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A STUDY OF IMPACT OF SOCIAL MEDIA ON VARIOUS DISCIPLINE STUDYING COLLEGES STUDENTS IN AMRAVATI DISTRICT.

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ABSTRACT

Social media is used by everyone these days because it is a great way to connect with everyone and share your thoughts and activities with everyone. Lately, everyone is interested in social media because it provides information to users at the click of a button. Many scholars are always active in social media which affects their studies, behavior and academic performance. To investigate the impact of social media, this study was conducted on academic students of Amravati district. This study was conducted to examine the effect of social media on the academic performance and behavior of students. This research uses descriptive research design and variables collected from previous research. A survey method was used to collect basic data. To test the effect of mass media on academic students and to test the proposed hypothesis, the research was carried out in universities of Amravati district. Many colleges are teaching students how to use social media to help them learn and improve their academic performance.

KEYWORDS: Social Media, Performance, Colleges Students

INTRODUCTION:

Social networking services are web platforms that individuals use to create social networks and share similar personal or professional interests, activities, lifestyles or real-life relationships with others. Social networking sites help create different groups or communities on the site that share common interests/entertainment/needs. The Internet world has changed in the last 10 years. The invention of social media helps everyone to share their thoughts, feelings, personal information, photos and videos in an amazing way. Every coin has two sides, and it's the same with social media. Social Media Influences Adolescent Student Behavior. At first, it may seem like a waste of time, but with the help of social media students, you develop knowledge and skills. Social media makes it easy for everyone to share ideas and content. While social media sites are still evolving in quality, we believe that technology can be an important part of today's student success. Social networks became popular between 2004 and 2006 after Facebook. Facebook users continue to grow and 85% of undergraduate students are

Facebook users (Schneider, 2009). People are using smartphones a lot and the use of smartphones has increased which is responsible for the growth of social networking sites. Students use smartphones a lot for various purposes. The number of smartphones bought by students has doubled in the past year. Only 1 in 10 people use a mobile device to access social media. Many studies have found a significant amount of research, but social media has an impact on student retention in school. Some senior departments have expressed concern that their students are spending too much time on Facebook and alternative social media sites and not having enough time to study. College students use social media a lot and spend hours checking social media sites. Therefore, our analysis determines the relationship between social media and student academic performance. By evaluating the number of studies that include the use of social networking sites in education, it is important to determine whether these sites have any effect on student engagement and achievement.

This study examines the impact of social media on the behavior of students in various subjects and attempts to determine the impact of social media on the academic performance of students. This research includes social networking sites such as Facebook, Twitter, YouTube, blogs, MySpace, and LinkedIn in order to achieve that goal.

OBJECTIVES OF THE STUDY:

1. The objectives of this study are follows:
2. To examine academic performance based on the usage of social media.
3. To determine the impact of social media on student's behaviour

RESEARCH METHODOLOGY:

A descriptive method is chosen for the research. Primary data was collected through the structured questionnaire. Questionnaires are made to acquire primary data the best suitable researches are based on experiment, observation, and survey. Survey methods can supply researchers with data on attitude, feelings, beliefs and Envisioned behavior. Additionally, collecting different type of responses from the respondents, the questionnaire will be structured for the research which will enable to get the actual and accurate information from the target population. Purposive sampling technique was used in this research. In this research student of various discipline colleges run by SGB Amravati universities were involved to observe the actual result. Since the respondent was the willingness to take part in this research. This makes it suitable for this research from other forms of sampling. Respondents were picked at random for the research. A structured questionnaire was used for the evaluation of factors. The questionnaire contains both multiple-choice type and 5 point Likert scale based questions which makes the respondent respond easily. Collected data is analyzed. This allowed ascertaining whether the respondents agreed to it or not that the variable social media have an impact on their academic performance.

DATA ANALYSIS:

Table 1.1
Distribution of Respondents on the basis of demographic variables

Faculty	Area				Total	
	Rural		Urban			
	Boys	Girls	Boys	Girls	Boys	Girls
Humanities	11	12	15	14	26	26
Science and Technology	19	15	16	15	35	30
Commerce & Management	10	14	11	10	21	24
Interdisciplinary	10	09	08	11	18	20
Total	50	50	50	50	100	100

From the above table shown that, the distribution of academic college students respondents on their demographic variable. i.e., humanities 26 boys and 26 girls students, science & technology 35 boys & 30 girls students, commerce & management 21 boys & 24 girls students and interdisciplinary studies 18 boys & 20 girls students have been response for this study tools in the region of SGB Amravati university.

