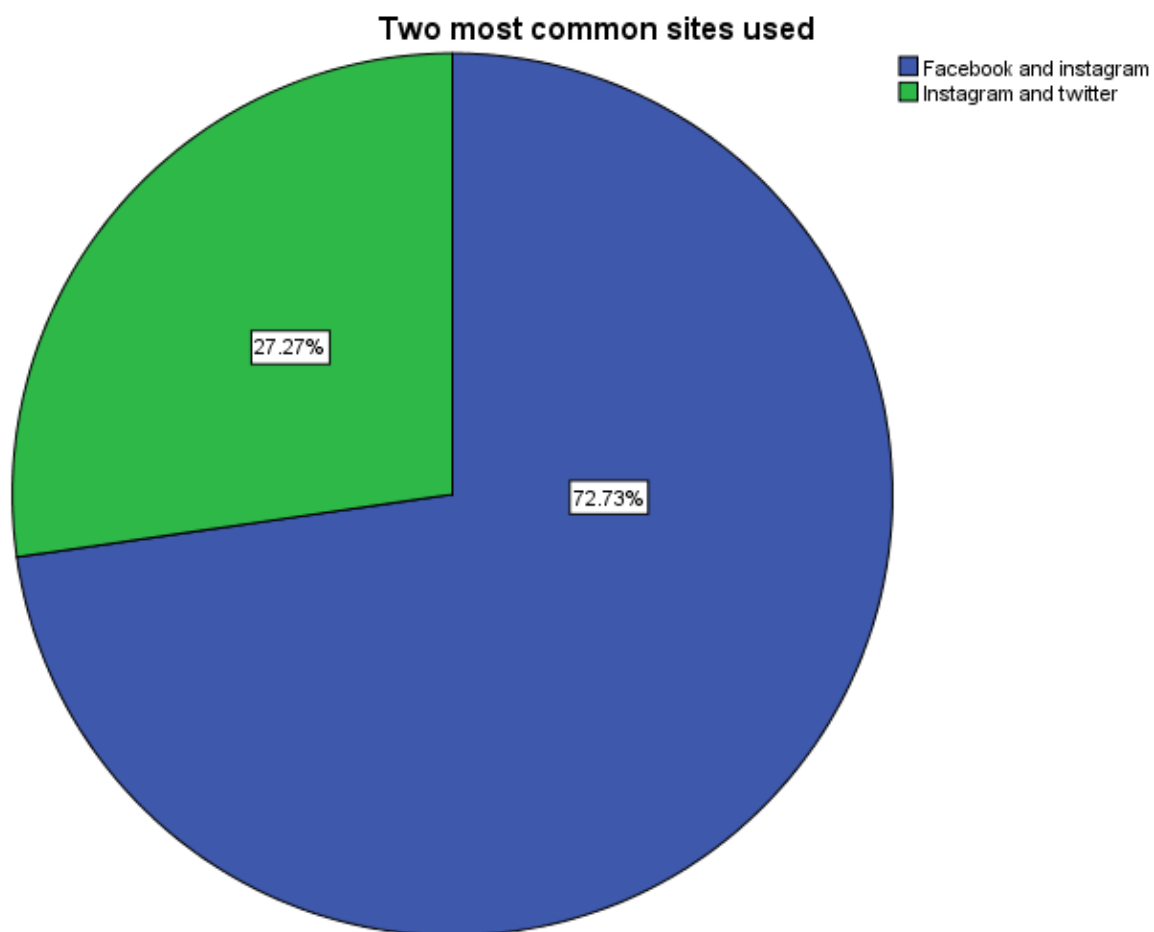


FIGURE 1: The pie chart represents the percentage distribution of most common sites used. Blue represents facebook and instagram (72.73%) , Green represents instagram and twitter (27.27%) . Majority of them (72.73%) were using facebook and instagram.

