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A Study on Influence of Social Media on Students

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ABSTRACT

The research paper aims at studying the influence of social media on students. The new world of social networking permits free sharing of thoughts. Technology has modified the approach individuals move and has caused the emergence of an open social platform like social media that enables the inhabitants of this planet earth to attach with one another, creating the globe a worldwide village. The advent of social media has compacted considerably. However students learn and also the mode instructors teach. Nowadays, a student's life is influenced by many things, and those influences affect their life either in a positive or negative way, so this is done in order to find how the influence of social media affects the students. Empirical research is done with a sample size of 208. The sample frame is Chennai, Tamil Nadu. The data was collected through an online questionnaire using google forms. The main objective is to study the influence of social media on students and the advantages and disadvantages that students have as a result of using social media. To study the influence of social media on students, factors such as the amount of time spent in social media, the impact in their real social life, and the reason for social networking should be considered. Social media has a great influence on students. It is both positive and negative. Social media isn't solely a good tool for private development; however it's conjointly a tool for private and social destruction.

Keywords: *Social media, Influence, Student's life, Impact, Social networking, Social life, Relaxation, Socialize.*

I. INTRODUCTION

Today's world is an international village. Everyone seems to be connected to one another during this vast network generated by the web. As aforesaid by Marshall McLuhan, a thinker of the field, "The new electronic independence re-creates the globe within the image of a worldwide village." It illuminates the lives of thousands of individuals by spreading data internationally, thereby making us global citizens.

In the past, the communication and free sharing of thoughts among individuals were restricted

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by long distance, status, or faith. But now, even these barriers cannot stop the flow of information of data and knowledge. The new world of social networking permits free sharing of thoughts. on-line social networks square measure created by websites like Facebook, that has emerged as a large measure during this social world.

In recent years technology has tried to fulfil its role in serving humanity resulting in the substantial medium of interaction within the social world still as in teaching and learning. Over the years those in pedagogy have explored the exciting opportunities new technologies rouse establishments, educators, and students.

Technology has modified the approach individuals move and has caused the emergence of an open social platform like social media that enables the inhabitants of this planet earth to attach with one another creating the globe a worldwide village. Social media like Facebook, Twitter, Google and, and Flickr, square measure getting used in learning for the aim of convenient communication with different students and probably with others outside the category like students of identical topic and subject specialists.

The advent of social media has compact considerably however students learn and also the mode instructors teach. In today's pedagogy settings, social media has influence on instructors, students, and others to collaborate with one another on the tasks of data construction in learning and teaching environments.

Positive practices of social media increase student's social intelligence and understanding of human behaviours. Negative practices of social media build them materialistic, angry, and captivated with too many dangerous things. Issues arise when we tend to use it without analysing what we do and what's going to be its impact on us, our family, society, and country. That's why social media isn't solely a good tool for private development however it's conjointly a tool for private and social destruction.

The amount of usage of social media per day, the content in the social media and reason for using social media are some factors that influence the students. The main aim of the study is to know about the influence of social media on student's life and its advantages and disadvantages.

OBJECTIVE

- To study the influence of social media on students.
- To study the advantages and disadvantages that students have as a result of using social media.

LITERATURE REVIEW

The students have access to social media which their exposure to social media is to an awfully nice extent. The exposure to social media has result on the scholars which the result is negative.(**Asemah et al., 2013**)

The social media websites unendingly distract students from their studies. The most focus of scholars ought to be education, however sadly today's students are accentuated on such sites which may be an entire waste of their time. It's become an addiction for school students, teenagers, and adults additionally.(**Bhargava and aristocrat, 2015**)

Social media usage for educational functions is high among students. Students like social networking and are awake to its positive still as negative influence on social relations.(**Lahiry et al., 2019**)

It is widely accepted that over utilization of social media has profound negative influence on the Indian youth. At the same time, social media have additionally some positive effects on the lifetime of youth.(**Singh et al., 2017**)

There is a necessity to teach students regarding the ways in which of mistreatment social media and therefore the perils related to it, to assist them perceive that thou pretty much in trend, they must be used cautiously.(**Raj et al., 2018**)

Social media content is an important think about decisive destination attractiveness, and may, if properly such, facilitate high elaboration, and generate corresponding positive or negative impressions of the study destination from students.(**Shu et al., 2014**)

The main aim of the student ought to be education and their future career. However, several students think about the accessibility of data on social media. Meaning reduced specialize in learning and retentive data. Also, the recognition of social networking sites among students community is incredibly high.(**Rithika et al., 2013**)