Table 1.2
Distribution of Respondents on the basis of social media sites use

	Twitter	Facebook	Instagram	Whatsapp
Humanities	05	51	45	50
	9.615%	98.076%	86.538%	96.153%
Science & Technology	25	65	60	65
	38.461%	100%	92.307%	100%
Commerce & Management	17	45	32	45
	37.777%	100%	71.111%	100%
Interdisciplinary	13	38	13	38
	34.210%	100%	34.210%	100%

From the above table shown that, the distribution of respondent's students uses of their social media sites. It's indicated that the faculty of humanities most of the 50 (96.153%) students use for whatsapp social media sites & 05 (9.615%) humanities faculty students use for twitter social media. Faculty of science and technology most of the 65 (100%) students use for facebook & whatsapp social media sites & 25 (38.461%) science and technology students use for twitter social media sites. Faculty of commerce and management most of the 45 (100%) students use for facebook & whatsapp social media sites & 17 (37.777%) commerce and management faculty students use for twitter social media sites. Faculty of interdisciplinary studies most of the 38 (100%) students use for facebook & whatsapp social media sites & 13 (34.210%) interdisciplinary faculty students use for twitter & instagram social media sites.

Table 1.3
Distribution of Respondents on the basis of total time spend on social media per day

	1 to 2 Hours	3 to 4 Hours	5 to 6 Hours	7 Hours & Above	Total
Humanities	12	20	13	7	52
	23.076%	38.461%	25.00%	13.461%	100%
Science & Technology	18	32	10	5	65
	27.692%	49.230%	15.384%	7.692%	100%
Commerce & Management	20	5	14	6	45
	44.444%	11.111%	31.111%	13.333%	100%
Interdisciplinary	13	4	11	10	38
	34.210%	10.526%	28.947%	26.315%	100%
Total	63	61	48	28	200
	31.5%	30.50%	24.00%	14.00%	100%

From the above table shown that the distribution of the students on the basis of time spend on the social media per day. In the faculty of humanities most of the 20 (38.461%) humanities faculty students 3 to 4 hours time spend on social media per day & minimum 7 (13.461%) humanities faculty students 7 hours and above time spend on social media per day. The faculty of science & technology most of the 32 (49.230%) students 3 to 4 hours time spend on social media per day & minimum 05 (7.07%) students 7 hours and above time spend on social media per day. The faculty of commerce & management most of the 20 (44.444%) students 1 to 2 hours time spend on social media per day & minimum 5 (11.111%) students 3 to 4 hours time spend on social media per day. The faculty of interdisciplinary studies most of the 13 (34.210%) students 1 to 2 hours time spend on social media per day & minimum 04 (10.526%) students 2 to 3 hours time spend on social media per day.

Table 1.4
Distribution of respondents on the basis of use of social media for number of years

	Less than 1 Year	2 to 3 Year	4 to 5 Year	Above 6 Year	Total
Humanities	21	15	10	6	52
	40.384%	28.846%	19.230%	11.538%	100%
Science & Technology	25	18	13	10	65
	38.461%	27.692%	20.00%	15.384%	100%
Commerce & Management	14	11	7	13	45
	31.111%	24.444%	15.555%	28.888%	100%
Interdisciplinary	11	8	10	9	38
	28.947%	21.052%	26.315%	23.684%	100%
Total	71	52	40	38	200
	35.50%	26.00%	20.00%	19.00%	100%

From the above table shown that the distribution of the students on the basis of use of social media for number of years. In the faculty of humanities most of the 21 (40.384%) humanities faculty students less than 1 year use of social media, & minimum 6 (11.538%) humanities faculty students above 6 year use of social media. The faculty of science and technology most of the 25 (38.461%) students less than 1 year use of social media, & minimum 10 (11.538%) students above 6 year use of social media. The faculty of commerce & management most of the 14 (31.111%) students less than 1 year use of social media, & minimum 7 (15.555%) students 4 to 5 year use of social media. The faculty of interdisciplinary studies most of the 11 (28.947%) students less than 1 year use of social media, & minimum 8 (21.052%) students 2 to 3 year use of social media.

