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**Impact of Social Media / Social Networks on Education and life of Undergraduate level students of Karimganj town-A survey**

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**Abstract**

*Social Networking websites like ,Facebook, Myspace, Twitter, Youtube etc becoming more and more popular among the youngsters', because of their attractive feature. Facebook is the most popular social site among the other. Social Networks is only an electronic connection between users but unfortunately it has become an addiction for students, teenagers, and even adults. The impact of social websites can be good on students. But if we have a closer look on the real impact of social networks, we will find its worst sides too. The main focus of students should be education but today's students are emphasizing more on such sites which is a complete wastage of time.*

*This paper discusses the positive and Negative impact of social networks on Education of undergraduate level students as well as on their life, depending on one's interest to use it in a positive manner for his /her education and vice versa .Last but not the least , some suggestive measures mentioned in this paper may be taken in to effect.*

***Key Words: Social Networks, Impact of Social Networks, Education, Web 2.0, Students.***

**Introduction:** Internet is a great boon in our life. It helps in every aspect s of life . It is a very large community which is using internet for pure education, but unfortunately we have also a large number of people including majority of youth & teenager using internet for social network such as Orkut, Facebook, Twitter Myspace etc.

Social media/ Social Networking is one of the Technological foundation of **Web 2.0** which allow people to create ,share, exchange information and ideas in virtual communities and network s. It is the social interaction among people in which they can create ,share or exchange information. Furthermore Social Media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and share, co-create, discuss user generated content. In the year 2003 ,a new social networking sites Facebook & Orkut.com change total concept of Social Network in the history of Social media .

Social Networking such as Facebook ,Orkut, Myspace,Flicker and Youtube are sites where users apply for membership and maintain their personal profile information in a centrally organized database .Each network member controls access to their profile by accepting or deleting request from other network members to be "friend ". By expanding and developing their networks of friend s, social networking members are able to maintain online relationship for work, study, special interests leisure- related purposes.

Platform like Twitter, Facebook, and Myspace have created online communities, where people can share as much or as little personal information as they desire with other members. The result is an enormous amount of information that can be easily shared, searched, promoted, disputed and created.

Social Networking services utilize the participation technology and software tools such as blogs, wikis instant messaging, chat room message boards and social bookmarking to share online ideas, videos ,photos etc.

**Web 2.0:** The term was coined by Tim o' Reilly at the o' Reilly Media. Web 2.0 describes world wide websites that use technology beyond the static pages of earlier websites. Although web2.0 suggest new version of www, it does not refer to an update to any technical specification, but rather to cumulative changes in the way web pages made and used.

A web2.0 sites may allow user interact and collaborate with each other in social media dialogue as creators of user generated content in a virtual community, in contrast to web sites where people are limited to the passive viewing of context. Example of web2.0 include social media site, blogs, Wikis, video sharing etc.

**Positive role of Web2.0:** web2.0 community and social media are the best places to share your success stories, efficient knowledge, worker collaboration ,employee satisfaction, and clients success. With web2.0 tools users can communicate around the world with a nominal cost.

It allows population to correspond and spread ideas with each other rather than receiving the information from a single source.

Online promotion of business, products, and services.

Latest update and content can be received if you are a RSS reader.

**Negative role of Web2.0:**

Information overload.

Too many fake ID's and spammers.

Forgeries and hackers commit crimes.

**Need Of The Study:** As Social Media is very popular among the youth , so that they contribute the majority percentage of the users of the media. So the researcher wanted to study the impact of social media on youth and their education. Several studies reveal that social media have both positive and negative impact on students and teenagers. Some study concludes that most of the students use social media just to communicate with friends and it is distracting them from their studies. The Present study helps us to identify whether social media is really distracting students from their education or not.

**Review of Related Literature:**

1. Khan, Shahzad () studied the "Impact of Social Networking Websites on Students". The purpose of this study was to explore the impact of social networking websites on students. The author also evaluate why mostly people use social networking websites .Both primary and secondary data were collected and the primary data were collected through questionnaire method. 168 respondents were randomly selected from Khyber paktoon khwa, Peswar, Pakistan. Respondents were only students who filled a questionnaire and collected data were carefully assessed with the help of statistical software i.e. SPSS software. This research study use descriptive statistic and cross tabs analysis to find out the result .The findings of the result showed that the students whose age range from 15 to 25 mostly use networking websites for entertainment. 60% of male students commonly used social networking websites for knowledge. Graduate students generally prefer social networking websites for entertainment. The analysis also showed that 67% people used social networking websites due to influence of their friends.
2. Boyd and Nelson (2006) reported that the top ten social networking sites developed with the passage of time, and its number of users increases from 46.8 million to 68.8 million. This rating reveals the important information about how new generation interacts with each other. Talking about law and Jurisdiction it is international law that one must be 18 years old minimum to use social networking websites but unfortunately, Lenhart and Madden (2007) calculated huge amount underage users which must be violated. According to Linhart and Madden (2007) calculation it has been analyzed that 41% 12-13 years old and 61% 14-17 years old users in social networking websites.
3. Wang,Qingya et.al. (2011)," The Effect of Social Media on College Students "studied the purpose of using social media by the college students. This study explores the advantages and disadvantages of student's use of social networking for study. The study also explore the relationship between the effect of social networking and students study efficiency, and to determine if social media inferring with students academic lives. The descriptive, exploratory research study drew a random sample of 48 including (26 males and 22 females) who were administered a student perception questionnaire on how social media affects college students.