There is a robust association between the utilization of social media and bridging and bonding social capital however with lesser influence on bonding social capital as connections with shut friends is a smaller amount sensitive to the quantity of communication when put next to bridging social capital.(**Ajayi and Adinlewa, 2020**)

The accessibility of the social media influences the educational behaviour of secondary students; wasting of learning time among the students; poor category attending and potential frauds among students.(**Moshi et al., 2018**)

Consistent with **Acton (1980)**, the media had negative outcomes on grades; regarding common

fraction of the folks used the media even for doing schoolwork, or in school that had a foul result on their grades. Creative thinking is being lost if there's an excessive amount of dependency on social media.

Students' use social media particularly Facebook, WhatsApp, and Twitter that they pay an increasing quantity of quality time on these networks even throughout lecture hours. Findings of this study counsel that social media may negatively impact on the students' study behaviour, educational progress which timed-off code ought to be put in to regulate its use by students.(**Chris, 2015**)

Students within the developed and developing countries have become a lot dependent on social media and its applications for numerous reasons. These reasons will cause amendment in social and private life-style each academically and off-academic.(**Chukwuere and Chukwuere, 2017**)

Students who spend longer time on social media are probably to perform poorly in their educational activities than those that don't. Students ought to decrease their introduction to social media and provide careful thought to their studies. (**Apuke and Oberiri, 2016**)

The impact of social networking sites can be superior for students but if we have a closer look on these social networking sites. The main meeting point of a student should be education but unfortunately today's students are emphasizing on such networking sites which can be a complete expenditure of time. (**Kumar and Gupta, 2017**)

The effect of social media can be positive as in this study closely determined the real effect of social media sites. In recent times it encourages the career and future of students' .The social media sites like Facebook, twitter, Google, and Skype capture the attention of students for study and positively affect their academic Grade points. (**Amin et al., 2016**)

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. (**Wang et al., 2011**) There was no linear relationship between social media usage in a week and GPA score. Students highlighted that besides social media use, time management is a factor which affects students 'studies negatively. (**Alwagait et al., 2015**)

For social media to be used as effective learning tools and to adjust students' prior affordances with these tools, complicated efforts in designing, scaffolding, and interacting with students during the process are necessary. (**Mao, 2014**)

Students do not use social media instruments for presenting themselves by using others' profiles

too much. Gender differences have an important impact on social media usage. Students access and use social media mostly with their smartphones. Students spend between 1-3 hours daily on social media. (**Tezci et al., 2017**)

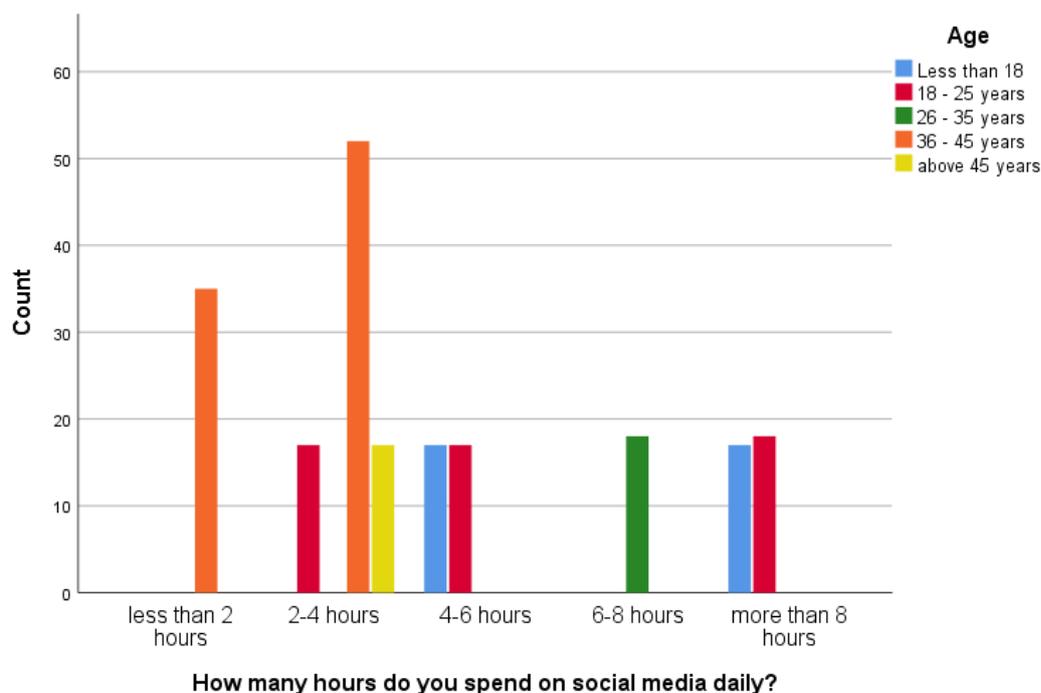
The reasons for students' social media usage are varied, but the principal among them included searching for information for homework and school assignments, making friends, re-establishing contacts with relatives and friends, sharing information among classmates, friends, and relatives, and sharing photos.(**Frankie and Asare-Donkoh, 2018**)

