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Influence of Social Media on College Students

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ABSTRACT

As social media has been growing at leaps and bounds today, it plays a vital part in today's student success equation. This descriptive, exploratory research study drew a random sample (N=55) of males (n=25) and females (n=30) who were examined a student perception questionnaire on how social media affects college students. 40% percent of the participants were undergraduates and 65% were graduate students, studying at Aligarh Muslim University. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media.

Key Words: Students, Social Media, Influence.

INTRODUCTION

The definition of social media is “the relationships that exist between network of people” (Walter & Riviera, 2004). In the last ten years, the online world has changed dramatically. young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. However, every day, many students are spending countless hours immersed in social media, such as Facebook, MySpace, World of Warcraft, or Sim City. At present, whether social media is favorable or unfavorable, many students utilize these sites on a daily basis, Many parents are worried that their college students are spending too much time on Facebook and other social media sites and not enough time studying. Therefore, our research ascertains the relationship between the social media and students' study efficiency.

STATEMENT OF PROBLEM

To address the issue of the effectiveness of using social networking, the first question raised in this study is: for what purpose is the student utilizing social networking? Research on this topic will start to reveal social networking sites are simply part of how students interact with each other with no apparent impact on grades. Thus, the objective of this research is to explore the advantages and disadvantages of students' use of social networking for study. The main purpose of this research is to expand on previous research, explore the relationship between the effects of social networking and students' study efficiency, and to determine if social media interfering with students' academic lives.

Research Questions:

Which is the most popular social media site for students?

What is the amount of time students spend utilizing social media in various academic processes?

REVIEW OF THE LITERATURE

College students have great interest in social media. Social media was defined as Facebook, YouTube, Blogs, Twitter, MySpace or LinkedIn (Martin, 2008). Although, providing a detailed perspective on social media use among university students and underscoring that such use can produce both positive and negative consequences, according to a Nielsen Media Research study, in June 2010, almost 25 percent of students' time on the Internet is now spent on social networking websites (Jacobsen, & Forste, 2011). Facebook is the most used social network by college students, followed by YouTube and Twitter. Moreover, Facebook alone reports

That it now has 500 active million users, 50% of whom log on every day. In addition, according to a Study by Online PhD, students spend roughly 100 minutes per day on Facebook. In 2010, the Number of Students who used Facebook was already enormous: 92 percent of college students had An Account. By 2015, 99 percent of students had an account on Facebook

METHOD

The purpose of collecting data was to perform a group research on how social media affects college students. In this research, an anonymous questionnaire was administered to collect data which was the standard survey collection method. The total number of questionnaires administered were 55, however the usable questionnaires were (N = 55). According to the respondents, males (n=25) and females (n=30) were involved in this survey. Thirty-five percent of participants were undergraduates and 65% were graduate students currently studying in Johnson & Wales University. Thirty-one percent of participants have full-time jobs, 30% have part-time jobs and 39% do not have jobs. The number of females who have jobs is higher than that of males. This was one part of our anonymous questionnaire. In the following, other relevant questions were developed to carry out the research.

The participants were randomly selected regardless of gender or educational level. These Present in the research which included advantage, disadvantage or not sure. However, other independent variables were tried to decrease the impact on the results.

RESULTS

Sixty percent of participants are in favor of Facebook, 22% like Skype, 10% prefer Twitter and 8% like My Space. Sixty-eight percent of the sample reported that they primarily used a laptop to check social media sites; while 20% use a cell phone; and only 12% preferred to use a desktop computer. Forty-five percent of the sample admitted that they spent 6-8 hours per day to check a social media site, 23% spent more than 8 hours, 20% spent 2-4 hours and only 12% spent less than 2 hours. The ratio of participants who posted or responded during school hours was 64%; 15% rarely used social media during school hours; 21% were not sure whether they would like to use it. Eighty percent of the sample reported that they posted or responded while completing homework; 8% would never use social media while doing homework; and 2% were not sure. In terms of the benefit of social media, 20% agreed that social media helps with school assignments; 25% agreed that social media helps to make new friends; and 55% just used social media for fun.

DISCUSSION

According to the data, Facebook is very popular among college students, even though students would use it when they had classes. Ninety percent of students spent their time on entertainment; there were not too many college students who preferred using social media to deal with their homework. Eighty percent of the sample admitted that they posted or responded while completing homework. It has definitely affected their efficiencies and their grades. Considering the data collected, there was a negative attitude towards social media when college students used them. For instance, imagining one student spent over six hours checking social media site and responded while completing their homework; it would be likely increase distraction of the students which can be detrimental to student performance.

CONCLUSION

Our research has revealed that college students were likely to be affected by social media. Social media is attractive; it not only provides college students another world to make friends, also provides a good way to release pressure. To some degree, it absolutely affects the lives of college students including the grades. Therefore, college students should think more about the balancing equation of social media and academics.

LIMITATIONS AND RECOMMENDATIONS

Our research indicated that most college students would prefer to use social media and spend many hours checking social media sites. Social networking is definitely affecting students' efficiencies as well as their grades. Hence, educators need to be concerned about these problems and try to find better ways to solve these problems. For future research, it may be more helpful to measure the social presence besides motivation and pressure, examining how a student's psychological state influences motivations for social media use. Also, do social media sites have a positive influence on study and academics and are students leveraging them as cited sources in discipline research?

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