

Use of Social Media and Its Impact on the Under-Graduate Students in Pathsala Town of Assam

Paper Submission: 12/10/2020, Date of Acceptance: 27/10/2020, Date of Publication: 28/10/2020

Abstract

The present paper aims to study the frequency of using social media, motto of using and the impact of social media on the under-graduate students in Pathsala town of Assam. A self developed questionnaire along with open ended interview has been used for collecting primary and secondary data. The data have been analysed with the help of statistics such as Percentage and graphical representation. The study revealed that the social media is used for job seeking, entertainment, interaction and knowledge gaining purposes. It is also found that there is negative impact on the students.

Keywords: Impact, Social Media, Under-graduate Youth.

Introduction

Social Media are computer oriented technologies that facilitate the dealing or exchanging of information, ideas, concept, career interests, and other types of expression through virtual mode of communication. Social media are playing a significant role in the world education such a way so that students are able to gather more useful information by learning about the experiences of others and it makes education more convenient at present situation. Social networking tools provide students and institutions with multiple opportunities in improving learning skills. In the findings of some recent studies conducted on social media revealed that teachers and professors are gradually start incorporating social media into **their** classrooms teaching learning process to engage students and support their educational development. In brief it can be said that - social media shape and influence learning and interaction today. It will not be exaggeration to say that social media are playing a significant role in the field of teaching- learning process.

Review of Literature

Review of the related literature is an important part for a researcher before conducting a research. It helps in selecting the research problems, knowing procedure of conducting a research and to avoid unintentional duplication. The following review is found to be more relevant to the present study.

Bithika, M., and Sara, S. (2017) conducted a study on "Impact of Social Media on Student's Academic performance" which was published in the famous journal "ResearchGate". Study revealed that social networking sites like Facebook, Twitter, Orkut, etc are diverting students from their regular studies. Pupils spend more time on social media than anything. Despite being, there is loss of privacy and safety; social media are providing sufficient opportunities to connect with the friends, classmates, and people from distant places. Study also revealed that at present, the main aim of the student should be taking education and their career. Social media should only be used to connect people, stay in touch, sharing views rather wasting time on unnecessary things. The sample for the study was 100. A self prepared questionnaire was used to collect data.

Zargar, W.A. (March, 2018) conducted a study on "Impact of Social Media on Education with Positive and Negative Aspects" and the article was published in 'International Journal of Management, IT and Engineering' vol. 8 Issue 3, bearing ISSN number 2249-0558 with impact factor: 7.119. The study aimed to study the impact of social media on the students. The study resulted that social media has its severe negative impact on students learning.



Ratul Das

Assistant Professor,
Dept. of Education,
Bapujee College, Sarukshetri,
Barpeta, Assam, India



Anek Lal Barman

Assistant Professor,
Dept. of Education,
Dimoria College, Khetri,
Kamrup Metro, Assam, India

Jaafar, A., and Desmal, M. (2020) conducted a study on "The Impact of Using Social Media and Internet on Academic Performance: Case Study Bahrain Universities". The paper aims to examine the impact of using social media on the academic performance. The social media like Whats App, Instagram, Facebook, Twitter, etc., can severely affect the behaviour and academic performance of the universities' students. The number of sample was 150. The result revealed that the social media has a positive impact on academic performance and it is also found that 57% of students prefer the mobile application like Whats App as a social media for fulfilling their academic purposes.

Objectives of the study

The following objectives have been formulated to conduct the present study.

Objective 1

To search out the frequency of using Social Media among the under-graduate students of the colleges in Pathsala town of Assam.

Objective 2

To find out the motto of using social media among the Under-graduate students of the institutions under Study.

Objective 3

To find out the impact of social media on the under Graduate students of Pathsala Town of Assam.

Methodology of the study

Methodology is an important part for the smooth functioning of the research operation. It is also known as the design of the study and includes the detail procedure of conducting a research

Population and sample

There are three private Under-Graduate colleges and one governmental state University located at Pathsala town of Assam. All these institutions are imparting the curricula of B.A., B.Sc., and B. Com. Standard to the students.