METHODOLOGY

The type of research adopted here is empirical research. A total of 208 samples have been collected. The samples have been collected through a non-probability- convenient sampling method. The sample frame taken here is through online, in and around Chennai, Tamil Nadu. The independent variables are age, gender, marital status, and educational qualification. The dependent variables are the amount of usage of social media per day, it's influence in a student's life, its effects on the students' social life and reason for using social media . The statistical tools used in the study is graphical representation.

II. ANALYSIS

Figure 1



Legend:

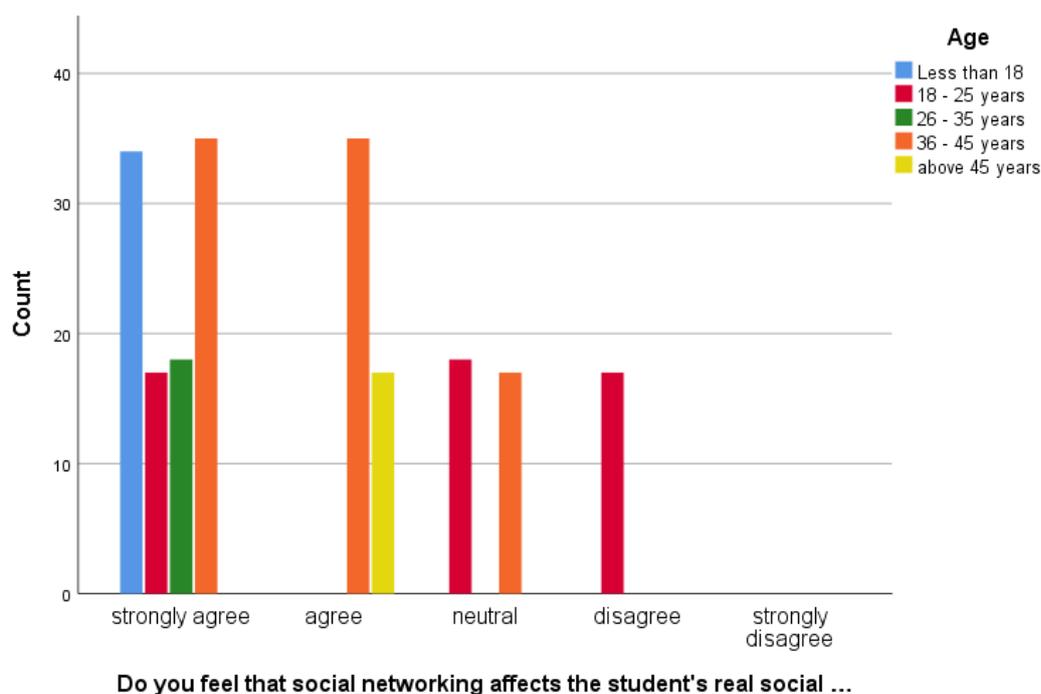
Figure 1 shows the age distribution of the sample population and the amount of time spent by

them in social media per day.

Result: Most of the respondents belonging to the age group 36 – 45 years are using social media for 2 – 4 hours per day. While some of the respondents belonging to the age group less than 18 years are using social media for more than 8 hours per day.

Discussion: Many respondents belonging to the age group 36- 45 years use social media for 2- 4 hours a day. This could be because these people have the need to use social media and at the same time they have limited time for it as they might be working or a family to take care of or any such work. The respondents belonging to the age group less than 18 years use social media for more than 8 hours. This group consists of children and teenagers and the reason for them to use social media for a long time might be because they are addicted to social media because of their need to maintain relationships with their peers.