The result of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. The study concluded that while most college students used social media and spent many hours, there was a negative aspect to college students use of social media.

4. Sei-ching Jonna Sin and Kyung – sun kim (2014), “Impact of Social Media Usage on Outcomes of students ‘ Everyday life Information seeking”, studied the impact of Social Media usage on the outcomes of students everyday life information seeking. This study also discussed whether (a) social networking sites (b) Micro blogs (c) social question answer sites affect (a) level of satisfaction with the quality of ELIS results and (b) level of difficulty in ELIS. The researchers used online questionnaire and the sampling frame was undergraduate and graduate students from a large U.S public university participation was voluntary, and the resultant sample could not be considered representative of the university population. ANOVA test was used to analysis the findings. Specifically, the study used 3-way ANOVA design for each research question. The Study finds that generally, students at higher study levels report higher satisfaction and less difficulty but master’s students are the exception. A possible reason is that master’s programs tend to be shorter, usually lasting 2-3 years. This user groups could benefit from more social media information literacy training. This study showed that social media use does make a difference in ELIS.
5. Tariq, Waqas And et.al. (2012),”The Impact of Social Media and Social Networks on Education and Students of Pakistan “,studied the impact of social media on education ,students, and impact on life of teenagers. Further it describes how social networking websites are auditory and dangerous for youth and teenagers. Findings indicated that social network connect them with one another so that they not even bother to solve their home tasks and they contact elders and seniors to help them in cloning their educational material. Social networks provide a virtual life to the students, those students who not even speak in front of anyone could feel freedom in their virtual life. The virtual life of students distract his thoughts from education towards other activities and by living inside fantasy world students slowly starts to hate educated life and studies. According to the survey a very large number of fake identities exist in social networks, these fake identities perform many kind of violation on social networks in which they register themselves as a fake identity on name of someone else and upload of inappropriate materials with fake identity.
6. Kuppuswamy,Sunita and Shankar Narayan,P.B(2010), ” The Impact of Social Networking websites on the Education Youth” studied the impact of Social Networking sites on Education. The study argues that these social networking websites distract students from their studies, but these websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers. Moreover, the research concludes that social networking websites have both positive and negative impact on the education of youth, depending on one’s interest to use it in a positive manner for his/her education or vice-versa.
7. Taysur ,Mohamed(2014),”Social Network: Academic and Social Impact on college students “ studied the effect of using social networks ,e.g. Facebook and Twitter on students engagement in both academic and social aspects. The sample consists of 30 freshmen students in the Petroleum Institute excluding female due to cultural and traditional reasons. The use survey method as the main data gathering instrument. The survey was used to collect quantitative data. Findings indicated that students with high GPA spend more time using social networks while students with low GPA spend less time, more than two-third of the respondents do not share, information about lectures and homework and further more than half of the respondents do not even look for college related information through social network. The study concluded that there is a correlation between students GPAs and their usage of social Networks.

### **Objectives of the Study:**

- 1.To find out the positive impact of social media on Education of undergraduate level students.
- 2.To find out the negative impact of Social media on Education of undergraduate level students.
3. To find out the impact of social media on their life.

**Methodology:** The study was conducted through descriptive survey method of research and it is most suitable for the present study.

**Sample:** The study was conducted on sample of 60 undergraduate students of Karimganj Town including male and female and were selected on the basis of randomized techniques of sampling from different government and private colleges of karimganj town.