Out of the total number of undergraduate students reading in the several colleges and in the only university of this town, a number of 30 students have been selected as sample taking equal representative from all three streams and gender. Simple random sampling technique has been used to select the sample. The following table has shown the procedure of selecting the sample.

Table 1: Stream and gender wise selection of the sample

	Male	Female	Total
Arts	5	5	10
Science	5	5	10
Commerce	5	5	10

Method of Study

Descriptive survey method has been used to conduct the present study. The survey study is one of the most important types of descriptive method. Generally, the survey study is conducted to collect in depth information of existing condition in order to justify present condition (Koul, L. 1984). It helps to make effective plans for further improvement of present condition.

Tools to be used

A self prepared questionnaire containing 20 items has been used to collect the data. At the same time, researcher also conducted an open end interview. The prepared questionnaire has been standardized by using the split half method of estimating reliability and found reliability coefficient is .60 which is showing the higher index of reliability.

Procedure of data collection

Researchers have made the personal contact with the respondents and administered the prepared questionnaire upon them and also conducted the open ended interview to get the information as per the research objectives are concerned.

Nature of data

Researchers have collected primary and secondary both the data as well.

Statistical techniques used

The following statistical techniques have been used to analyse and interpret the data -

1. Percentage
2. Tabulation
3. Graphical representation viz Bar Diagram, Pie Chart etc.

Analysis and Interpretation

After collection of data the researcher has proceed to analyse and interpret the data to achieve the objectives of the study. Data have been collected through field survey. After collecting the data it has been arranged and organized accordingly. Data have been analysed with the help of simple statistics i.e. percentage.

Objective 1

To search out the frequency of using Social Media among the under-graduate students of the colleges in Pathsala town of Assam

Asian Resonance

Table 2 Use of Available Social Media by The Undergraduate Students Under Study

Available Different Social Media	Male 15		Female 15		Using Frequency (Out of 30 sample students)	Percentage of using
	Frequency	Percentage	Frequency	Percentage		
Facebook	15	100%	15	100%	30	100%
Instagram	10	66.67%	14	93.33%	24	80%
What'sApp	15	100%	15	100%	30	100%
Twitter	4	26.67%	1	6.67%	5	16.67%
You tube	15	100%	15	100%	30	100%
Orkut	0	0%	0	0%	0	0%
TikTok	1	6.67%	2	13.33%	3	10%
Messenger	11	73.33%	15	100%	26	86.67%

Table 2 has revealed 100% of the male and female respondents used Facebook, 66.67% and 93.33% respectively male and female respondents used Instagram. Similarly, 100% of male and female respondents used Whats app and 26.67% and 6.67% male and female respondents respectively used Twitter. Likewise, 100% of male and female

respondents used Youtube whereas none of the respondent belongs to male and female used Orkut. On the other hand, 6.67% of male respondents used Tik Toks and 13.33% of female respondents used Tik Tok. At the same time, it has also been found that 73.33% and 100% of the respondents belong to male and female respectively used Messanger.

Figure 1 Graphical Representation of The Use of Available Social Media By The Undergraduate Students Under Study