Figure 2



Legend:

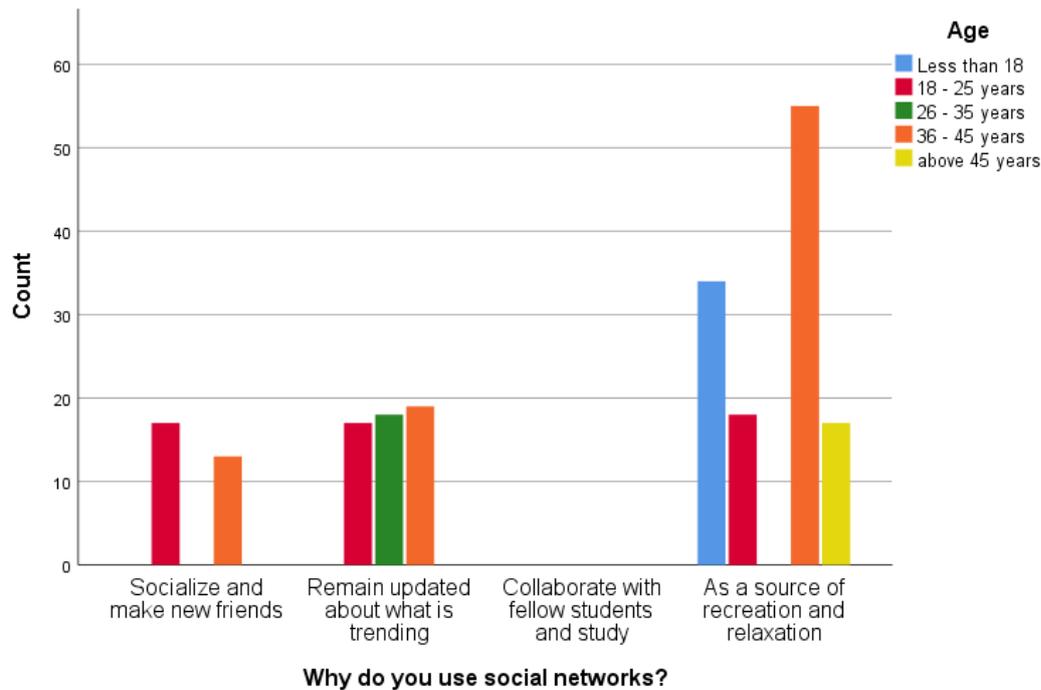
Figure 2 shows the age distribution of the sample population and their opinion on whether the student's real social life is affected by social networking.

Result: A large number of respondents belonging to the age group 36 – 45 years strongly felt that social networking affects the student's real social life.

Discussion: Respondents belonging to the age group 36 – 45 years felt that the student's real social life is affected due to social networking. This could be because they might have seen their

own children's social life being disturbed because of social media. Nowadays students prefer being indoors with their phone than going out and interacting with people. So that might be the reason why they felt that the student's real social life is affected due to social networking.

Figure 3



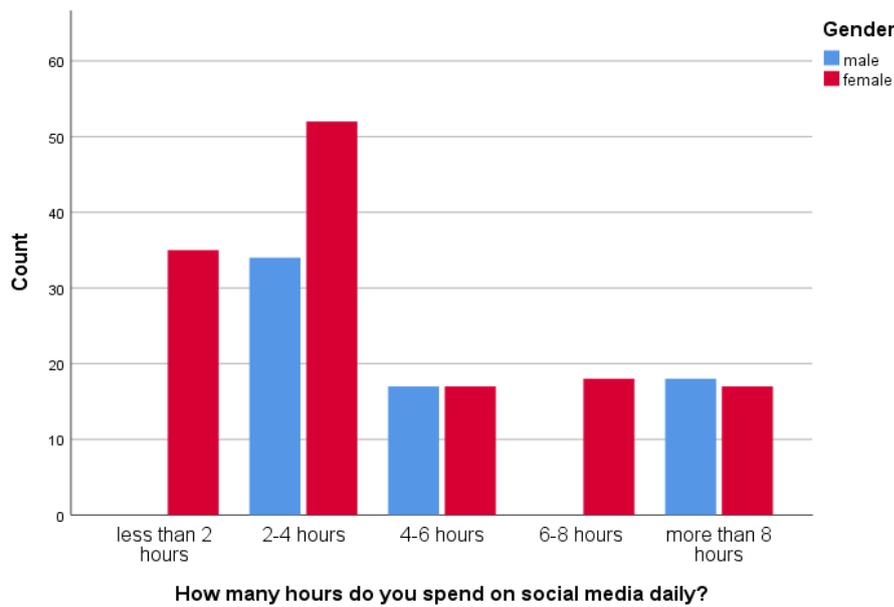
Legend:

Figure 3 shows the age distribution of the sample population and their reason for social networking.