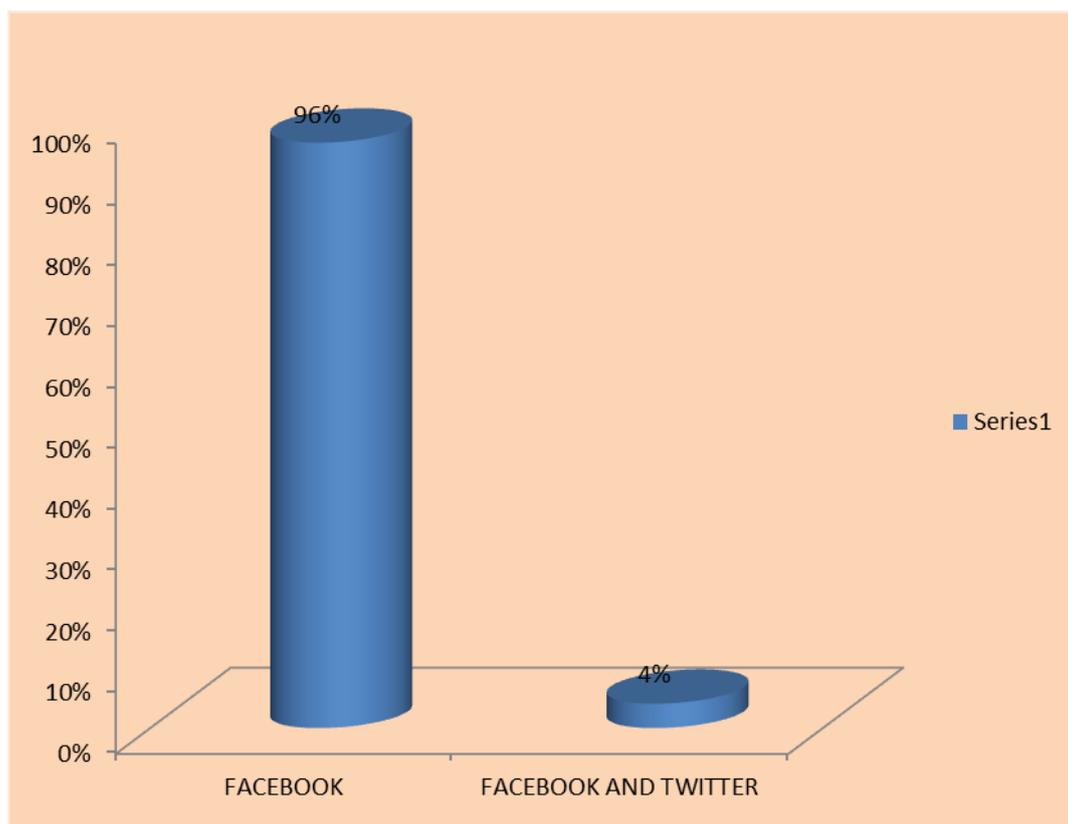
**Tool Used:** Questionnaire method was used to collect primary data .Investigator also personally met some students for collecting primary data. And the secondary data were collected from the literature review published in research articles.

**Techniques Used:** Simple statistical methods were applied to investigate and analysis the collected data.

**Data Analysis And Findings Of The Study:** Out of 60 questionnaires, 50 questionnaires are returned to the investigator .Of which 6 questionnaire are rejected due to incomplete data. The Data collected from the questionnaire are analyzed, interpreted and presented on the basis of objectives set forth on the study. Simple percentage method was employed to arrive at the results and findings of the data analysis which is graphically shown by Bar Graph and Pie Chart.

A summary of the Findings based on the analysis of the data is listed below:

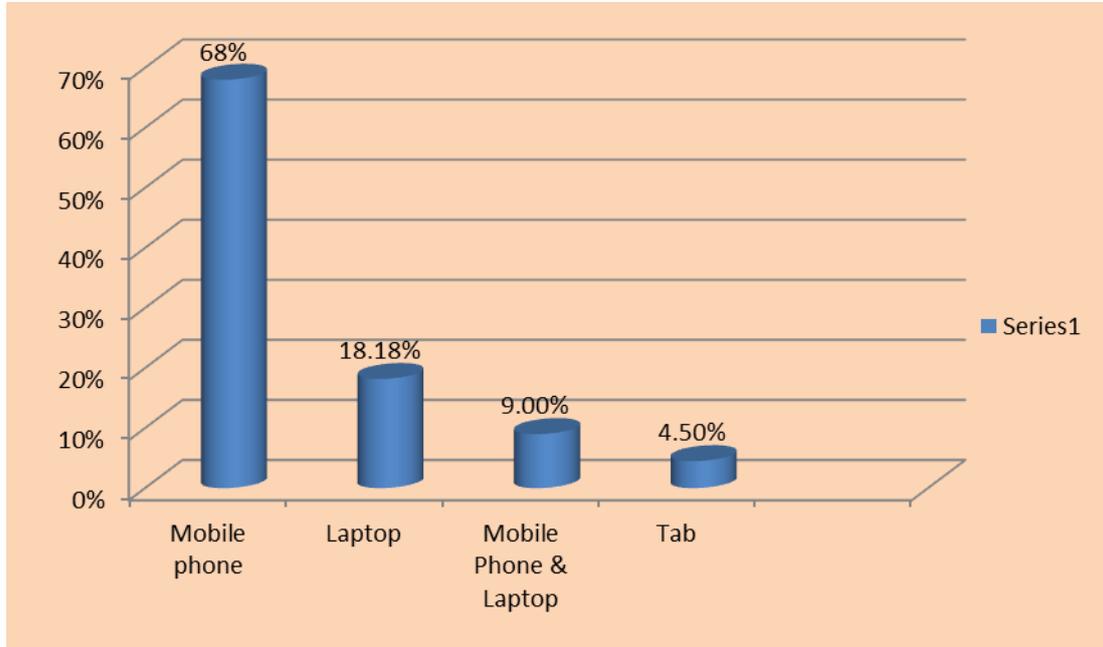
**Fig 1: Students Using Social Network**



