



The Effects of Social Media on College Students

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Abstract: *This paper is focused to find the effect of social media on youngsters. No doubt these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent danger through often involves online predators or individuals. These SNS has great impact on youth of India. One can easily see the entry gate of these social networking sites but it is unable to find exit for these SNS. One side these sites provide to communicate with our dear ones on the other side it creates platform for many cyber crimes. So we focused on the fact that how SNS are implementing and used in an effective manner that is also beneficial for Indian society and what are the role of Indian youth. In this paper we focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites.*

Keywords: SNS, employment, social networking.

I. INTRODUCTION

As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's student success equation. With the nature of the cyber world around us today, there is growing concern on how it affects them. The Internet is more than just a means of seeking information. People discovered that the Internet could be used to connect with other people, whether for business or commercial purpose, make new friends, reawaken old friends and long lost relatives. The emergence of social networking sites (SNSs) simplify the whole process as they are easier to use and navigate.

II. THE PROBLEM STATEMENT

College students in these days are always very busy with their handset and laptops. Most students access to the Internet and they will spend considerable time on chatting, checking their email, their Facebook profile, updating their Twitter accounts and their LinkedIn account, and it does not happen only once a day. Some do all night browsing. When do they have the time to read/study their books or make research? This paper investigates the effect of social networking site usage on the studies of college students of M.Com of J.Z.Shah Arts & H.P.Desai Commerce College, Amroli, Surat, Gujarat.

III. METHODOLOGY

The instrument used for data collection for this study was the questionnaire method. This was because of the nature of information required and the form of analysis to be conducted. A seven question structured questionnaire was designed and administered to students from J.Z.Shah Arts & H.P.Desai Commerce college, of M.Com situated in Amroli, Surat, Gujarat. The questionnaires were designed in anonymity to enable the student fill them truthfully without fear of intrusion of privacy. Of the 50 questionnaires administered, 50 were returned adequately filled.

IV. RESEARCH QUESTIONS

The following research questions were used to guide the study

1. Select a Social Networks for which you have created a personal profile.
2. How long have you been using social networking sites?
3. On average, how much time do you spend daily on a Social networking sites?
4. Why do you use an online social Network?
5. How does online networking affect your social life?
6. How does the use of social networking sites affect student's academics?
7. Do students use the social networking sites for their academic assignments?

Question 1: Select a Social Networks for which you have created a personal profile.

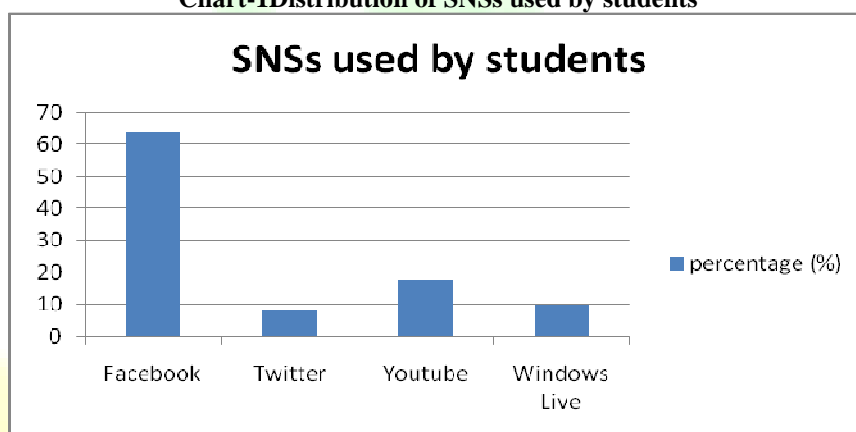


Table-1 SNS mostly used by students

SNSs	No. of users	Percentage (%)
Face book	32	64
Twitter	4	8
You tube	9	18
Windows Live	5	10
Total	50	100

From table 1, of the four social networking sites used by students, Facebook is seen to be mostly used by student with 64%, Twitter 8%, Youtube 18%, Windows Live 10%. Chart -1 below further displays the graphical distribution of the percentages above.