Result: A large number of respondents belonging to the age group 36- 45 years use social media as a source of recreation and relaxation. While a small number of respondents belonging to the age group 18- 25 years use social media to socialize and make new friends.

Discussion: Most of the respondents belonging to the age group 36- 45 years use social media as a source of recreation and relaxation. These people might be working and to relax themselves from their work pressures they might use social media as a source of recreation and relaxation. At the same time, respondents belonging to the age group 18- 25 use social media to socialize and make new friends. This could be because these people belong to the young generation and will have the interest to socialize and make new friends.

Figure 4



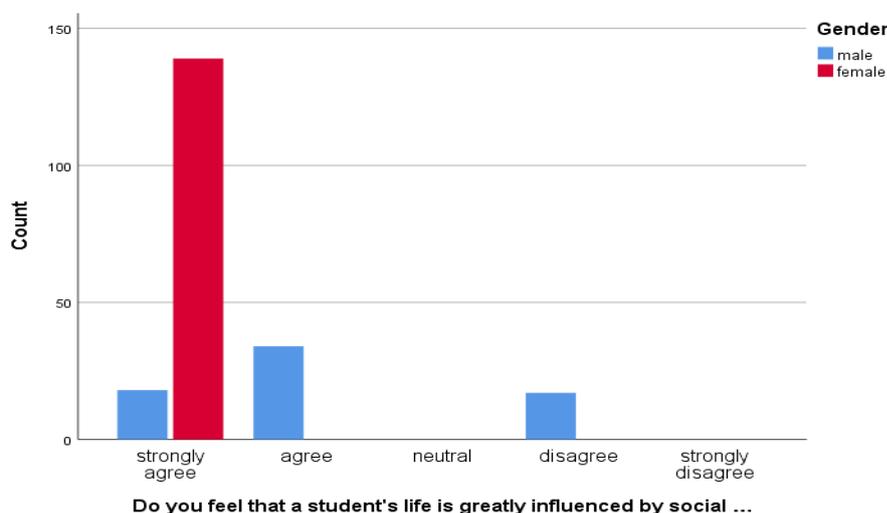
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Figure 4 shows the gender distribution of the sample population and the amount of time they spend on social media per day.

Result: Most of the female respondents use social media for 2- 4 hours a day. While a small number of male respondents use social media for more than 8 hours a day.

Discussion: Most of the female respondents use social media for 2- 4 hours a day and a small number of male respondents use social media for more than 8 hours a day. The reason for female respondents to use social media for a relatively lesser time than men might be because they might have more responsibilities than men and have less free time than men do.

Figure 5



Legend:

Figure 5 shows the gender distribution of the sample population and their opinion on whether a student's life is influenced by social media.

Result: All the female respondents strongly felt that a student's life is influenced by social media. While a very small number of male respondents felt that social media does not have an influence in the student's life.

Discussion: Most of the female respondents felt that the student's life is influenced by social media. This might be because nowadays social media plays an important part in the student's life. Through social media networks, they will produce new friendships, specific their views and opinions, and even produce 'new identities'. So, they could have felt that a student will simply be influenced by social media.

