IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENT'S LIFE: A COMPREHENSIVE STUDY

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Abstract

The word "social" refers to interacting with other people by exchanging of information with one to another. The "media" refers its a tool of communication. Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Generally People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns.

Social networking is a subcategory of social media. Social media is not just an activity; it is an investment of valuable time and resources. These are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. The social networking websites like Whatsapp , youtube,instsgram, linkedin, Facebook and twitter etc. are continuously distracting students from their studies. The main focus of student should be education but unfortunately today's student are emphasizing on such sites which can be a complete wastage of time. There are several positive effects and also some negative effects of social media which receive criticism, for example regarding privacy issues, Internet frauds etc. This paper focuses on analyzing the impact of social networks on the life of students.

Key words: Social media, Impact of Social Networks and Opportunity.

<u>Introduction</u>

The word "social" refers to interacting with other people by exchanging of information with one to another. The "media" refers its a tool of communication. Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Generally People use social media to stay in touch and interact with friends, family and various communities.

Social media is a concept that has given people a common platform for sharing their news, views and opinions regarding the happenings around them via e-mail and instant messaging.. It is also being used by the advertisers and companies for their promotions, professionals for searching and recruiting, students for internships etc.There are more than 5.5 billion social media users around the world. The largest social media networks include Facebook, Instagram, Twitter, YouTube etc. A lot of people use the terms social media and social networking understand as if they mean the exact same thing. Although there are major difference between them but actually they're not the same. Social networking is really a subcategory of social media. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

The easiest way to understand the difference between social media and social networking is by thinking about the terms "media" and "networking" separately. Social media is the use of web-based technology as an interactive means, usually with a broad audience. On the other hand, social networking is the creation of both business and personal relationships and maintaining an interactive environment, with an aim of building a network.

<u>Types of Social Media Services</u>

- Bookmarking Sites and Social News Sites
- Blogs (Twitter)
- Social Networking Sites (Facebook, Google+)
- Shopping Sites (Amazon, Flipkart)
- Multimedia Sharing (YouTube, Flickr)

Use of social media as an education tool and its advantages:

Using social media such as Facebook, WhatsApp, Instagram and so on provides free access to online communication and information. What if schools made use of them? Can they contribute to improving learning and teaching? See some examples of the benefits of social media in the classroom. How Learning Is Improved by Using Social Media in Education.

Today, both social media and technology have become an indispensable part of our lives. Every individual who is above 13 years old will have their account on any of the popular social media networks such as Facebook, SnapChat, Instagram, etc. WhatsApp has raised the minimum age to 16 years old.

Students are using various online tools to cater to different requirements. It will not be wrong to say that social media and education are both important in the modern world.However, the question that arises is how is social online networking useful to students? Are there ways that social media in education can benefit learners and help to fill in the gaps in learning if used in a safe and appropriate way?

Here are some of the educational approaches and benefits of social media to improve the academic performance of students:

Here are some of the educational approaches and benefits of social media to improve the academic performance of students:

1. Communication and Collaboration

The biggest advantage of social media is better communication. A student can connect with anyone at any point in time via Messenger or WhatsApp. They can use such platforms via their smartphone, tablet or computer, and learners can exchange questions, make phone calls or video calls. If a student is stuck with their homework, they can always communicate with their friends or tutors. They don't need to wait and meet the teacher physically. Social media promote learning by offering support with sharing documents as well such as via Google Drive Box, Google Docs. Some teachers even connect with their class via Facebook live.

2. Finding Concrete Information Online

Various websites and social media networks are providing plenty of information that can be helpful to students. Via social media news feeds. Students can find informational and relevant

websites they want to follow so as to be kept in the loop. Depending on their interests, students can find answers to their questions. Sites, such as Tumblr and Pinterest, can offer children inspirations for school projects or practical problem-solving.

The educational benefits of social networking sites are also those that help students prepare for important lessons and learn certain concepts with great efficacy. Social media websites will contain the latest data on various school subjects and thus, the students have the opportunity to survey and look into what is new. Social media is a Wikipedia for students these days. We are witnessing an era of social media learning.

3. Parental Involvement

Social media help the parents stay involved in the child's learning. via the school's Twitter or Facebook. Parents can be updated on school-related activities, projects, and events that are happening. The school teachers can get in touch with the parents in case they want to share the child's progress via Skype or other secure online platforms the institution uses. A social network for parents can be created too via WhatsApp or Facebook Messenger, which can enable them to be informed about school matters, learning, and education.

These are all positive impacts social media have on parents' communication with the school so as to learn about, share and observe their children's' academic and personal progress at school. This again is a positive impact social media have on students' performance as their parents can offer better informed academic support at home.

4. Improved Literacy, Communication, And Reading Skills

It is usually observed that students are bored of reading and writing, however, the internet and social media provide plenty of online information which often students are more inclined to read, especially if these pieces of information include eye-catching animations. Online messages, comments, news, articles, and books provide an endless list of information to be read, and students are motivated to devote their time and put some extra efforts towards their learning.

Such online activities contribute to the child's general learning, and kids eventually develop stronger reading habits resulting in a drastic improvement in their writing abilities. Social media sites are in the most part interactive and this definitely keeps the student involved.

5. Distance Learning Opportunities

Another great advantage of social media in education is distance learning opportunities. There are many disadvantaged students who are not able to acquire formal education by attending regular classes in an educational institution. With the help of various online tools along with social media, modern educators are able to attract students through distance learning programs. Soon, this will be an inseparable part of our modern education system. Today, hosting live lectures via Skype or webinars via WebinarJam is the way forward to allowing students who live in remote areas of the world to access education.