Chart-1 Distribution of SNSs used by students



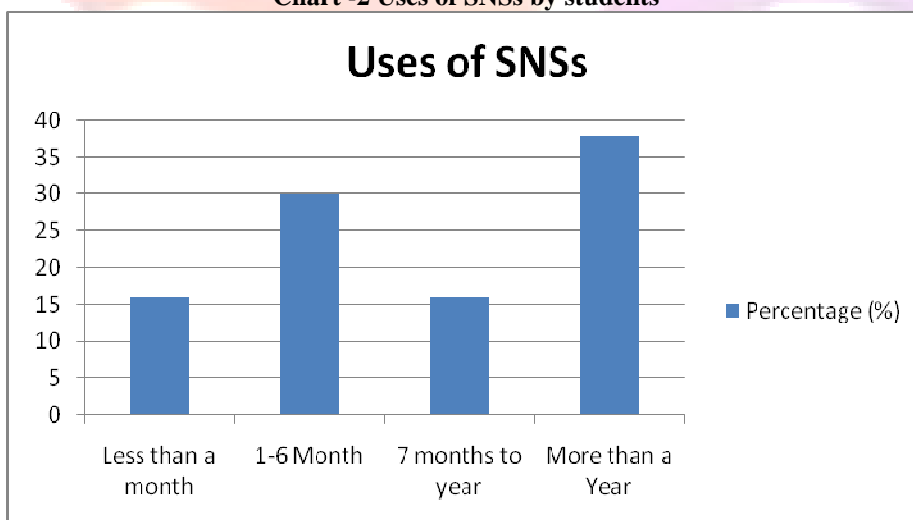
Question 2: How long have you been using social networking sites?

Table-2 Uses of SNSs by students

Time	No. of Answers	Percentage (%)
Less than a month	8	16
1-6 Month	15	30
7 months to year	8	16
More than a Year	19	38
Total	50	100

We want to find that how long students have been using SNSs. In this we find that only 16% students were using SNSs since last one month. 30% students are using it since 1 to 6 month. 16% students were using since 7 months to 1 year and 38% were using it since more than year. Chart -2 below further displays the graphical distribution of the percentages above.

Chart -2 Uses of SNSs by students





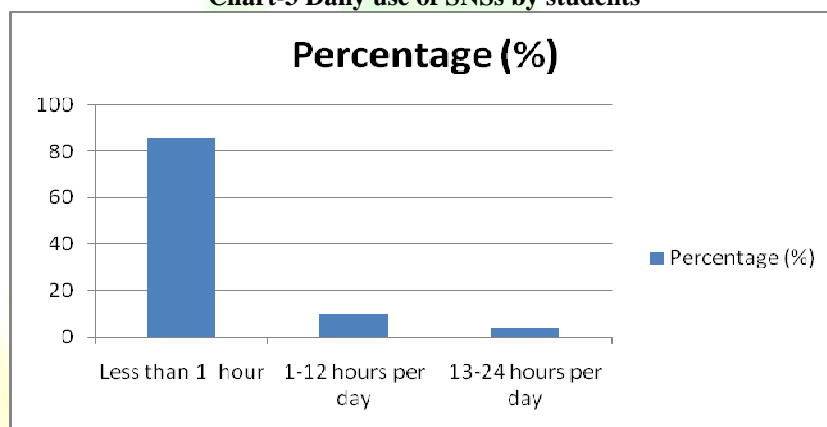
Question 3: On average, how much time do you spend daily on Social networking sites?

Table- 3 Daily use of SNSs by students

Time Spent	No. of Answers	Percentage (%)
Less than 1 hour	43	86
1-12 hours per day	5	10
13-24 hours per day	2	4
Total	50	100

86% of total sample were using SNSs for less than one hour in single day. 10% were using it from 1 to 12 hours in a day and 4% use 13 to 24 hours in a day. Chart -3 below further displays the graphical distribution of the percentages above.

