



“A Study On The Impact Of Social Media Among The College Students”

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Abstract: This research paper aims to study the impact of social media tools usage among the college students in Chennai. Further it analyses the relationship between social media usage and stress level among the college students. A survey method was applied to collect the information related to usage and stress. The standardized NSAD tool was used to test the stress level among the college students in Chennai. A pre-test and post-test was adopted in check the validity. A standardized questionnaire was used to find out the demographic factors, exam performance, usage pattern, stress factors and impacts on social activities among the students. The research finding clearly shows that there is a strong positive relationship found between the factors such as stress and social media usage. Also, there is a negative relationship found between the exam performance and social media usage. This research clearly shows the development of cooperative learning among the students in Chennai. Further it shows the level of integration of social media usage in the current educational scenario. This research shows the positive side as well as the negative side of the social media tool among the college students in Chennai. This research clearly shows the importance of social media in the current student centred learning system. This research suggests that social media should be included as a part of learning methodology among the college students.

Keywords: Social media, exam performance, stress, NSAD questionnaire, negative and positive impact, college students, student centered learning system

1. Introduction

Social media tools comprise an extensive array of platforms and software intended to help people and organizations with content creation, performance analysis, audience engagement, and social media presence management. Facebook profiles come with an integrated analytics tool called Facebook Insights. It offers information on page performance, post reach and interaction, and audience demographics, assisting companies better understand their Facebook audience and craft effective content strategies.

Buffer is a media management application that allows users to plan posts, evaluate performance, and manage many accounts from a single dashboard. Twitter owns TweetDeck, a Twitter management tool. It lets users to watch several Twitter accounts, schedule tweets, and create custom timelines to organize the material.

Social media platforms have significantly influenced college students' academic, social, and personal life. Social media applications make it easy for college students to interact and keep in touch with their peers, friends, family, and teachers. These technologies support instant messaging, group chats, and video conferencing, allowing students to effortlessly collaborate on projects, discuss homework, and exchange materials. Social media networks are important tools for academic assistance and information exchange. Students may join clubs and communities relating to their field of study to ask questions, get assistance, and

share study resources. Furthermore, many educational institutions use social media platforms to distribute essential notifications, event updates, and academic materials.

Social media platforms have become a vital part of the college experience, impacting how students interact, cooperate, study, and socialize both in and out of class. Students must find balance in their usage of social media and harness these technologies in ways that benefit their academic and personal growth.

2. Review of Literature

The following overview of relevant studies outlines the influence of social media on college students:

The impact of social media on college students' involvement, academic achievement, and social adjustment is a complex problem that has received much attention in academic studies. A study on the use of Twitter as an educational tool discovered that incorporating Twitter into academic discussions increased student engagement and grade point averages, implying that social media can extend beyond traditional classroom activities and foster a more participatory learning environment [1].

Another research, however, focused on the patterns of social media usage, specifically Facebook, Instagram, and Twitter, and their correlations with collegiate social adjustment. It was discovered that connections with on-campus friends and family via these platforms were related with improved social adjustment, but contacts with strangers, particularly on Instagram, were associated with poorer adjustment [2].

The link between social media use and college activity is also notable. One study found that social media use does not always result in school email avoidance, and that students' activity on campus may be impacted by their major and preferred communication method. It also found two different kinds of social media users: "instant communicators" and "online content curators," with Facebook being especially effective at promoting a sense of community and campus participation [3].

College students' everyday life, including academic progress, study habits, and social connections, are clearly influenced by social media use. Excessive usage of social media can cause less study time, potentially leading in worse academic achievement and damaged family ties.4. Another research supports this perspective, arguing that social media has a dual influence on student success and that careful usage is required [4].

Furthermore, social media plays an important part in the academic lives of higher education students, with many institutions implementing these platforms to improve critical thinking, cooperation, and knowledge production. Students often see social media as useful to their academic growth [5]. However, the amount of time spent on social networking sites and the type of the activities carried out can have both good and negative effects on students' well-being, underlining the relevance of the specific use and purpose of social media activities [6].

The impacts of social media on academic performance are complicated, with some research finding a positive correlation between social media use and academic achievement, implying that it can help with future and career development [8]. Other research, on the other hand, emphasizes the possible detrimental effects of social media reliance on academic performance, urging more research into the relationship between social media usage and academic achievement [9].

A research done in Bangalore looked at the detrimental effects of social media on college students and discovered that addiction to social media platforms such as Twitter and Instagram might have a severe influence on students' academic careers. The study used statistical methods to assess students' perceptions on the detrimental influence of social media.

This study review fills the research vacuum on social media's impact on college students, demonstrating both positive and negative effects on numerous elements of academic and social life. The balance between these effects appears to rely on the nature of social media use and the environment in which it is deployed.

