

Impact of Social Media on the Students of Arts and Commerce College (With context to students of C.P.and Berar Arts and Commerce College , Nagpur)

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Abstract

Media is the main means of mass communication (publishing, broadcasting, internet etc) regarded collectively. There are three main types of media – electronic media, print media and internet. Electronic media is nothing but broadcast media which include primarily Television, Radio etc. Print media include newspapers, magazines etc. Internet is modern day most important media instrument. Social media is best example of Internet media. Social media has attracted the attention of global researchers as its impact on masses is yet to be fully understood. Especially, its impact on students has to be studied separately in order to understand the usability of social media in the field of education.

In today's era, every student in educational field is aware of promotional sources. Arts and Commerce students are also not the exceptions, master's degree and engineering students have included mobile, computers and internet in their studies. It is one of the most important parts of their studies. Especially in today's era, students mostly use Face book, What's App, Twitter on their mobile phones. During cricket matches students used to spend hours by sitting in front of T.V. This is totally waste of their precious time. In such a situation the media and similar tools are obstructing and creating a kind of social problem among the students.

Keywords- Effects, media, activities, research, suggestions, digitalization etc

Introduction

Today almost all students get online papers, exam registration forms, hall ticket on their email portal, sending examination papers by mail, online paper checking, online exam result etc. All places are now digital so obviously internet is used. Digital India program started by government is also bringing change in the country and is spreading worldwide. Social media has its own place and importance in today's world.

Advertisement and social media has affected our lives favorably and unfavorably. Today's college going youths is engrossed in surfing internet sites and spending hours gathering various information at various places including internet café. Internet has made felicitated and made our day to day lives easier. We can get information and literature at a click of mouse. One must genuinely make use of internet and other medium for the betterment of life, farmers may gather information regarding market prices of the products and other related information sources. In today's globalised world use of print and social media has become on intrinsic part of our life. Even the fellow students at villages and remote places are no different to the use of medium to make better use in the need of hour. This would lead to betterment of society at large and create capable generation next.

Youth is future of our society and country at large. Future of the country is in the hands of youth and therefore use of social media by our youths in healthy way must be taken seriously, unhealthy use would have negative impression on society. Major part of India is resided at villages and therefore it imperative to imbibe good social values and give them an important place in our lives, creating awareness regarding this issue from various institutions is the need of the hour and public awareness about this topic in different educational institutes is getting necessary day by day. Different volunteering institutions, film censor board, rules, self control etc components may help. Parent's attention, proper counseling and guidance may also be very useful for spreading awareness about the causes. To get out of the trap of cyber crime, students must and with self should lead healthy technosavy lifestyle. For this, different technical tools must be handled carefully. Students must be aware of keeping password of email, social media accounts, Bank ATMs, mobile wallets safe and security check up updated.

Students and Technology

Use of internet and mobile is affecting human mind in various ways. This is the part of cyber psychology. People's mind is in confusion that someone is chasing them all the time. Chasing means someone is keeping an eye on them. Over selves they are hacking them on internet after analyzing their mind. These psychologists come to know that these people set into confusion always. Their mind is never ready to have faith on someone else talks or suggestions. Due to smart phones everyone is used to of internet facility. Due to excessive use of mobile phones and internet, mental diseases under cyber psychology have increased. The young IT engineer who lose their jobs generally suffer these type of diseases. This is because their lifestyles are different from the other people and that throughout the day they just have work on smart phones i.e. for using internet etc. However the amount of time we spend on mobile phones completely depends upon our own decisions/thoughts. Excessive use of phones has increased the chances of mental diseases in I-T engineers. They are not able to follow proper schedule for anything not even sleeping and waking up on time. Sitting for hours and surfing the internet has become their hobby.

This study is trying to find out the impact of social media on students as art, commerce students are more familiar with technology and social media. As, India generate highest number of Engineers every year, studying the impact of social media on them become more relevant as it targets largest homogeneous group of students. . Also they are active users of various social media instruments. So that one can comprehend the impact of social media and internet on the students of other fields.

Instructions for parents.

- Shall have information about Internet and computer.
- Relationship with their children should be like a friend.
- Shall have healthy communication with their children
- Engage themselves with children in various activities such as discussion, playing, study etc.
- Give as much time as possible to children.

Instructions for students

- Any wrong site visited by mistake then without deleting it inform to elder parent of home.
- Inform parents if anyone is bullying on internet.
- Keep yourself aware of disadvantages of hyper-activism on social media.
- Use Internet creatively.
- As we take care of ourselves in offline world similarly we should take of ourselves in online world.
- Behave with Responsibility.