1. Fig 1 shows that , among the all social networking sites , facebook is the most popular among the young stars, while only 2 people have their account both in facebook and twitter.
2. Result shows that ,43.18% people uses Social Networking sites for communication with friends , 11% uses for uploading photos/videos ,6.81% uses for discussing study materials with their friends, about 38% people uses for all the above purposes.
3. About 40% people agreed that they are surfing social networking sites daily.

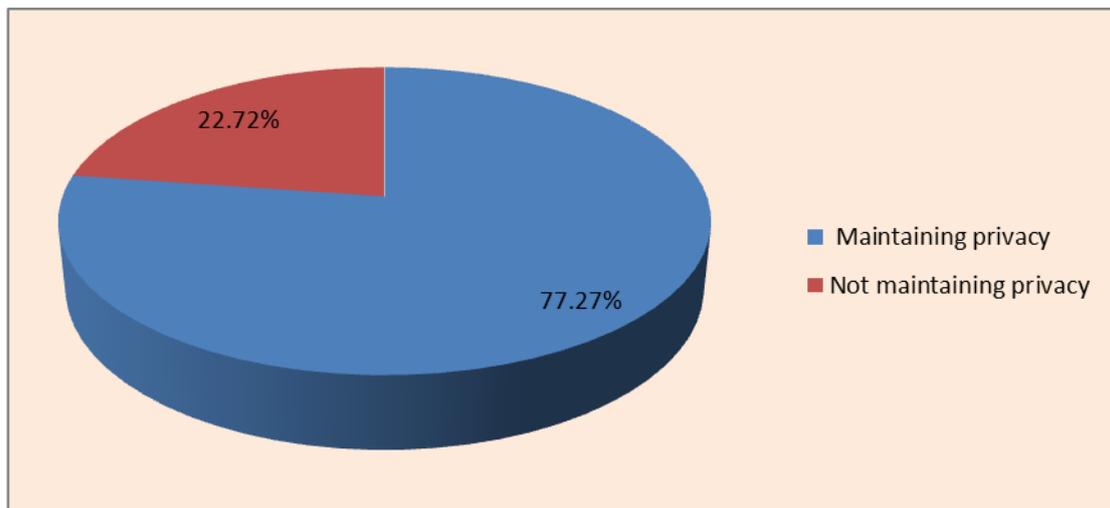
- Fig 2 Shows That ,68% people uses Mobile phone for surfing Social Networking sites , 18.18% uses Laptop , 9% uses both Mobile phone and Laptop and only 4.5% uses Tab surfing Social Networking sites.

**Fig 2:Gadgets used for Surfing Social Networking Sites**



- Fig 3 Shows that 77.27% people maintain privacy while uploading photos and videos in Social Networking sites.