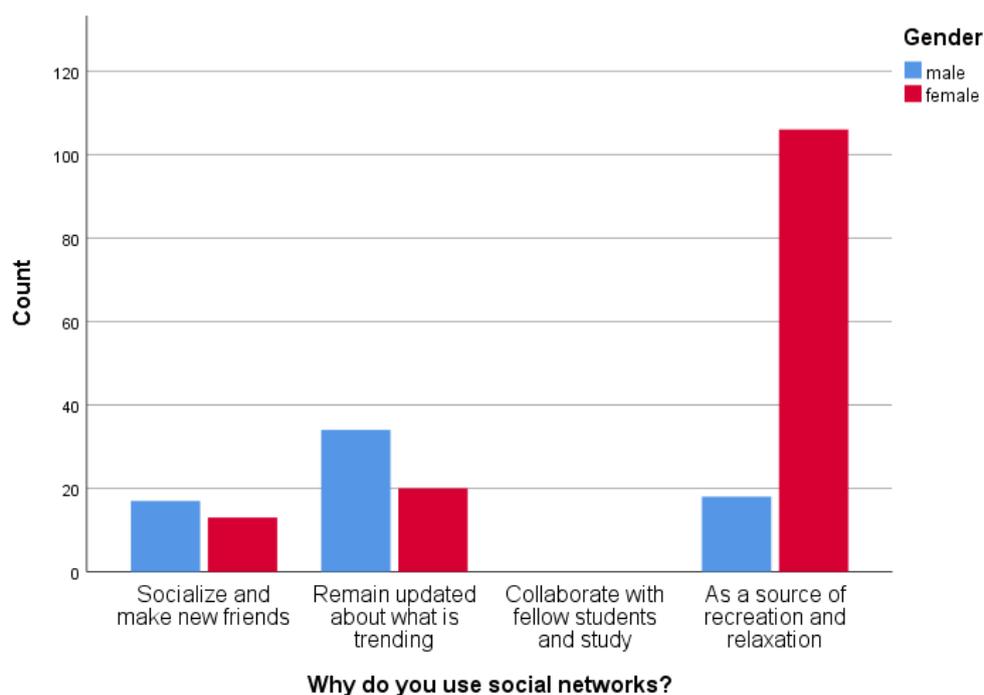
Figure 6**Legend:**

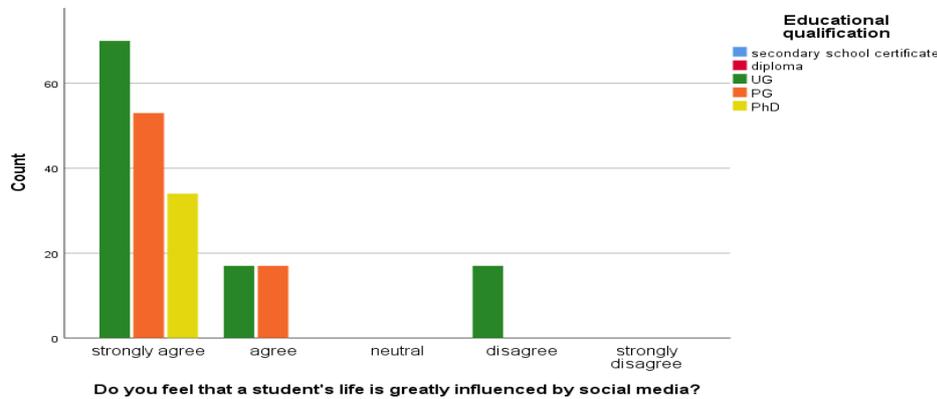
Figure 6 shows the gender distribution of the sample population and their reason for social networking.

Result: Most of the female respondents use social media as a source of recreation and relaxation. While most of the male respondents use social media to remain updated about what is trending.

Discussion: Most of the female respondents use social media as a source of recreation and

relaxation while most of the male respondents use social media to remain updated about what is trending. This could be because the men always tend to be more updated about the happenings around them than the women.

Figure 7



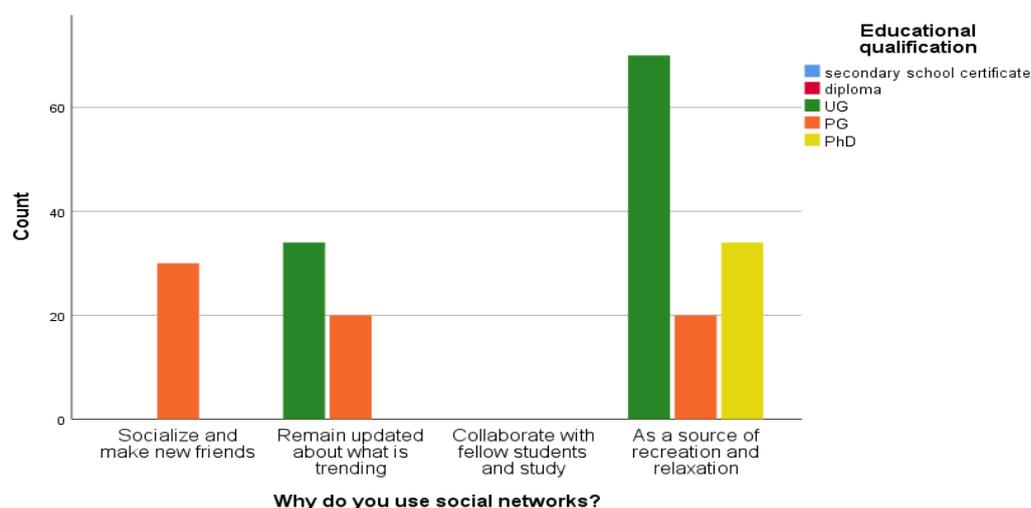
Legend:

Figure 7 shows the educational qualification of the sample population and their opinion on whether a student’s life is influenced by social media.