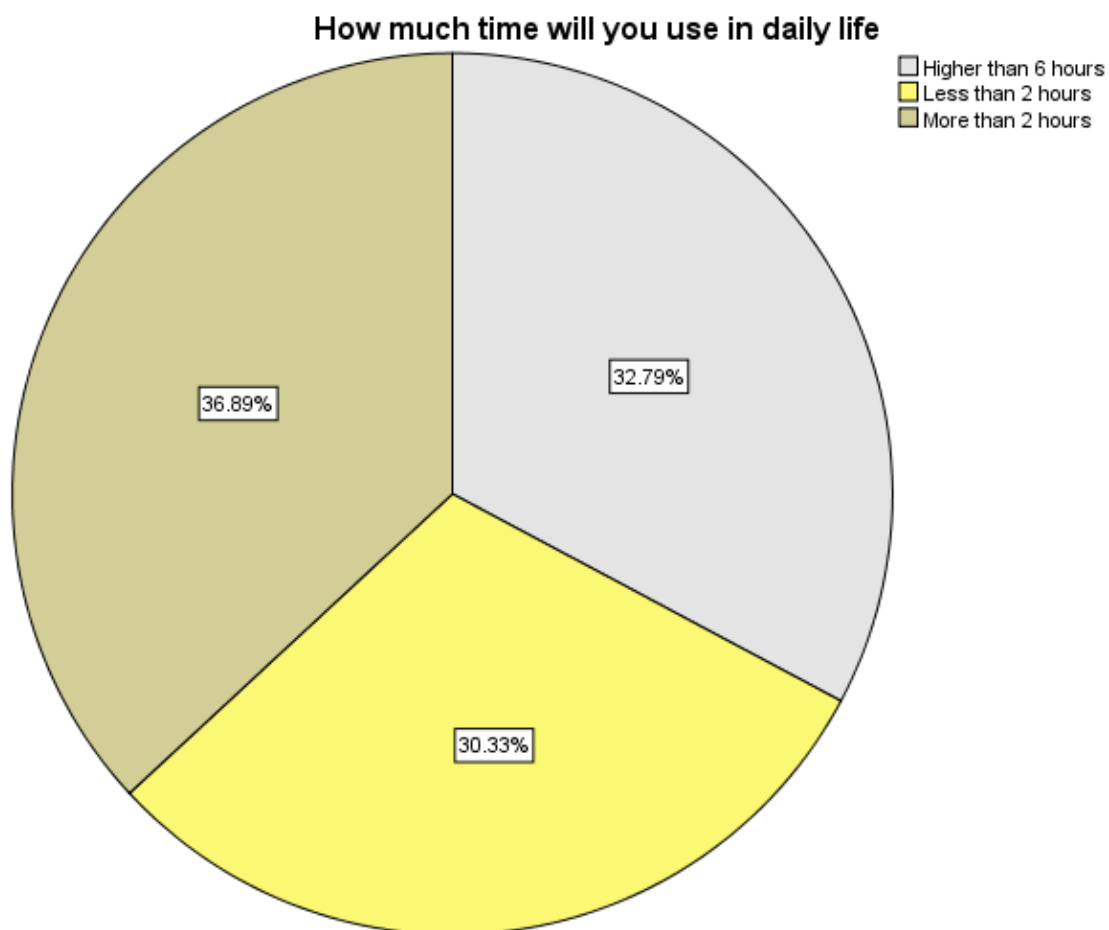


FIGURE 2 : The pie chart represents the distribution for how much time you will use in daily life. Yellow represents less than 2 hours, Grey represents higher than 6 hours and brown represents more than 2 hours. 32.79% were using more than 6 hrs, 36.89% were using more than 2 hrs, 30.33% were using less than 2 hrs.