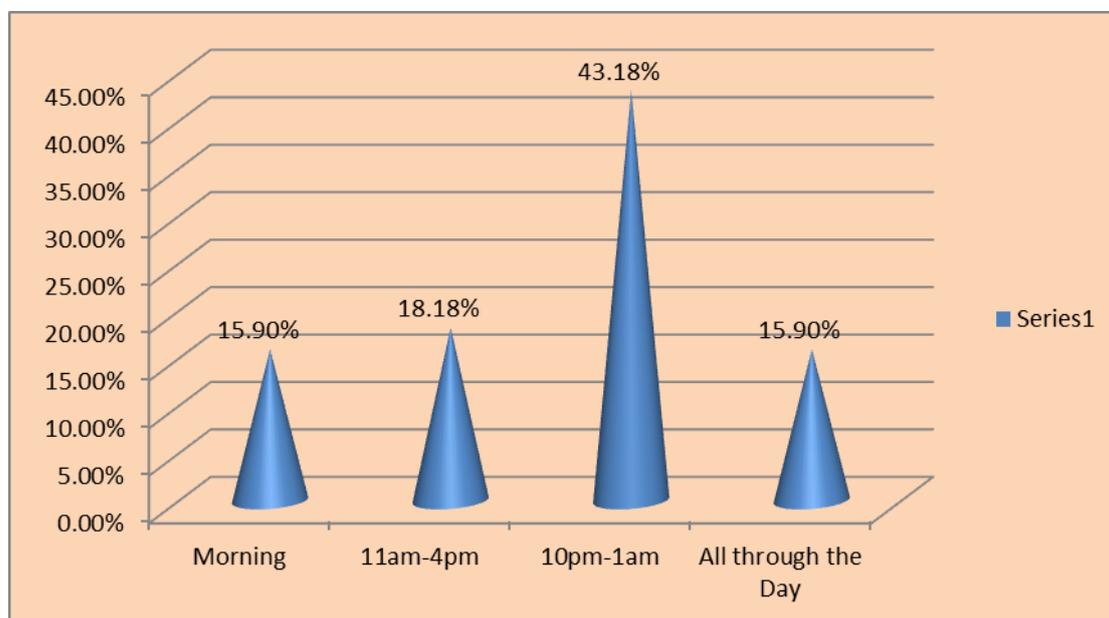
**Fig 3: Maintaining Privacy for uploading photos/videos**



- 65.90% people write complete text and use proper grammatical methods while writing text or message in Social Networking sites.
- About 31.81 % agreed that Social Networking Sites hamper in maintaining Social relation where as 65.90% disagree at that point.
- 72.72% students are connected with their teachers through Social Networking Sites .But only 40.90% students use this sites for clarifying their queries.

9. 43.18% students prefer surfing in social networking sites during 10pm to 1am. 15.90% surfs at social networking sites although the day, 18.18% students prefer 11am to 4pm, where as 15.90% prefers morning for surfing in Social Networking Sites.

**Fig:4 Time prefer most for surfing in Social Networking Sites**



#### **Impact of Social Networking Sites on Education:**

Based on the analysis of the data, following points are taken out by the investigator:

##### **Positive Impact:**

- With Social Networks they are able to communicate with their friends whom are unable to meet personally. It also helps in maintaining better relationship with friends.
- They can communicate their thoughts and perceptions over different topics with a large no. of users, and raise their voice also.
- It helps in creating awareness among the mass.
- Social Networking web sites help in education by allowing students and teachers in one platform.
- Students get closer to art and design, and are exposed continuously to new ideas, given a big chance to feed their creativity.
- Students can get up-to-date and recent information from Social Media.

##### **Negative Impact:**

- The attention to details, attention to pronunciation and grammar, have declined drastically, because most of the students do not write complete sentence, use proper grammatical method while writing text/message.
- Students get addicted towards Social Media, instead of spending time with family in leisure period; they prefer chatting with online friends and unknown faces.
- 77.27% students maintain privacy while uploading photos and videos in Social Networking Sites; this can lead to criminal activity.
- They more time students spend on social sites, the less they spend socializing person. Students who spend a great deal of time on social networking are less able to effectively communicate with person. They also spend less time with family.
- The reveals that the active involvement of students on social sites while study results in reduction in their focus of attention. Consequently, their academic performances decline.

- The study also reveals that the young users are engaged in chatting or surfing till midnight which badly affects their physical as well as their mental health.
- Freedom to post views and comments provides good opportunities for competitors to post negative comments about other companies.

**Conclusion and Suggestion:** Social Networking websites like Twitter, Facebook, Myspace and Youtube are becoming more and more popular and have become part of daily life for an increasing number of people. Because of their attractive features, young people are attracted to Social Networking sites. The Study reveals that, Facebook is the most popular sites among the youths; it provides individuals with a way of maintaining and Strengthening social ties which can be beneficial to both social and academic settings. These same sites , however also badly affects their privacy, safety, focus of attention to study , physical as well as mental health. So it is strongly recommended to check student's activities on Social Networks and also minimize the use of Social Networking sites for the benefits of the students community. To minimize the negative effect of Social Network, it is vitally important to educate our students on healthy use of information and communication technology as well as providing them a healthy environment. Parents may also be suggested to spend as much time to their wards in leisure period , maintain a friendly relation and try to meet their queries so far as possible in order that their child might not get much be habituated or addicted towards social networking sites.

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