Result: A large number of respondents belonging to the UG category strongly felt that the student’s life is greatly influenced by social media. While a very small number of respondents belonging to the same category disagreed with it.

Discussion: Many respondents belonging to the UG category felt that the student’s life is influenced by social media. This could be because they might know the extent to which social media can influence the students and how powerful social media is.

Figure 8



Legend:

Figure 8 shows the educational qualification of the sample population and their reason for social networking.

Result: A large number of respondents belonging to the UG category use social media as a source of recreation and relaxation. While most of the respondents belonging to the PG category use social media to socialize and make new friends

Discussion: Most of the respondents belonging to the UG category use social media as a source of recreation and relaxation. This might be because social media tends to be a good place for entertainment and relaxation. At the same time the respondents belonging to the PG category use social media to socialize and make new friends. This could be because social media platforms let us interact with the world, even people who are in different countries can interact through social media.

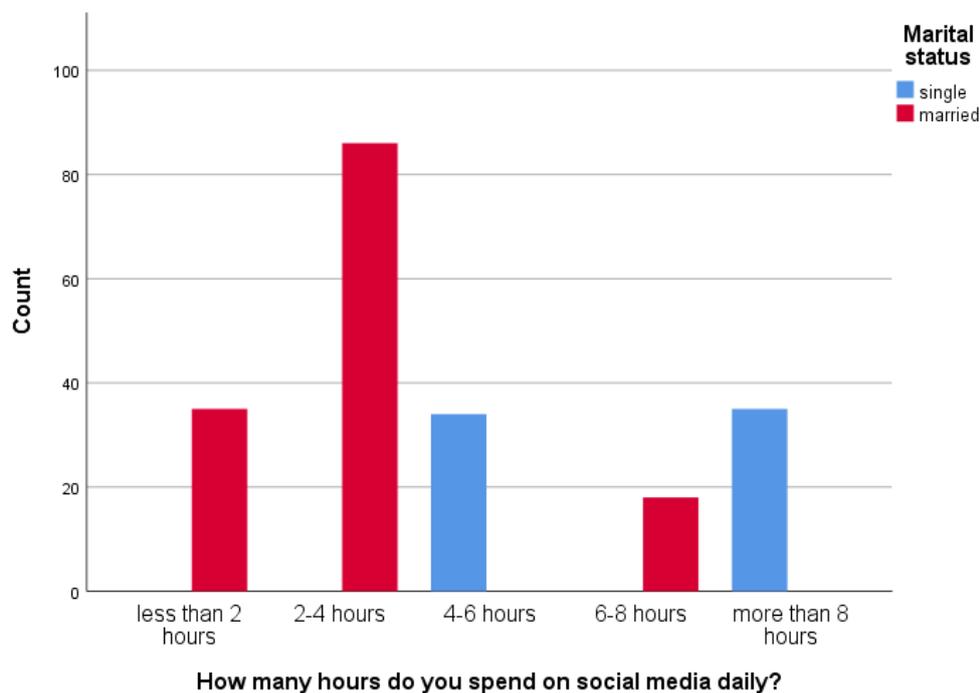
Figure 9**Legend:**

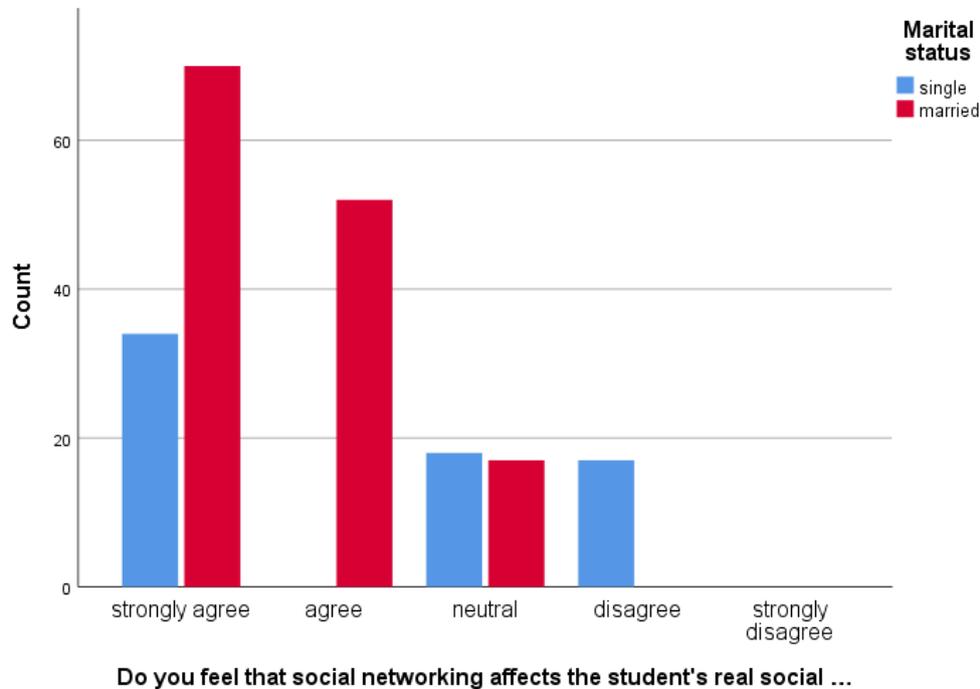
Figure 9 shows the marital status of the sample population and the amount of time spent by them in social media per day.