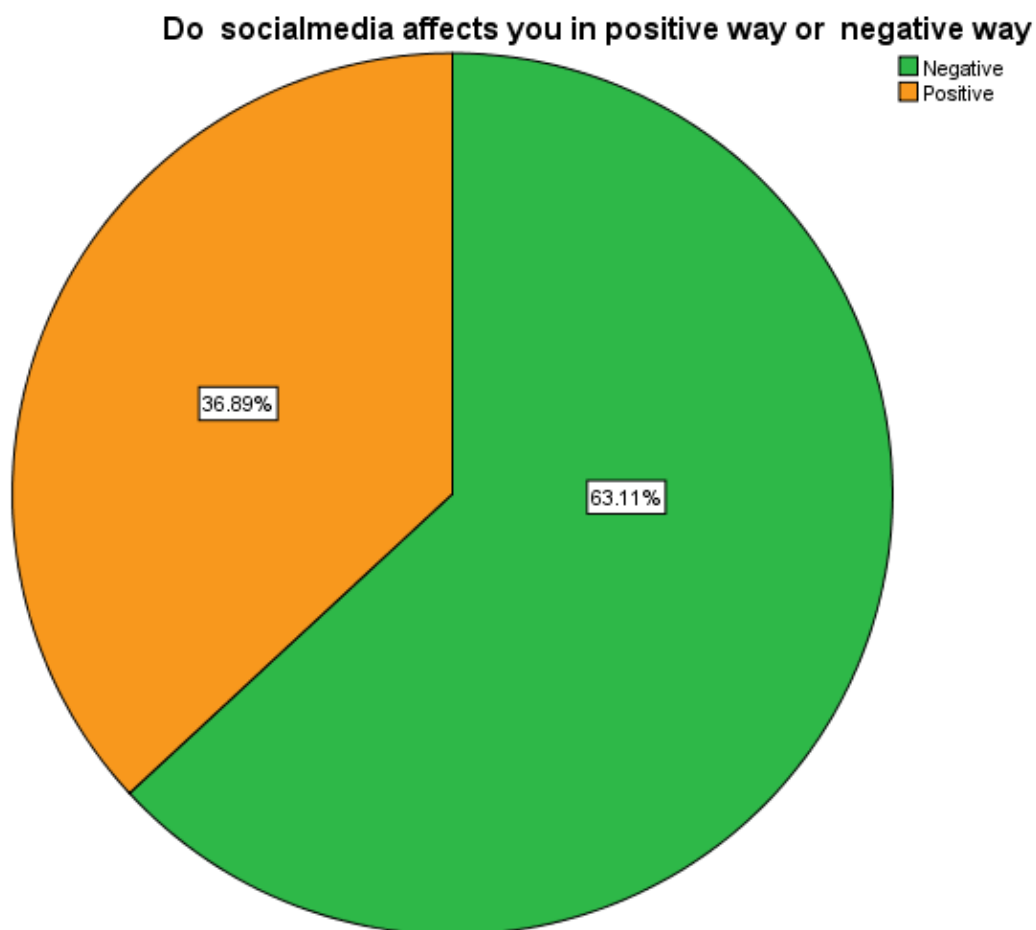


FIGURE 3: The pie chart represents the distribution of social media affected in a positive way or negative way. Green represents negative and orange represents positive. Majority of the participants responded that social media affects them in a negative way (63.11%).