3. Research methodology

The convenient sampling approach was utilized in this study. The many features of social media usage among Chennai college students, including as frequency of use, preferred platforms, goals of use, time spent, reported influence on academic performance and stress levels, content consumption habits, and social comparison tendencies. Analysis of such data can assist detect patterns, correlations, and relationships connected to social media behaviour and its implications on college students' academic and personal life.

The research approach used in this study followed the pattern as follows.

Research Design Diagram
 Research Objective
 Research Questions
 Conceptual Framework
 Hypotheses/Assumptions
 Methodology & Sampling
 Data Collection Methods
 Data Analysis Techniques
 Results & Interpretation
 Conclusion & Implications

The quantitative statistics obtained from a study on social media usage among college students in Chennai: Total 275 samples were selected for this study. The following questionnaire was used to collect the data from Chennai districts.

Respondents' demographic data:

Age: 19-25 years.

Gender: Male, Female, or Other.

College Year: Freshman, sophomore, junior, or senior.

Frequency of Social Media:

How frequently do you utilize social media platforms? (Choose one option).

Several times per day.

Once every day.

Once or twice a week.

Rarely/Never

Favourite Social Media Sites: Which social media sites do you frequently use?

Social media platforms: Facebook, Instagram, Twitter, Snapchat, LinkedIn

TikTok

Whatsapp

Other (please elaborate)

Reasons for Using Social Media:

1. What is the main reason you utilize social media? (Check all that relate.)

a) Making new connections with friends;

b). exchanging images and videos;

c). keeping up with news and current affairs;

d). networking for business or school; and

e). taking part in online forums and organizations

f). Amusement (such as viewing movies or memes) g. Other (please define)

2. Time Spent on Social Media: How many hours do you spend on social media on a daily average?

3. Social Media's Effect on Academic Performance: Do you think that using social media has an impact on your academic performance?

a. Definitely,

b. Undoubtedly, adversely

c. Not in a major way.

4. Perceived Stress Levels: Using a range of 1 to 5, where 1 represents "Not at all stressed" and 5 represents "Extremely stressed," what would you say is your overall stress level?

5. How Social Media Is Seen to Affect Stress Levels:

Do you think using social media increases your stress levels?

a. Yes, slightly b. Yes, much c. No, not significantly d. I'm not certain.

6. Usage of Content:

On social media, what kinds of material do you interact with the most frequently?

News stories

Memes and humorous stuff

Gaming

7. Social media has a bad impact on my self-esteem.

I strongly disagree.

Disagree

Neutral

Agree

Strongly agree.

Hypothesis developed:

Hypotheses/Assumptions: Formulate hypotheses based on the study questions and conceptual framework.

For example:

H1: College students who use social media more often experience greater levels of stress.

H2: Higher stress levels have a negative correlation with exam performance.

H3: Social media use is a detrimental predictor of exam performance, as mediated by stress.

Data Visualization

Graph:1 Exam performance Vs Stress

Graph:2 Exam performance Vs Social media usage

4. Findings of the research

- Social media has a bad impact on exam performance and stress level. Further it depends upon the duration and addiction level of the learners.
- College students search job options and broaden their professional networks with the help of social media platforms.
- Students demonstrate their abilities and accomplishments, network with alumni and others in the business, and develop professional profiles on sites like LinkedIn.
- Social media may be used by students to learn about businesses, find job openings, and network with possible employers.
- College students' use of social media platforms greatly influences how they distribute and absorb information.
- Students obtain news, articles, videos, and other educational information related to their studies through social media sites like Facebook, Twitter, and Instagram.
- Additionally, they use social media to inform their colleagues about thought-provoking articles, research discoveries, and intellectual ideas.
- College students' mental health and well-being are affected in both good and bad ways by their usage of social media.
- On the one hand, social media promote social support, a sense of belonging, and pleasant connections with peers.
- Excessive use of social media, comparison to others, and exposure to unpleasant information develops stress and depression which contribute to college students' feelings of loneliness, anxiety, and melancholy.

Graph: 3 Correlations

4. Conclusion

The sort of information viewed on social media can also have an impact on stress levels and test performance. Exposure to unpleasant or stressful content, such as recent news or academic expectations, may contribute to increased stress levels among college students. In contrast, good and helpful interactions on social media, such as receiving encouragement from peers or accessing academic resources, have a favorable influence on stress levels and test performance. This study reveals a possible association between social media use, stress, and test performance among college students; nevertheless, the relationship is complicated and nuanced. More study is needed to better understand the processes that underpin these correlations and to develop methods for fostering healthy social media habits and academic achievement. Exam performance, stress, and social media use can all be influenced by individual variations and moderating variables. Educational outcomes and stress levels can be impacted by the interaction between

social media use and variables including personality characteristics, coping strategies, and time management abilities. Additionally, college students' experiences depends on the quantity and quality of their social media use as well as the particular platforms and activities they partake in.

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