Therefore, it can be claimed that social media platforms, enabling free voice and video calls, the sharing of documents, links and any other type of information can be highly effective in improving the academic performance and students learning.

Some reasons why people criticize others on social media

They are Seeking Attention
Criticizing others on social media is way too easy and convenient. Also, social media owners do not take any effective steps to control the spread of negativity. The Statistics show suicide to be the second leading cause of death among US adults. Whereas, in India, 17% of the population die because of suicide; and the majority of them are in the age group of 15 to 39.

So, if you study the mindset of negative people, you'll realize that their intention is only to distract you from the main issue. It is only to draw your attention to their comments. They feel that the more you reply to their comments, the more they will receive attention.

To Change your Image in the Eyes of the Public
It is very simple when you share your opinions on your page, you will be judged. Judging itself means that you'll be divided into categories. For instance, if you have a favorable opinion about a political movement, then the (public) supporters will stand by you.

But when you put across a negative opinion, you will be criticized. And the criticisms are way too harsh. That may directly influence your public identity.

To Show off their Knowledge
Everybody shows off on their social media profile. But sharing your insights and giving knowledge about something should be done humbly.

Instead, people abuse others by criticizing them. making people aware of something and sharing knowledge is a very thoughtful activity. One should not criticize someone's post or

put across a negative opinion. You can be modest and make use of a soft tone to get your message across.

May be You Aren't Responding in their Favor

Various online posts are creates violent behavior among youngsters. They post their views online and garner publicity. Friends often support each other, but strangers do not.

So, if you are not a friend and you respond negatively to their posts, you will be either trolled or criticized. It is not bad to have a different opinion. But criticizing others on social media is highly inappropriate. Furthermore, it also harms your mental make-up.

They want to Reduce your Followers

Believe it or not, there is competition for followers. The more followers, the better your public image. But people who do not like you will always post something negative about you. One of them is posting negative comments. They carry out such activity intending to reduce your followers. Many famous personalities and movie stars often fall prey to such indecent activities.

They are Hurt and Hence Venting on You

It's a digital world where no one ever considers your efforts. People are least bothered about the struggles you have taken to reach a particular position in society. If any of your posts are found against the social standards, you will be trolled.

It's quite common in a democratic country. Where you are free to open up without any hesitation. Though some countries have been termed as partly free by Freedom House (a US Non-profit organization), people still support widespread criticisms. Venting on someone without any admissible proof is like firing aimlessly in the dark. If you are hurt by someone's actions, take it in the right spirit. Look for amicable solutions and keep it off social media.

They Like to Overpower Others

Intimidating others is a behavioral pattern that most negative people carry. They seek some strange satisfaction in bullying others. When it comes to online bullying, the only difference is that it's not done in person, it's done publicly.

When you harass someone online, you are trying to overpower them. This mysterious feeling of satisfaction makes you criticize others consistently. But when you try doing this often, your personality traits change drastically.

They Want You to Feel Vulnerable

When someone wants to take control over you, they will make you feel vulnerable. They only wish to make you feel depressed. So that you'll go back to them asking for help. Not

everybody who criticizes you is bad. But when someone uses foul language and passes derogatory comments, they do have evil intentions.

It is up to you to decide whether you wish to take their comments in stride or become rebellious. In most cases, the criticisms never end. And once people start enjoying your vulnerability, they will never respect you again on the same platform.

They criticize to Satisfy their Ego

It is one of the common reasons to criticize others not only on social media but also in other walks of life. When you hurt someone's ego, they will take up every possible opportunity to hit you back.

Maybe you did not hurt their ego purposefully. But if the negative person is hurt, he will criticize you. It's like playing with a boomerang, "You hurt me, I hurt you". And criticizing others on social media has been prevalent for years. It is done mainly for two reasons, just to satisfy one's ego and boost self-conceit.

Opportunities of social media

- Learn new digital literacy skills.

- Improve knowledge retention & understanding.

- Increase class participation and motivate students.

- Build community; connect students to each and the global community.

- Become an effective member of an online community.

- Aggregating images and information to share with classmates or with interest groups that cut across courses and institutions.

- Gathering and sharing data collected with mobile devices during field work or travel abroad.

- Creating a public profile to showcase personal research interests and to connect with a broad audience.

- Using Twitter in class to keep students engaged and to get a sense of what students are thinking about during lectures.

- Forming student study groups with the use of Google+ Hangouts and other social tools.

- Adding social tools to e-textbooks.

Impact of social media

Positive Impact:

➢ Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments .

➢ Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.

➢ Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them .

➢ It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.

➢ The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity .

Negative Impact:

➢ Students get addicted towards Social Media, instead of spending time with family in leisure period, they prefer chatting with online friends and unknown faces.

➢ 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 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.

➢ 77.27% students maintain privacy while uploading photos and videos in Social Networking Sites, this can lead to criminal activity.

➢ 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.

 Conclusion

Social media with advanced technology in changing people's lives more convenient and faster. Social media is still positive in spite of some negative things. Social media is a tool which is amazing and powerful. At the same time it is manageable for people. The educational system, as one of the fundamental institutions of modern society, consequently is strongly affected by these changes.

Social media addiction will be rise in future. Disadvantage of social media addiction on health, workplace, education and social life will be increase by the end of 2020. In particular, many social media platforms are not able to provide learning opportunities that are in line with established best practices for professional development .In particularly the ability to create contextualized hands-on learning opportunities. Due to lack of trained person of handling social media in India, misuse of social media is a challenge of government. In the last few years social media have become an important communication channel in India and global.

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