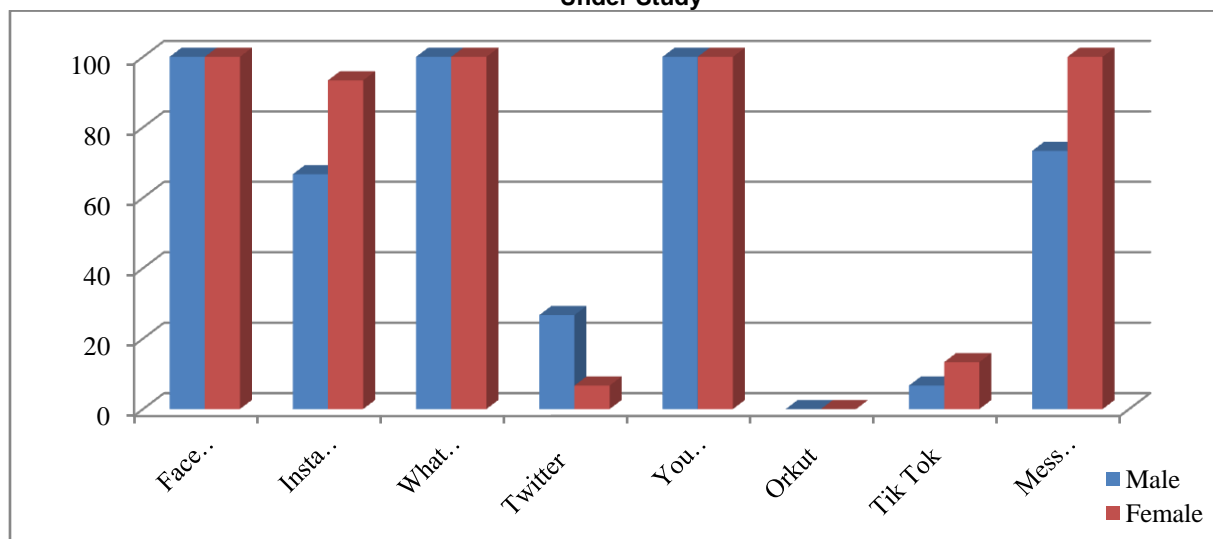


Figure 1 represents graphically the data put in the table 2.

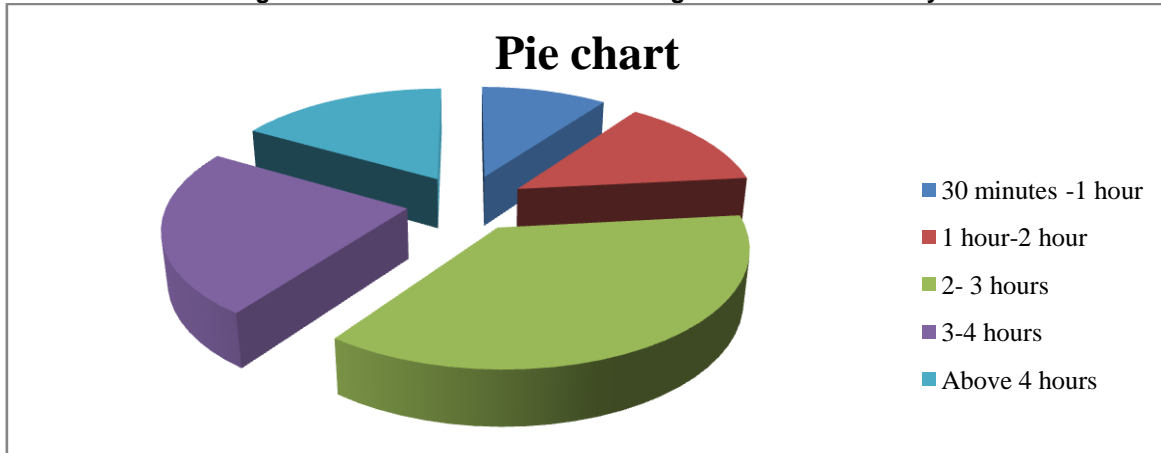
Table: 3 Duration of using social media in a day.

Duration of using Internet in a day	Male 15		Female 15		Total Frequency (Out of 30)	Percentage of using
	Frequency	Percentage	Frequency	Percentage		
30 minutes – 1 hour	1	6.67%	2	13.33%	3	10%
1 hour-2 hours	2	13.33%	2	13.33%	4	13.33%
2 hours- 3 hours	5	33.33%	6	40%	11	36.67%
3 hours- 4 hours	4	26.67%	3	20%	7	23.33%
Above 4 hours	3	20%	2	13.33%	5	16.67%
Total	15	100%	15	100%	30	100%

Table 3 indicated the duration of using social media per day. It has been found that 10% of undergraduate youth used social media 30 minutes to 1 hour. Similarly, 13.33% used 1 to 2 hours, 36.67%

used 2 to 3 hours, 23.33% used 3 to 4 hours in a day. It has also been found that 16.67% used more than 4 hours in a day.

