

## **Impact of Social Media on Student Pursuing Higher Education – A study of NCR Region in India**

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**Abstract:** Today, it is a tuff task to determine the impact of social media on the academic performance as well as on behavioral aspects of students. IT is booming year to year, and the younger generations are more vulnerable to the use of social media at a large scale. Questionnaires were distributed through Google form, to find out whether students academic performance is impacted by social media or not and how it is affecting the behavior of the students and what level they are addicted to social media. The findings come to conclusion that there is relationship between social media and academic performance; and to the physiological aspect of the students.

**Keywords:** Social media, Higher Education, IT, Social networking sites.

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### **I. Introduction**

The social network have great role in nowadays society especially on students. It provide us information through browsing, surfing even we can buy foods, clothes, accessories through online market. In addition, through surfing the net we are able to , find our old friends plus new friends. In short, social network help peoples in their daily life. Unfortunately, there are bad impacts of social network on student performance and the change in their behaviour.

First and foremost, we know that teenagers age 18-25 years old are easily attracted towards new things or they love trying new things. In that case, they might surf the net searching for content that is not related with their studies, this will lead to losing their focus. They might also use it for wrong applicable where they search for answers for college works, or do assignment by finding and copy the work directly from the net instead of search it by books in library. This will lead to losing their marks as well as making them lazy and decreasing their creativeness.

Secondly, student are easily addicted and they will spend hours on social media .There are many types of social media platform created to make us easy. For an example, google, facebook, twitter, instagram, skype, and many more. Those kind of platform, can help us on searching information, playing games, chatting, shopping, learning new education and many more. But for some teenagers, the spend hours on wasting their time playing games like Pubg and chatting for no cause.

As we stated that they will spend hours in front of their laptops and mobile phones, this will lead to health problem and also may cause a mental effect in the long term. They are staying up till midnights, and until morning. They are not providing time, even for their body to get rest. This show how bad the social media could affect our child and changing the behaviour of them from happiness to may be in a state of depression.

As we can see, there are many more disadvantage and bad impacts that could affect student especially on their education.

Furthermore, social networking websites can be accessed from anywhere and anytime. Which will help student in the communication with their teacher and friends. This will improve their knowledge and they can gain lots more information rather than the limited time class. Social media also could help student to get updated news, this is because for an example, twitter and facebook especially they get updated news earlier than the newspaper and television news. In my opinion, social network has it owns pros and cons.

Student has the ability to differentiate between the goods and bad. Therefore, the use of positive thinking and having a good use of these platform is must and need to make them aware by the collective effort of parents teaches as well the effort need to be done through the government side at full pace.

### **II. Literature Review**

**According to Vishranti Raut and Prafulla Patil (2015)**, various positive and negative impacts of social media on education or students. It is very important to overcome this problem. How can parents alleviate the negative aspects of social media while improving upon the positive results?

Moderating their access to social media is one excellent method. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites.

**According to Choney (2010), San Miguel (2009) and Enriquez (2010)** studies on students' use of the social media sites revealed a negative effect of the use of social media sites on students' academic performance. Nielsen Media Research study conducted in June 2010 stated that almost 25% of students' time on the internet is spent on social networking sites (Jacobsen & Forste 2011). The American Educational Research Association conducted a research and declared at its annual conference in San Diego California (2009), that social media users study less and generate lower grade (Abaleta et al, 2014).

**According to Kubey et al., (2010)**, impairment of educational performance and internet dependency are correlated by utilizing synchronous communication programme including Internet sites and forums. Jacobsen and Forste (2011), found a negative relationship between the use of various media, including mobile phones, and self-reported GPA among first year university students in the United States. In Taiwan, Yen et al. (2009), identified an association between mobile phone use and respondents and report that respondents have allowed phone use to interfere with their academic activities. Similarly, Hong et al. (2012), reported that daily use of mobile phones is correlated with self-reported measure of academic difficulty among a sample of Taiwanese university students. In a survey of Spanish high school students Sanchez-Martinez and Otero (2009), found a correlation between "intensive" mobile phone use and school failure.

A recent survey showed that approximately ninety percent of teens in the United States have Internet access, and about seventy-five percent of these teens use the Internet more than once per day (Kist, 2008). This study also showed that approximately half of all teens who have Internet access are also members of social networking sites, and use the Internet to make plans and socialize with friends (Kist, 2008). In September 2005, out of the total adult internet users (18-29 years) 16% were using social networking site but this percentage increased to 86% in May, 2010.

### **III. Objective of Study**

The general objective of the study was to find out the impact of social media on academic performance among students. The specific objectives of the study were as follows:

- To identify the benefits obtained from using the social media by students
- To identify the challenges faced by the use of social media by students
- To determine how social networking websites affects student's academic performance.
- Identify the most visited social networking sites by college students
- Determine the students' purpose for using the identified social media sites
- Find out the amount of time students invest into social media sites

### **IV. Research Methodology**

#### **Research Design**

The research design in this study is survey research design. An attempt was made to determine the opinion of respondents on the impact of social media on students pursuing higher education in NCR region.