Table 1.5
Use of Social media sites in Educational work assignment

	Regular	Some time	Rare	No Use	Total
Humanities	27	20	5	0	52
	51.923%	38.461%	9.615%	0	100%
Science & Technology	43	21	2	0	65
	66.153%	32.307%	3.076%	0	100%
Commerce & Management	29	15	1	0	45
	64.444%	33.333%	2.222%	0	100%
Interdisciplinary	22	13	3	0	38
	57.894%	34.210%	7.894%	0	100%
Total	121	69	11	0	200
	60.50%	34.50%	5.50%	0	100%

From the above table shown that students use for social media sites in educational work assignment. In the faculty of humanities 27 (51.923%) students regular use of media sites in their educational work assignment and 5 (9.615%) humanities faculty students rare use of social media sites in educational work assignment. The faculty of science & technology 43 (66.153%) students regular use of media sites in their educational work assignment and 2 (3.076%) science & technology faculty students rare use of social media sites in educational work assignment. The faculty of commerce and management 29 (64.444%) students regular use of media sites in their educational work assignment and 1 (2.222%) commerce and management faculty students rare use of social media sites in educational work assignment. The faculty of interdisciplinary studies 22 (57.894%) students regular use of media sites in their educational work assignment and 3 (7.894%) interdisciplinary faculty students rare use of social media sites in educational work assignment.

Table 1.6
Purpose of using social media sites

	Sharing Information	Meeting new people can help you socialize	Learning Technology becomes easier	Keeping in touch with friends is easy
Humanities	47	42	16	22
	90.384%	80.769%	30.769%	42.307%
Science & Technology	63	41	28	25
	96.923%	63.076%	43.076%	38.461%
Commerce & Management	41	34	31	24
	91.111%	75.555%	68.888%	53.333%
Interdisciplinary	36	35	17	19
	94.736%	92.105%	44.736%	50.00%

From the above table shown that purpose of using social media sites. In the faculty of humanities 47 (90.384%) students using for social media sites for sharing information, and minimum 16 (30.769%) humanities faculty students using social media sites for learning technology becomes easier. The faculty of science & Technology 63 (96.923%) students using for social media sites for sharing information, and minimum 28 (43.076%) science and technology faculty students using social media sites for learning technology becomes easier. The faculty of commerce and management 41 (91.111%) students using for social media sites for sharing information, and minimum 24 (53.333%) science and technology faculty students using social media sites for keeping in touch with friends is easy. The faculty of interdisciplinary studies 36 (94.736%) students using for social media sites for sharing information, and minimum 24 (53.333%) interdisciplinary faculty students using social media sites for keeping in touch with friends is easy.

Table 1.7
Impact of social media on Education

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree	Total
Humanities	28	18	3	3	0	52
	53.846%	34.615%	5.769%	5.769%	0	100%
Science & Technology	33	29	2	2	0	65
	50.769%	44.615%	3.076%	3.076%	0	100%
Commerce & Management	25	17	1	1	0	45
	55.555%	37.777%	2.222%	2.222%	0	100%
Interdisciplinary	34	8	2	1	0	38
	89.473%	21.052%	5.263%	2.631%	0	100%
Total	120	72	8	7	0	200
	60%	36%	4%	3.50%	0	100%

From the above table shown that the impact of social media on education. In the faculty of humanities 28 (53.846%) students, faculty of science and technology 33 (50.769%) students faculty of commerce and management 25 (55.555%) students and faculty of interdisciplinary studies 34 (89.473%) students having strongly agree for the social media significantly impact on their education.

CONCLUSION:

Social media has now become an important part of people's lives. People value social causes for several reasons. Different Educational Subjects Learned Students use social media for various purposes. This study shows that most of the students who use social media are young and spend 2-3 hours a day on social media mainly on whatsapp. In this study, most of the students are postgraduate students who frequently use social media. Most students have been using social media for more than 3 years. They often use social media to share information and learn about technology. Many students use social media to help with assignments because it informs students about past research that helps them complete their assignments more accurately. According to this study, most students agreed that social media is useful in studies because it provides instant access to a large amount of information with one click. Social media has a positive effect on education because it has a lot of information and research in the past, the benefits of technology and social media in the future, and it is easy to share information with anyone who is connected to a person through social media. Everyone has started sharing personal information and all kinds of information on social media, this information is used by hackers and unwanted people for their personal benefit and personal gain causing great harm to the original user, so there is a privacy problem related to social media. There are many disadvantages of social media, but in some cases social media is useful for students because it provides education, communication with others, provides a lot of information and stays informed with various updates.

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