IMPACT OF SOCIAL MEDIA ON STUDENTS OF HIGHER EDUCATION

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ABSTRACT

Social media has a significant impact on the way that the people communicate and share information and it has also had an impact on the field of education. It is important to note that the effects of social media on education can be influenced by a number of factors, such as specific platforms being used, the way that they are being used, and the individual students themselves. Additionally, it can be positive and negative depending on how it is being used and what kind of regulations are in place to ensure students to use it in proper way. Online shopping also known as e-commerce has become increasingly popular in recent years, as it provides convenient and efficient way for people to purchase goods and services. The convenience of being able to shop from home or even on the go with mobile devices, has made online shopping a popular choice for many people, including students.

Keywords: Social Media, Platforms, Higher Education, Students, effect, Social networking

INTODUCTION

Social networking sites such as Facebook, Twitter, and Instagram are widely used by students of higher education and have become an integral part of their daily lives. Studies have investigated the purposes for which social networking sites are used and their effects on learning, social interaction and sleep duration. One of the main purposes for which social networking sites are used by students is for social interaction and communication. Many students use social networking sites to keep in touch with friends and family, share information, and stay up to date on the latest news

and events. social networking sites can also be used for networking and building professional connections, which can be beneficial for students who are preparing for the workforce.

In terms of effects on learning social networking sites can have both positive and negative impacts. On one hand, social networking sites can provide students with access to a wealth of educational resources and information, such as videos, articles, and educational apps. On the other hand, social networking sites can be highly distracting and students who are constantly checking their accounts may have difficulty focusing on their studies. social networking sites can facilitate communication and collaboration among students and teaches, making it easier for them to share ideas, ask questions, and get feedback. Social networking sites can also lead to decrease in face-to-face communication, which is essential for students to build relationships and learn from each other. Additionally, students should be aware of the cyberbullying and harassment that can be prevalent on social networking sites.

According to Rithika & Sara (2013) It's true that India is the third-largest country in terms of Internet uses in the world, and that social networking sites are widely used by students in India. Social networking sites like Facebook, Twitter and Instagram can be highly distracting and students who spend excessive amounts of time on these platforms may have difficulty focusing on their studies.

However it is also important that social media can provide students with a number of benefits such as connecting with friends and classmates, both inside and outside class. Social media can be used too find and share educational resources, such as videos, articles, and educational apps. Social media can be used to build professional connections and to explore potential career opportunities which can be beneficial for students preparing for the workforce.

It is important for students in India, or anywhere to strike a balance in their social media use. They need to set limits on their social media use and ensure that they are not sacrificing their education or future career prospects in favor of excessive social media (Talaue et.al, 2018). It is also important to note that in today's digital age, many students rely on the accessibility of information on social media. It can be source of information but should not be the only one. Students should be encouraged to access authentic and credible sources of information and not to rely solely on social media for their learning.

REVIEW OF LITERATURE

It is true that social media can have a positive impact on academic outcomes for students. Studies have shown that students who use social media in a purposeful and responsible way, such as for sharing and generating ideas related to their studies, can benefit academically. However, it is important to note that excessive use of social media for non-academic purposes, such as for entertainment, can have a negative impact on academic performance. Therefore, it is important for students to use social media in a balanced and responsible manner (Amin & Mansoor, 2016).

Marium & Amina (2022), found that a majority of students (75%) reported positive effects of social media and networking sites on their academics. However, a significant portion of students (27%) had a negative opinion about the impact of these platforms on their studies. The research also found that the majority of students (40%) used these platforms for entertainment purposes, while a smaller percentage (35%) used them for educational purposes, and only 20% used them to stay updated about class activities and 5% used them for chatting. These findings suggest that while social media can have a positive impact on academic outcomes, it is important for students to use these platforms in a responsible and balanced way to minimize any negative effects on their studies.

Diman (2022) and Kaplan and Haenlein (2010), defined social media as "Internet-based applications that allow the creation and exchange of user-generated content." They noted that the concept of social media has its roots in the late 1970s. These examples laid the foundation for the development of the many social media platforms we have today, such as Facebook, Twitter, and Instagram.

According to (Junco, Heibergert, & Loken, 2010), social media is a collection of online websites, services, and activities that promote cooperation, participation, and sharing.

As internet usage and social media platforms grew, users transitioned from being solely consumers of media to also becoming producers. Obar and Wildman (2015) have studied this concept in depth and discussed the implications of this shift for society, media, and communication.

OBJECTIVES OF THE STUDY

The objective of the research paper was to find out the impact of social media on academic performance among students. The specific objectives of the study were as follows:

1. To study the impact of social media on the academic performance of students.

2. To identify the benefits of social media.

3. To determine what students use social media sites for.

METHODOLOGY

The survey method was used to collect information and data from a sample of students of Devi Ahilya Vishwavidhyalaya. Total 150 filled questionnaire was received for the study. After collecting data, result was analyzed and shown in tables with percentage.

Table 1: Distribution of Respondent

Total Number of Questionnaire	Number of Respondent Reply	Percentage
200	150	75%

Table 2: Smart Phone Users

Do you Have / Use Smart Phone	Yes	No
	100%	0%

100% respondent are utilizing smart phone for their personal as well as academic work.

Table 3: Rank Social Media (1 – 5)

Facebook	87%
YouTube	84%
Instagram	78%
Twitter	47%
Whatsapp	100%

Majority of students 100% are using whatsapp as official and unofficial data sharing, in the era of Internet students are more acquaintance with downloading video and using YouTube as a search engine for their academic work. New generation is also using Instagram for private messaging. Twitter is less popular amongst the students.

Table 4: Time Spent on Social Media

< 1 Hour	65%
1 – 2 Hours	22%
2 – 5	11%
>5 Hours	2%

65% users are using social media less than 1 hour daily. It means majority of students are in connect with social media. All respondent are agree to use social media daily to keep updated them selves.

Table 5: Use of Social Media

Chat	68%
Academic Work	23%
Video Download	9%

Majority of students are spending their valuable time in unproductive work due to usage of social media. Only 23% students are working on their academic development.

Table 6: Social Media create addiction

Yes	72%
No	28%

72% of respondent are agree that social media create an addiction in their mind, students who are constantly checking their social media accounts may have difficulty focusing on their studies.

CONCLUSION

Overall, it's important for students to be mindful of the way that they use SOCIAL NETWORKING SITES and to be aware of the potential positive and negative effects. By setting limits on their SOCIAL NETWORKING SITES use and being aware of the potential risks, students can continue to benefit from the opportunities provided by SOCIAL NETWORKING SITES without sacrificing their learning social interaction and sleep duration.

It is important for the institutions and educators to create guidelines and regulations to ensure the proper usage of social media in academic setting. This can be achieved through creating policies, providing training and regular monitoring of student's usage. Additionally, it's important to be aware of the potential challenges and risks associated with social media use, such as cyberbullying, distraction, loss of privacy, and misinformation, which can be mitigated through digital literacy programs and parental control software.

The widespread use of social media has raised concerns among parents, teachers, academicians, and researchers because of its potential impact on education. Education is widely recognized as a crucial first step in personal and professional development, and it plays a vital role in building human capital. In an era of globalization and technological revolution, education is even more important as it enables individuals to navigate and succeed in a rapidly changing world.

It is important for parents, teachers and educators to be aware of the potential positive and negative effects of social media and to work together to create an environment in which students can use these technologies responsibly, while also maintaining their focus on their education. It would be

a good idea to involve students in the process as they can also help shape the policies and guide lines.

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