**Primary:** - Through Questionnaires using Google form

**Secondary:** - Through Internet, Journals, Newspapers a

**Data Collection Procedure:** - Survey through Google Form

**Research Instrument:** - Structured Questionnaire.

**Sample Size:** - 100

**Sample Area:** - work done in college campus and universities of NCR

**Sample procedure:** - Random sampling.

#### DATA COLLECTION

There were mainly two sources of data collection:-

##### Primary data:

- Survey method

##### Secondary data:

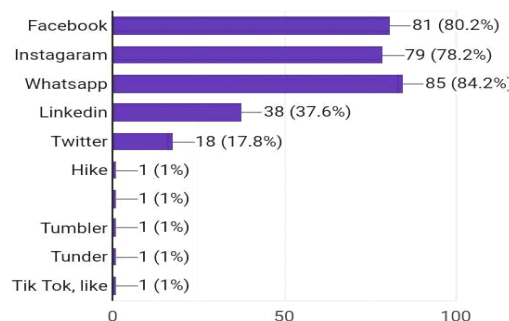
- Study of Social media
- Websites and social networks
- Published articles

### V. Data Analysis

In order to access the **Impact of Social media on student pursuing higher education – a Study of NCR Region in India** we analyze the questionnaire according to the response. Whatever the question have been asked. We are taken sample size for analysis of

Questionnaires about 100.

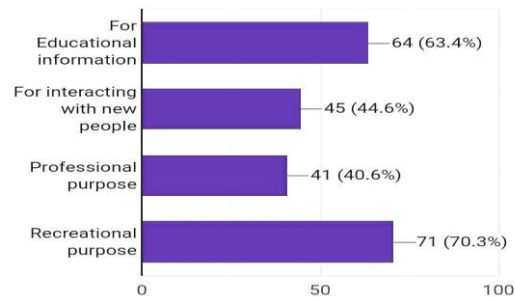
- Which of the following social media platform do you use?
  - Facebook
  - Instagram
  - Whatsapp
  - LinkedIn
  - Twitter
  - Other



**Analysis:** It is clear from the graph that majority of sampled student are using WhatsApp Facebook and Instagram having different purpose.

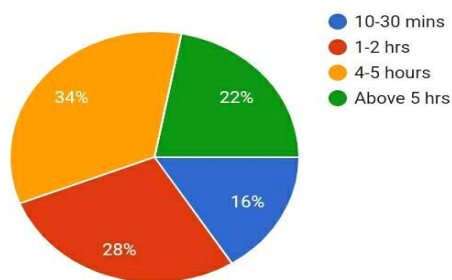
- For what purpose the social media are mainly used by you?
  - For Educational information
  - For interacting with new people

- Professional purpose
- Recreational purpose



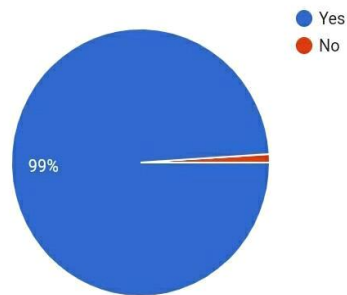
**Analysis:** More than 70% students use social media for recreational purpose. Very few are those who are using social media for educational and professional purposes.

- How long do you spend on social media during a typical day?
  - 10-30 mins
  - 1-2 hrs
  - 4-5 hours
  - Above 5 hrs



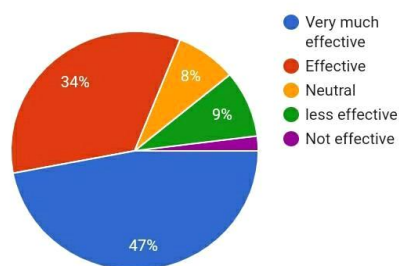
**Analysis:** lots of students are addicted to social media as per the study and the graph lots of student use social media for more than 4 to 5hrs which is not a good sign.

- Do you use social media to communicate with your friends?
  - Yes
  - No



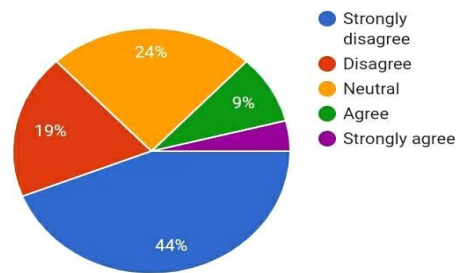
**Analysis:** More than 99% student says that they use social media to communicate with their friends.

- What is your opinion of using social media as an learning tools?
  - Very much effective
  - Effective
  - Neutral
  - less effective
  - Not effective



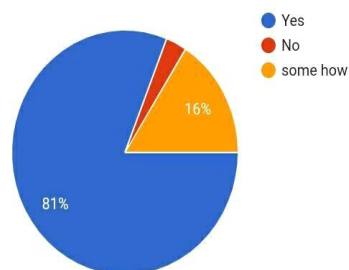
**Analysis:** More than 45% student agrees that social media can be a powerful learning tool if utilized in proper way.