Chart-3 Daily use of SNSs by students



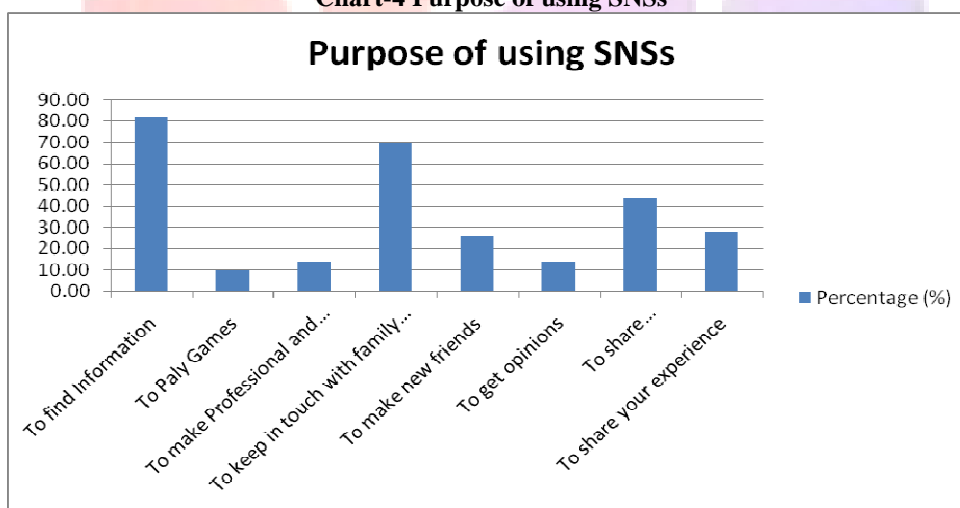
Question 4: Why do you use an online social Network?

Table-4 Purpose of using SNSs

Purpose	No. of Answers	Percentage (%)
To find Information	41	82
To Play Games	5	10
To make Professional and business contact	7	14
To keep in touch with family and friends	35	70
To make new friends	13	26
To get opinions	7	14
To share videos/pictures/Music	22	44
To share your experience	14	28

In this question Students were asked to choose one or more than one option.82% students use SNSs to find information,10% for play games,14% to make business contact,70% to keep in touch with family & friends.,26% for making new friends,14% to get other opinions,44% to share videos /picture and music, and 28% for sharing their experience. Chart -4 below further displays the graphical distribution of the percentages above.

Chart-4 Purpose of using SNSs



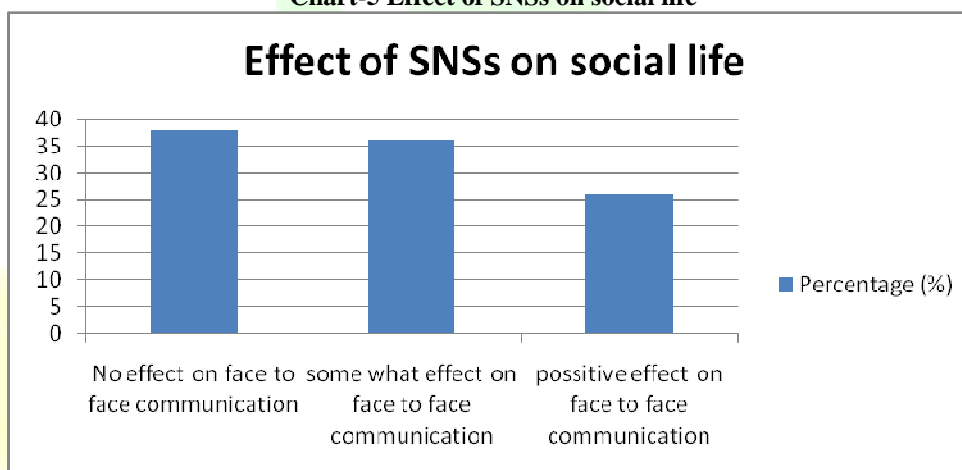
Question 5: How does online networking affect your social life?

Table-5 Effect of SNSs on Social Life

Effect	No. of Answers	Percentage (%)
No effect on face to face communication	19	38
some what effect on face to face communication	18	36
positive effect on face to face communication	13	26
Total	50	100

Due to social media we lose face to face communication. But 38% students believe that SNSs Do not effect on Face to face communication.36% thinks that SNSs has somewhat effect on face to face communication. And 26 % believe that SNSs has a positive effect on face to face communication. Chart -5 below further displays the graphical distribution of the percentages above.