Figure: 2 Pie Chart of Duration of Using Social Media in A Day



The above pie chart (Figure 2) reflects the table number 3.

Table: 4 Availability of Time Shift for Accessing Social Media

Time Shift of using social media	Male 15		Female 15		Total frequency 30	Total Percentage
	Frequency	Percentage	Frequency	Percentage		
Morning	6	40%	8	53.33%	14	46.66%
Afternoon	7	46.67%	8	53.33%	15	50%
Evening	15	100%	15	100%	30	100%
Night	14	93.33%	15	100%	29	96.67%
Late Night	4	26.67%	5	33.33%	9	30%

Table 4 revealed that 40% and 53.33% students belong to male and female respectively used social media in the morning. On the other hand, 46.67% male and 53.33% female students used social media in the afternoon. At the same time, 100% students belong to both male and female used social

media in the evening. Likewise, 93.33% and 100% students from male and female respectively used social media at night. At the end, it has been found that 26.67% male students and 33.33% female students used social media in the late night.

Figure: 3 Graphical Representation of The Time Shift For Accessing Social Media

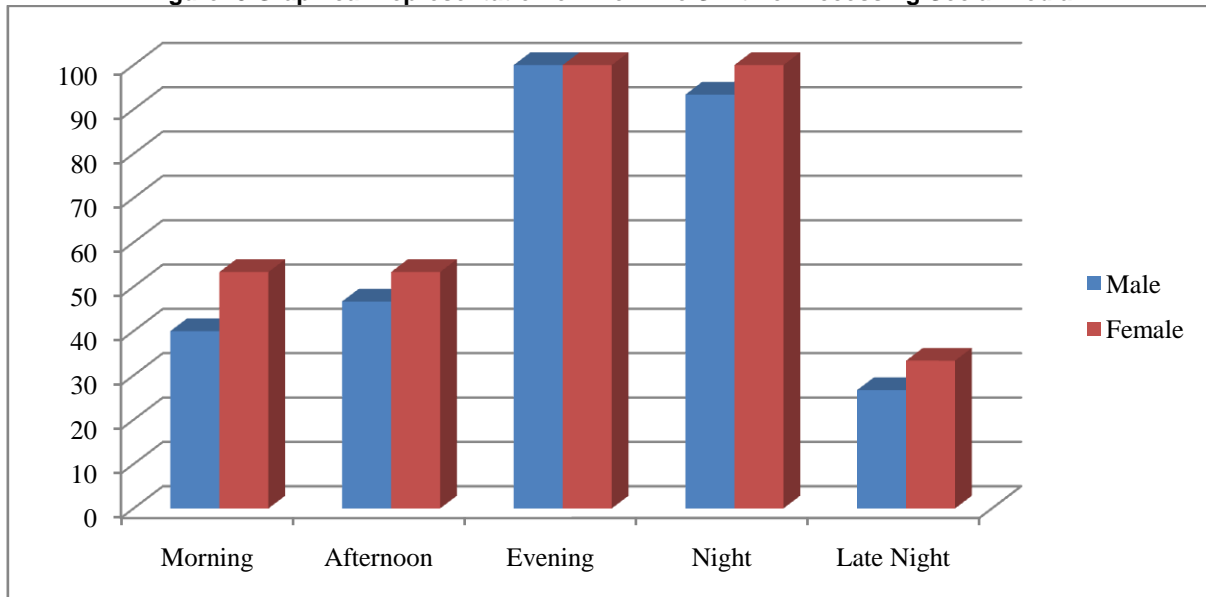


Figure 3 indicates the graphical representation of the data put in the table number 4.