According to a 2016 survey by Google:

There is urban-rural divide in internet usage proportion among ladies in the world. Internet usage in urban ladies stands at 72% while that of their rural counterparts stands at 28%. Moreover, it varies across various age groups as shown below.

Age group	Percent
15-35	75
35-55	21
56-75	4

Screen time distribution of women

- Call and messaging-25%
- Browsing-19%

- Social media-29%
- YouTube and music-27%

This survey indicates lack of digital literacy in women. A number of organizations are trying to bridge this gap. In Maharashtra responsible citizen movement has been started for this purpose. The woman those who are digitally illiterate should use their skills for their own empowerment.

Social media, Internet usage and University girls-

- Blogs are popular among citizen. People use blogs to demonstrate their writing skills and reaching out to people. Bloggers are popular internet celebrities and blogs can be monetized for their financial gain.
- YouTube should be used for entertainment as well as educational purpose. You can reach to wide audience through your skills, ability and videos through internet.
- Thoughts and ideas can be exchanged over What's App groups.
- Instagram is used by photographers to present their work to wider audience. From mature to paid professionals a lot of photographers use Instagram.
- LinkedIn is used by working professionals all across the world to connect to each other and employers.
- As of now almost every government department uses Twitter which facilitates communications between civilians and the government.

One must be careful while using internet. Cyber crimes against women are growing day by day. Therefore it is important to educate women about Cyber safety. The dream of digital India can only be achieved through digital empowerment of the women of India.

Internet, Social media and Students

In their studies, internet plays crucial role. Right from the books – standard and reference, notes, extra information, Wikipedia, online channels, portals, YouTube videos, online learning apps and software's are very important in the education, studies of the engineering students. Also, teachers suggest students to search the concepts on the internet in order to go in details. Thus, students also use internet for quality purpose.

Social media has another level of importance in the life of engineering students. Apart from studies and education which is common platform to discuss study related topics, social media helps students to keep aware of modern trends in technology, engineering, local, national and international affairs. Thus, internet, social media and enjoy special kind of relationships that no other educational field enjoys. That's why a separate study is needed to find out how social media and internet influence the lives of engineering students and at the same time how it affect the students and how much they are aware of ill-impact of social media on their physical and psychological health.

Excessive use of mobile, internet and social media by the college going students keeps them away from their growth. In today's world these students lack concentration and focus because of mobile and internet.

Advantages and Disadvantages of Social media.

Disadvantages

- Cyber-bullying – Cyber bullying means threatening the individuals online mostly through social media to do something or asking for ransom in exchange of valuable information.
- Hacking – Entering into private space of individuals and stealing important data from their computers such as documents, usernames, passwords, sensitive materials etc.
- Addiction – Social media is addictive as people get used to it and find very difficult to get rid of social media. Thus, people find it difficult to concentrate on works.
- Fraud and Scams – Especially financial scams and frauds. It mostly through stealing the passwords, ATM pins and hacking the sites of banks.

- Security issues – People put pictures of themselves on social media and thus make it public. Criminals use this information to conduct criminal activities against the targeted people. Thus, social media possess great security threat to individuals and their family members.
- Privacy and relationship issues - Most of the people have used the social media platform to propose and marry each other. However, after some time they turn to be wrong in their decision and part ways. Similarly, couples have cheated each other by showing the fake feelings and incorrect information.

Advantages

- Noble Cause – Social media can be use for social cause such as creating awareness about various issues, collecting funds for NGOs, providing information about campaigns to large masses in less time, political, social movements etc.
- Awareness Campaigns – Creating awareness about environment, diseases, noble causes like saving water, trees, forest, water bodies, mountains, ecology etc. various awareness campaign can reach majority of people across the globe in less time.
- Connectivity – Social media helps to improve connectivity. Friends, Family members, Colleagues sitting in any corner of the world remain in contact through social media and also facilitate the communication.
- Helps in building communities – Social media helps in building virtual communities such as WhatsApp, Facebook groups etc. Thus, sharing information to large people in less time is possible. Also, it facilitate the easy communication between colleagues within the groups and increases transparency.
- Entertainment – Social media entertain the people as it facilitates sharing of jokes, memes, videos, chats between friends, family members, colleagues etc.
- Education and Health – This is one of the most important and noble advantage of social media. Social media create awareness about education and health. It provide sufficient information about various educational courses, diseases, its symptoms and its cure etc. It also facilitates easy communication between the experts in the respective fields.
- Informative Medium – Social media is very informative medium as it keeps users informative about global, national, local level news, information etc. At the same time, information about various fields such as sports, politics, history, climate, environment, geography etc.