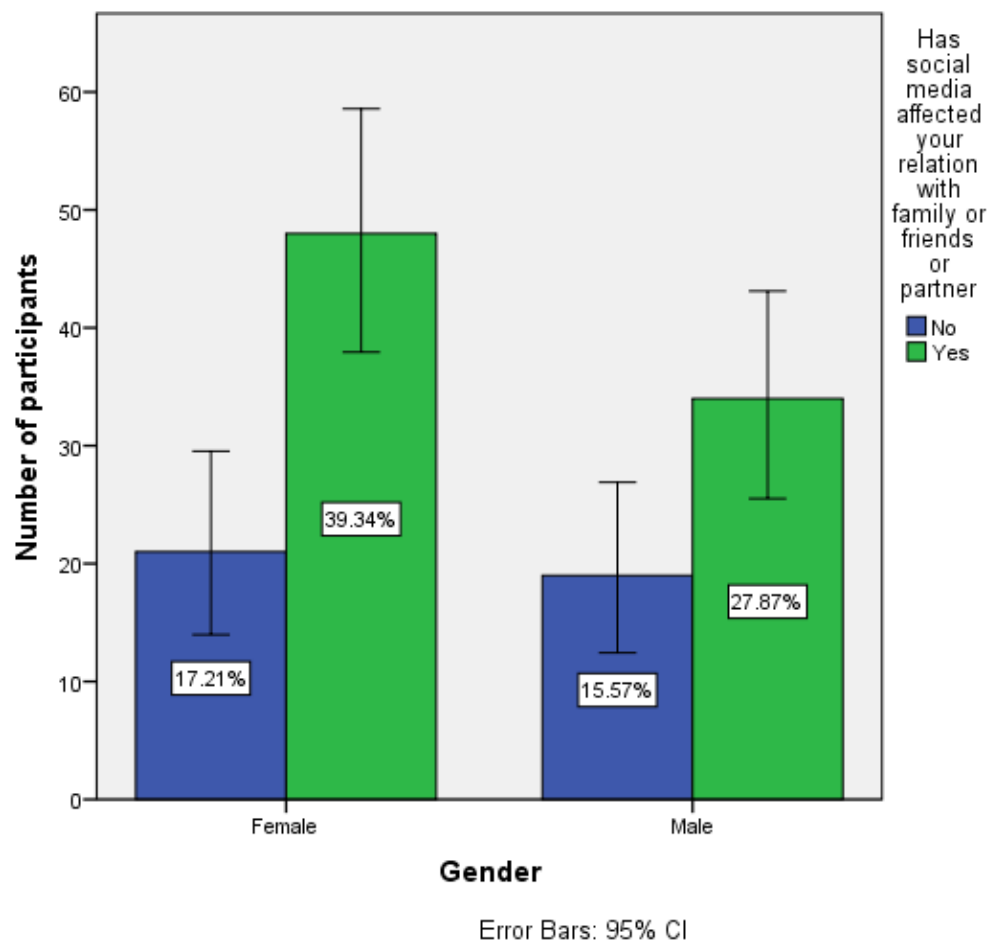


Figure 4: The graph depicts the association between gender and two most common sites used. The X-axis represents gender and the Y axis represents the number of responses. Blue denotes facebook and instagram and green denotes instagram and twitter. Majority of the females were using facebook and instagram than the males (42.15%). Pearson Chi square test, showed the p value of 1.180, (<0.05) which is statistically not significant