6. Do you agree that social media is diverting students from their Career Goal?
- Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree



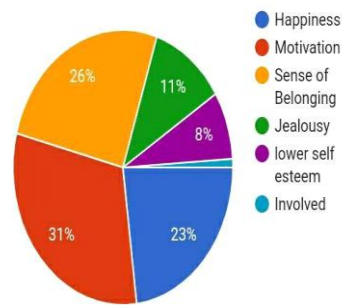
**Analysis:** More than 40% students disagree that social media is diverting them from their career. Few of them accept that social media is diverting them from their career.

- Do you feel social networking sites are making effect on the behaviour of students?
  - Yes
  - No
  - some how



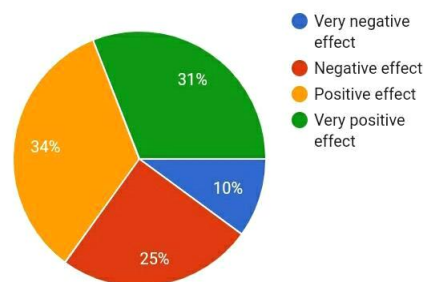
**Analysis:** more than 80% students says that social media are creating impact on their behaviour.

- What kind of emotional effect do you think social network sites have on behaviour of students?
  - Happiness
  - Motivation
  - Sense of Belonging
  - Jealousy
  - lower self esteem
  - Other



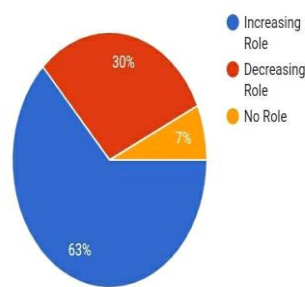
**Analysis:** Different student have different view regarding the impact of social media on their behavior. Some says it has provided the sense of belonging, and some feel social media are lowering their self esteem.

- Do you feel social network sites have had an effect on your grades or Performance?
  - Very negative effect
  - Negative effect
  - Positive effect
  - Very positive effect



**Analysis:** Many students according to the graph accept the social media have negative effect on their performance but meanwhile lots of student as per the data says it has positive effect also.

- What role do you think social network sites will have in the future of student?
  - Increasing Role
  - Decreasing Role
  - No Role



**Interpretation:** More than 60% students think that social media have increasing role for their future. But many of also accept that it has decreasing role.

## VI. Finding

This study show that student pursuing higher education is in NCR region is mainly Using Face book and WhatsApp when compared to other social networking sites via their handsets or GSM. Students of the sampled College to a large extent visit these social networking sites to relate with their peers as well as for communication. They also use them for assignments (academic purpose) but far much lesser. Students of the study studied prefer the use of Cell phones in accessing social networking sites than Laptops, Desktop Computers and mobile. Students are also getting change in their behavior like aggressiveness sense of belonging lower esteem but these changes differ in different students. Facebook is the most utilized social networking site by the students and most student are active on whatsapp as best social media platform. The results of this study revealed that the amount of time spent on social media sites interfere with the academic performance of students.

## VII. Conclusion & Suggestions

As indicated by the above research we came to know the different positive and negative impact of web-based social networking on student pursuing higher studies.. It is required to beat this issue. The study shows how the academic performance is being affected by the excessive use of social media and change in behavioral pattern of the student. .they are not providing time to family as well it comes to here as a conclusion that the problem is getting more and more complicated and a good solution is must to bring the student out from this darkness and the virtual world of social media.

it comes to highlight that many students are also using Tiktok and Pubg at a addiction like if it is their medicine to run their life.

The study uncovered that greater part of the respondents had cell phones with and knew about the presence of online networking sites. Accordingly they visit their web-based social networking destinations and spend between thirty munities to three hours consistently and also above 5 hrs. What's more, the study uncovered that the utilization of social media for various purpose like informational sharing but also comes to a conclusion that it is also making a change in students behavior their attitude. Some are feeling low esteem but some have got a sense of belonging by using social media.

So it's better to have a control on use of social media let's not make social media an addiction but a powerful for better growth of students. Social media is a tool for better learning as well as better relationship but from this research it also reflects how the social media is used for benefits recreation with denoting the wrong aspect. Lots of time is wasted using social media and show how much there is needed to be proper utilization of social media for better future of students.

Based on the findings of this study, the following recommendations are offered as The stakeholders (college authorities, teachers, parents and guardians) should pay more attention to the students. Most of them use these social media for ulterior purposes and this hinders them from attaining academic excellence. So student need to be self aware regarding this. Mentoring and counseling also works. Government efforts to ban most addicted social platform for better future of students.



### **VIII. Limitations**

- The limitations in this research are the small number of the sample used, and it is limited to NCR region only. Therefore, we are unable to apply the result to the entire country. The responses given by the respondent may not be true. It was difficult to find respondents as they were busy in their schedule and collection of data was very difficult.

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