Research Methodology

Research techniques are one of the scientific techniques to gain knowledge. In order to deliver some distribution, research has not brought any significant impact on the population. Amendment is also an integral part of research.

Topic selection:-

Researcher selected this topic for detail study of Impact of social media on students (with context to students of C.P.and Berar College, Nagpur)

Objectives of study-

- To find out impact of social media on physical as well as psychological health of engineering students.
- To study the importance of social media in the social life of engineering students.
- To find out role of social media in the education of engineering students.

The main objective of this research is to study the problem of increasing negative effect of social media on engineering students and to make them aware about the effects on social media. The result of this study should be for awareness among the engineering students.

Hypothesis of Research

Every social research has some hypothesis and assumptions which are as follows-

- Hyper-use of social media has adverse effect on physical as well as psychological health of engineering students.
- Social media keeps engineering students aware of national and international affairs.
- Social media helps engineering students in study purpose.

Research Design -

In this research, mainly descriptive and suggestive research design has been used by researcher. With the help of research design, researcher could draw appropriate conclusion through scientific way.

Sample Selection –

Sample selection basically with non probability sampling and covered total 50 students as respondents selected from college through randomly selection method for data collection from respondents.

Data collection method-

Primary and secondary resources are used for the data collection in this research. As a primary data collection, directly visited to the field and with the help of questionnaires, data has been collected from respondents.

For secondary sources, books, magazines and various research book referred by researcher.

Data analysis-

Collected data has been analyzed manually and classified with the help of Microsoft Excel and coding system. With the use of various tables, the collected data has been framed properly into suitable tables, graphs, pie-chart etc with the help of computer software. In this research, machine tabulation method has been used for impartial analysis of data.

Tabulation-

The process to frame the data in table, graphs and pie-chart format called as tabulation. In this research, machine tabulation method has been used specifically computer software.

Analysis and interpretation of data -

Collected data has been classified and interpreted for drawing the conclusion. Appropriate tables, charts, diagrams, percentage wherever necessary have been used. At the same time, the aim behind asking the questions as well as the brief data analysis and interpretation of respective questions has been conducted.

Limitation of Research -

This research is mainly base on impact of social media and ill-effect of hyper-use of social media on engineering students. As research area, the student respondents have selected from C.P.and Berar College, Nagpur. Students have been selected by random sampling method from first year to final year. Data is being collected with the help of questionnaires and interview schedule.

Statistical Analysis and Data Interpretation

On the basis of collected data from students respondents, statistical analysis and data interpretation have been carried out in this research.

Conclusion, Suggestions and Recommendations

1. Almost all the students of engineering, irrespective of their age, use social media.
2. Locality has no impact on use of social media among engineering students.
3. All the students, irrespective of the years of their engineering education, use social media.
4. All the respondents use social media irrespective of their genders. The study shows that fathers' occupation has no impact on social media usage pattern of engineering students.
5. The study shows that mothers' occupation has no impact on social media usage pattern of engineering students.
6. Majority of engineering students belong to nuclear families while significant population of sample size belong to joint family also.

7. Majority of students are hostellers. Therefore, they have very limited communication with their parents and family members. Such students are more attracted towards the social media. From the study it is found that residence of students plays crucial role on social media usage pattern of Engineering students.
8. Almost all the students we questioned use social media i.e. all 50 students use one or other social media instrument. Thus, it can be said that, social media has become an integral part of life of Engineering students. Hence it is proved that all engineering students in the research area use social media.
9. Social media has not been restricted to entertainment purpose only but has become an important instrument of education too. Most of the students use social media for educational as well as entertainment purpose. Thus, it can be said that What's App and YouTube are most important social media instrument for Engineering students mainly because of its communicative and informative features.
10. It is found that What's App and YouTube are most useful social media instruments for engineering students followed by Face book and Instagram respectively.

Conclusion-

Through the study, students compromise with their normal sleeping hours for the sake of social media. Inadequate sleep may affect their academic performance and also physical health. But significant population doesn't compromise with their normal sleep. Thus, we can conclude that Engineering student often compromise with their sleep of 7-8 hours of a day. This may impact their physical and mental health. This is evident from the study that majority of students either don't live without social media or could not say anything about it. But significant number of students claims that they can live without social media for more than four weeks. In short majority of student's claims that they are not addicted to social media.

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