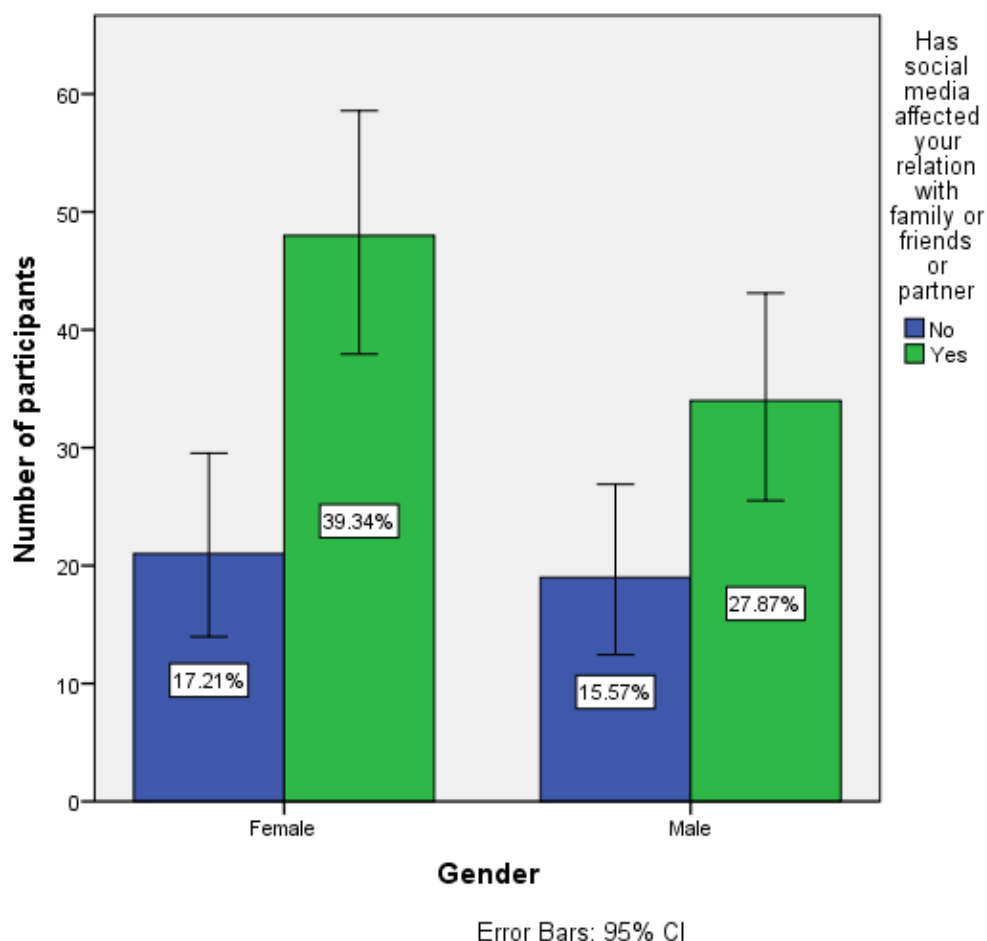


Figure 5- The graph depicts the association between gender and did social media affect your relation with family or friends or partner. The X-axis represents gender and Y-axis, number of responses. Red denotes yes and Blue denotes no. Majority of the females agreed that social media affected their relationship with family and friends (39.34%). Pearson Chi square test, showed the p value of 0.399, (<0.05) which is statistically not significant

DISCUSSION

Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media has improved the ability to absorb information, what would have seemed overwhelming to students 20 years ago is normal to us, extreme care and ease in processing and evolving quickly following with the impacts (22).

In the present study, many of them agree that negative effects exceed positive effects. Influenced by the positive impact of social media on students, google and education, google has helped over 20 million students in their education. Spending so much time with new technologies, students develop more familiarity. Lots of students were able to inform the public about their issues (23).

Social media have become a part of an interconnected society, impacting personal and professional life. This point presents two opposing viewpoints on the question of whether social media can be used in education, viewpoint one argues that social media benefits students, viewpoint two argues that potential problems and risk in using social media (24).

Facebook and instagram addiction is a new term invented by psychiatrists , it was reported to be associated with health and attentiveness compared with this study participants responded that two most common sites used were facebook and instagram (72.73%) (25).

In this study , twitter rather than facebook and instagram were chosen by larger percent versus (27%) of the common type of social media sites they use, in another study students choosed facebook , instagram and twitter as top most 3 sites (26). Large percent of about 87% of the students spent 6 hours daily on social media , in another study on undergraduate college students, most of the students spent less than 1 to 2 hours on social media.(26,27). In the present study, females were more addicted than males. Influenced by the negative impact of social media on college students, the prime bad effect of social media is addiction. Constantly checking facebook and instagram and other updates. Hundreds of fake accounts in most cases , this leads to embarrassments and disappointments which finally result in depression (28).

This study showed that the majority of students use facebook for educational purposes, this finding was contradicted with that of few who reported that facebook has very little educational value and the participants mainly used it to keep contact with others. The limitation of the study is that it is a cross sectional study and it should have been investigated in different periods to get a better understanding of the impact on college students . Further studies will be encouraged by dividing the students into categories of their standards, this will provide a better understanding of the impact of social media on college students.(29)

CONCLUSION

Majority of participants (63.11%) responded that social media affected them in a negative way (p value-0.399). Females (27.87%) considered themselves more addicted to social media g The findings of the present study are needed to bring awareness of social media among people . Too much use of social media is associated with many negative effects on the interactions , behaviour , health , study and academic preferences of students. From this study, it was revealed that negative aspects can be overcome by reducing the amount of time spent on social media to provide ample time for family leisure in a relaxed atmosphere and face to face interactions. All this will help to reduce the negative impact of social media on students which will in turn benefit.

As the study population is not presenting the entire country, hence the findings of this study cannot be conclusively generalised as national figures. Limited sample size was a major limitation of the study.

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CONFLICT OF INTEREST The authors have none to declare.

AUTHOR CONTRIBUTION

Sai sanjana ganji- Literature collection.

Preetha- framing the manuscript, statistics approval, approval for manuscript.

Sridevi and lavanya prathap- Final approval for the manuscript.

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