Result: Most of the married respondents use social media for 2- 4 hours a day. While most of the single respondents use social media for more than 8 hours a day

Discussion: Most of the married respondents use social media for 2-4 hours a day while single

. This could be because they have much more responsibilities and duties than the unmarried people due to which they might have less free time to use social media when compared to others.

Figure 10



Legend:

Figure 10 shows the marital status of the sample population and their opinion on whether social networking affects the student's real social life.

Result: Most of the married respondents strongly felt that a student's real social life is affected due to social networking. While a small number of single respondents disagreed with it.

Discussion: Most of the married respondents strongly felt that a student's real social life is affected due to social networking. This could be because their children's social life is being disturbed due to social media and might also know the ways in which a student's social life is being disturbed due to social media.

III. CONCLUSION

There is a gigantic festival on the planet today because of the coming and change in the communication innovation which has helped the extent of communication by means of communication technology. The new world of social networking permits free sharing of thoughts. Social networking sites play an important role in our day to day life. Either for relaxation or recreation or entertainment or for constructive purposes we all use social media in our lives. Social media use in excess has been joined to many negative emotions like accrued

loneliness, anxiety, and depression. The main objective is to study the influence of social media on students. The study reveals that social media greatly influences the students. In fact, they play an important role in the student's life these days. This influence is both in a positive and negative way.

The students have become prone to frequent fluctuations in mood and self-control. If one student's friends posted about something they do, then the other friends are pressed to do the same thing. Actions that attract a lot of public attention hold a lot of price, even despite a number of them being immoral. We even see that many students are worried about their looks, they also compare their looks with others.

Getting too involved in social media can lead to an addiction that includes bad habits. Students opt to chat with their friends for hours and this ends up in waste of your time that would be used for learning, playing, or learning new skills. It's usually the same that an extended term friendly relationship or relationship is developed once folks meet one another, pay time, and share their experiences. But this virtual way of communicating with each other does not lead to a natural relationship, often it is misleading. These are some disadvantages of social media.

Some blessings of social media is that it helps students to remain connected with one another. helpful info may be changed over social networking sites. Social networking sites will enable teens to seek out support on-line that they will lack in ancient relationships, particularly for teens. In a very crucial Development amount students additionally select social networking sites for recommendation and knowledge. Students will look to social media for obtaining the answers associated with their career objectives.

Students should use social media for a constructive purpose and not for a destructive one. Students should limit their usage of social media to prevent themselves from getting addicted to it. Social media is a very powerful and dangerous tool so it should be handled with care. There are a lot of benefits that students can get from using social media. Students should utilize those benefits properly and avoid the things that negatively impact their lives. Students should not let social media influence them in a negative way. Students should be aware of the positives and negatives of social media and choose only things that are required for their betterment. Parents also play a role in regulating things that the students see on social media. Students can gain a lot of knowledge and benefits if they use social media in a good way.

The negative influence of social media on students can be avoided by being mindful of their social media habits. Being conscious means that being a lot acutely aware and tuned in to our patterns. a great deal of our social media use is compulsive. After all, these networks are square

measures designed to engage us as long as possible. Therefore, it's necessary to bear in mind the habit-forming potential of social media sites. Students can use social media to connect with people who inspire you, share similar interests, and provide a sense of belonging. A way to combat the negative effects of social media is to instead use it in a very positive way that strengthens and maintains connections with others.

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