Chart-5 Effect of SNSs on social life



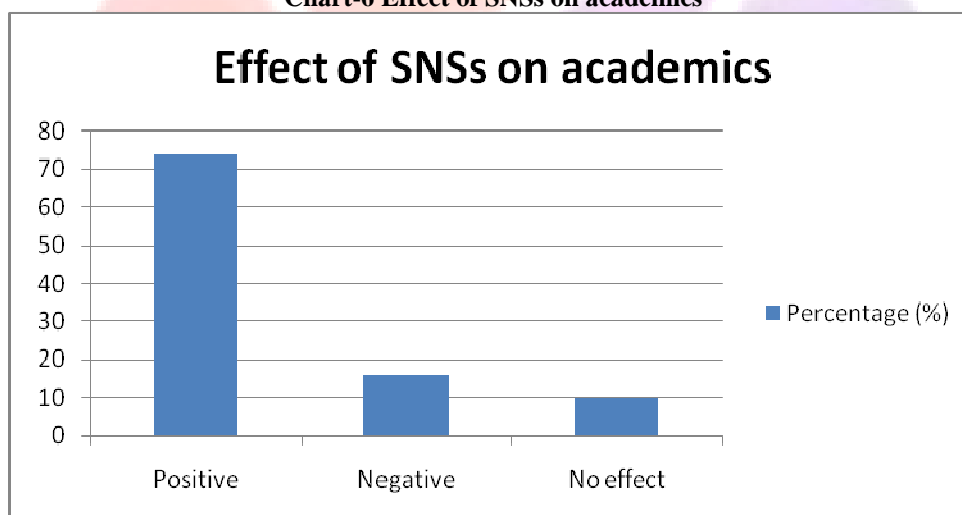
Question 6: How does the use of social networking sites affect student’s academics?

Table-6 Effect of SNSs on academics

Effect	No. of Answers	Percentage (%)
Positive	37	74
Negative	8	16
No effect	5	10
Total	50	100

74% students thinks that SNSs has a positive effect on academics.16% students thinks that SNSs has a negative effect on academics and 10% students thinks that SNSs do not effect on their academic work. Chart -6 below further displays the graphical distribution of the percentages above.

Chart-6 Effect of SNSs on academics





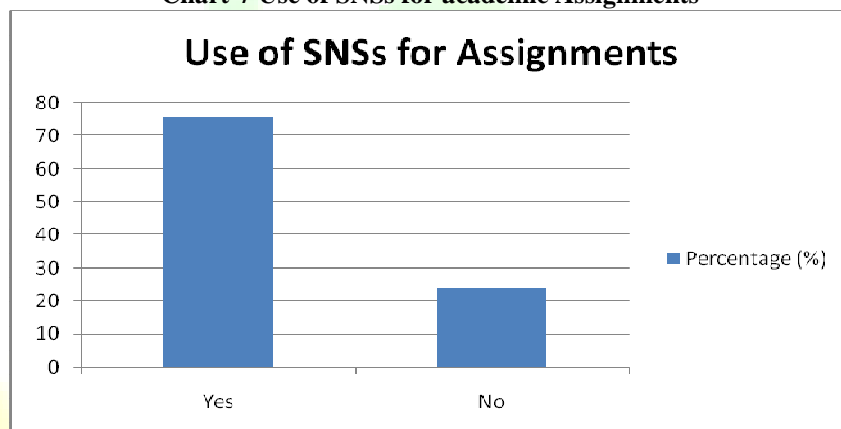
Questions 7: Do students use the social networking sites for their academic assignments?

Table-7 Use of SNSs for academic Assignments

Use of SNSs for assignments	No. of Answers	Percentage (%)
Yes	38	76
No	12	24
Total	50	100

76% Students thinks that SNSs is helpful for their Academic assignment and 24% thinks that it is not useful for their assignment.

Chart-7 Use of SNSs for academic Assignments



V. CONCLUSION

The students need to create a balance between the use of SNS and studies. This is because students are seen using the SNS even in the lecture hall while lectures are going on and also while reading (studying). There is need for students to learn time management and to allocate, to each task, a specific timeframe. Students and young adults should always make out special time for using the SNSs and not to devote all their available time to it. The students believe that this would increase students' academic performance. Since students are also using SNSs for their academic activities, lecturers should use SNSs to enhance teaching-learning process by uploading academic contents for use by the students.

VI. ACKNOWLEDGEMENT

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