Objective 2

To find out the motto of using social media among the under-graduate students of the institutions under study.

Table: 5 Motto of Using Social Media among the Under-Graduate Students of Pathsala Town.

Motto of Using Internet	Male 15		Female 15		Total Frequency 30	Total Percentage
	Frequency	Percentage	Frequency	Percentage		
Academic	3	20%	4	26.67%	7	23.33%
Communication and interaction	15	100%	15	100%	30	100%
Entertainment,	15	100%	15	100%	30	100%
Job Seeking	4	26.67%	5	33.33%	9	30%
Knowledge acquisition	8	53.33%	7	46.67%	15	50%

Table 5 revealed that 20% male and 26.67% female respondents used social media for academic purposes. 100% respondents belong to both male and female used social media for the communication and interaction and entertainment purposes. At the same

time, it has been found that 26.67% and 33.33% respondents belong to male and female respectively used for job seeking purposes. Likewise, 53.33% male and 46.67% female respondents used social media for the purposes of knowledge acquisition.

Figure: 4 Graphical representations on the data of motto of using social media among the under-graduate students of Pathsala town

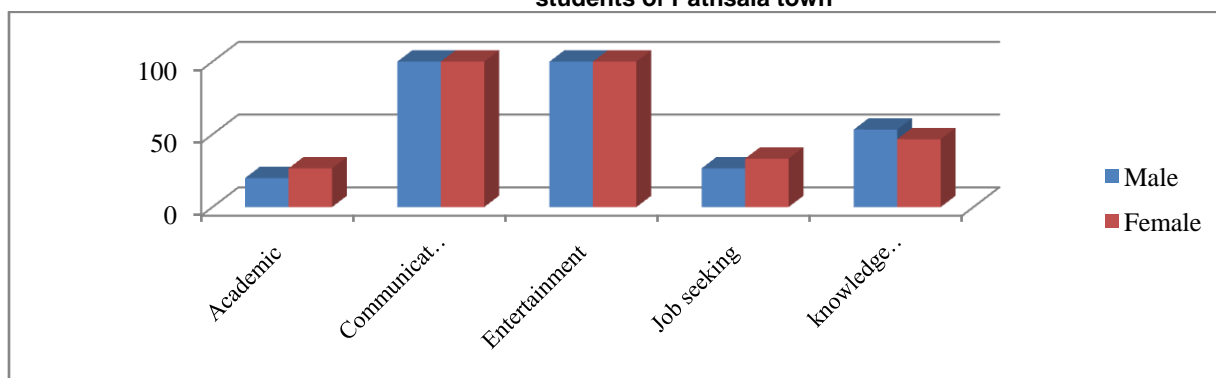


Figure 4 reflects the data put in the table number 5.

Objective 3

To find out the impact of social media on the under-graduate students of Pathsala Town of Assam.

In present world, we are experiencing social media to a greater extent. Most of the people around the globe are using social media. It becomes very popular especially among the young generation. Day by day it started gaining its popularity. If we keep an eye on the statistics around the globe it has been found that the average time spent by the people on the social network is around 1.72 hours per day. Mean while, for the teenagers, the numbers are much higher which is approximately 27 hours (across the globe) per week.

The under-graduate students reading in the various colleges and universities located in Pathsala Town of Assam not different from that. The youths keep on engaging themselves with social media without even thinking about the impact of it on them. The effect sometimes be positive and sometimes be negative but mostly those are negative.

Positive impact

It has been found that social media help to keep connected with friends and to keep updated on the important things, current affairs happening locally or globally. It helped to get entertained in day to day busy schedule and give a good platform to pass the leisure time. It also helped students to gain knowledge and seeking job for self dependency. It enables the teacher to collaborate easily and then communicate with the students and others. It is a good platform to have free as well as easy access to the resources that

are online and gain all the information. A survey conducted in Indian context (Bhat, 2017) on the use of social media in academic field reported that about 59% of the schools have admitted that their students take help of the social media for educational purposes, along with its 50% of them use social media in order to discuss the assignments of the school.

Negative impact

Youths are spending a lot of time on social media and become more susceptible to peer-pressure, low self-esteem and mental ill-health. A number of studies have found associations between increased social media use and going in to depression, anxiety, sleep problem, eating concerns, and suicidal risk. Certain characteristics of social media may contribute to these negative effects. Technology advancements have been a blessing to human beings; and today, computers and mobile devices have become a part of our lives. The internet is also a part of the technology that many of us have come to appreciate. Basically, in these days it is the internet which makes the world to go round. Social media, for instance, is a part of the internet that has created a greater avenue for people to interact across the globe. Nowadays, social media negative effects are not unknown. Sadly, our teenagers and adolescents have taken on the use of social media to that extents if not monitored or restricted, it can have some very severe effects on their overall wellbeing.

It has been observed that the under-graduate students of Pathsala town are getting social isolation, impractical expectations, poor concentration,

E: ISSN No. 2349-9443

decreasing rate of doing essential work, anxiety and sleep deprivation.

Findings of the study

The major findings of the present study are mentioned below.

1. The study revealed that Facebook, Instagram, Whats App, Youtube etc are some of the social media being used by the undergraduate students in a higher degree.
2. It is found that 36.67% of undergraduate students are using social media around 2 – 3 hours every day.
3. Study has shown that the convenient time to use social media for maximum number of undergraduate students is in the evening and night time.
4. As per the result of the present study is concerned the social media are being used for Academic, Communication and Interaction, Entertainment, Job Seeking and Knowledge Acquisition purposes.
5. The study revealed that some negative impacts like - social isolation, impractical expectations, poor attention, decreasing rate of doing essential work, anxiety and sleep deprivation are faced by the students due to excessive use of social media.

Conclusion

It can be concluded that social media has its vital impacts on students learning. While using the social media students must be aware of using it as there are some negative impacts along with its positivity. Most of the time, from our general observation it can be said that students are watching some nasty videos on youtube, messaging unnecessarily on whatsapp, uploading photos, making comments, and hitting like on facebook posts and making videos on snack app. If all these habits of using social media can be avoided, it can be expected to make it more informative for the students.

Asian Resonance

References

1. Ellison, N, Steinfield, C., & Lampe, C. (2007). *The benefits of Face book "friends."* Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), 1143-1168.
2. Johnson Y. George D. *The Impact of Whatsapp Messenger Usage on Students Performance in Tertiary Institutions in Ghana [Journal]. - 2014. - 6: Vol. 5.*
3. Junco Reynol *Student class standing, Facebook use, and academic performance [Online]. - School of Education and Human Computer Interaction Program, Iowa State Universit, USA, 2015. - 1 28, 2016. <http://blog.reyjunco.com/pdf/JuncoClassStandingFBJADP.pdf>.*
4. Kaitlin, C. (2010) *Social Media Changing Social Interactions. Student Journal of Media Literacy Education, Issue 1, Vol. 1. Pp.1- 11.*
5. Karpinski, A. C. & Duberstein, A. (2009). *A Description of Facebook Use and Academic Performance among Undergraduate and Graduate Students. San Diego, California: American National Research Association. pp 1-19.*
6. Kuppawamy, S., & Narayan, P. (2010). *The Impact of Social Networking Websites on the Education of Youth. International Journal of Virtual Communities and Social Networking (IJVCSN), 2(1), 67-79.*
7. Lenhart, A., & Madden, M. (2007). *Teens, Privacy & online social networks: How teens manage their online identities and personal information in the age of My Space. Washington, DC.*
8. San Miguel, R. (2010) *Study on Facebook and Grades Becomes Learning Experience for Researcher.*
9. Wiley, C., & Sisson, M. (2006). *Ethics, accuracy and assumption: The use of Face book by students and employers. Paper presented at the Southwestern Ohio Council for Higher Education Special Topics Forum, Dayton, OH.*