

INFLUENCE OF SOCIAL MEDIA AMONG COLLEGE STUDENTS IN TRICHY

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DOI: <https://www.doi.org/10.58257/IJPREMS37140>

ABSTRACT

This study explores the impact of social media operation among college students, fastening on its goods on academic performance, internal health, social connections, and overall well-being. With the pervasive presence of social media in students' diurnal lives, understanding its influence has come decreasingly pivotal. Findings reveal a binary impact while social media enhances communication, networking, and access to educational coffers, it also contributes to distractions, sleep disturbances, and heightened situations of anxiety and depression in some druggies. The present study aims at knowing impact of social media among college students in Trichy. Also, this study examines differences in social media usage grounded on demographic factors, including gender, age, and field of study. For this purpose, primary data was collected from 98 repliers. Data was tabulated and anatomized with the help of statistical tools to achieve the objects of the study. This articles concludes with recommendations for students, and policymakers to foster a balanced approach to social media operation, using its benefits while mollifying its adverse goods.

Keywords: Academic Performance, People Connection, E-Shopping, Business Proposals, Social Influence, Mental Dullness.

1. INTRODUCTION

The Internet has taken a firm place in people's lives. Social media has come an integral part of ultramodern life, revolutionizing communication, commerce, and access to information. Among students, its influence has been profound, shaping their academic, social, and emotional geographies. The ubiquity of platforms similar as Instagram, Facebook, Twitter and LinkedIn has converted how students engage with peers, partake knowledge, and make their individualities. still, this pervasive integration of social media raises critical questions about its benefits and downsides in shaping scholars' lives. This study explores the influence of social media on students, fastening on its impact on academic performance, social chops, internal health, and overall life.

Social media are online technology platforms that help to connect people together far and near. It is used to make relationship among people. With their help, we can communicate with each other, indeed on different main lands, hear to music, read books, look at prints and much further. Social media have greatly simplified our lives and tied to ourselves wherever we go. During the time spent discovering personalities for familiarity, youths go into different connections and get the chance to speak with a fairly bottomless number of individualities and decoration gatherings, with a wide range of personalities, take in a considerable measure of stories, have the occasion to trade ideas and talk about issues important to them. Thus, druggies of social networks, in utmost cases, are a representative of the youngish generation. This study aims to examine the impact of social media on college students' behavior, focusing particularly on how it affects their academic performance. It considers a variety of popular social networking platforms, including Facebook, Twitter, YouTube, Blogs, Myspace, Snapshot and LinkedIn, to understand their influence in different contexts.

The impact of social media on college students is multifaceted, influencing various aspects of their lives, including academic performance, mental health, social interactions, and personal development. While social media serves as a powerful tool for communication, learning, and self-expression, its excessive or unregulated use can lead to negative consequences such as decreased productivity, social isolation, and heightened mental health challenges.

While social media offers numerous benefits for academic collaboration and social interaction, it also poses significant challenges, particularly regarding mental health, academic distraction, and identity formation. A balanced approach, focusing on moderation and responsible use, is essential for maximizing its benefits while mitigating its drawbacks.

2. PROBLEM STATEMENT

Social media growth in the present era is not controllable. The popularity of social media among youths is only because of technology as it is a vital part in today's student success equation. This study aims to investigate the relationship between social media access with academic achievement, engagement and relationship building among students. This study try to determine the good and negative effects of social media on students' life.

3. LITERATURE REVIEW

Ritu G. Biswas and Kamalpreet Kaur (2020) explored the impact of social media on Indian youth. This study identifies five key themes: socialization, identity formation, political participation, access to information, and emotional well-being. The findings suggest that social media has a significant impact on Indian youth's behavior, attitudes, and socialization.

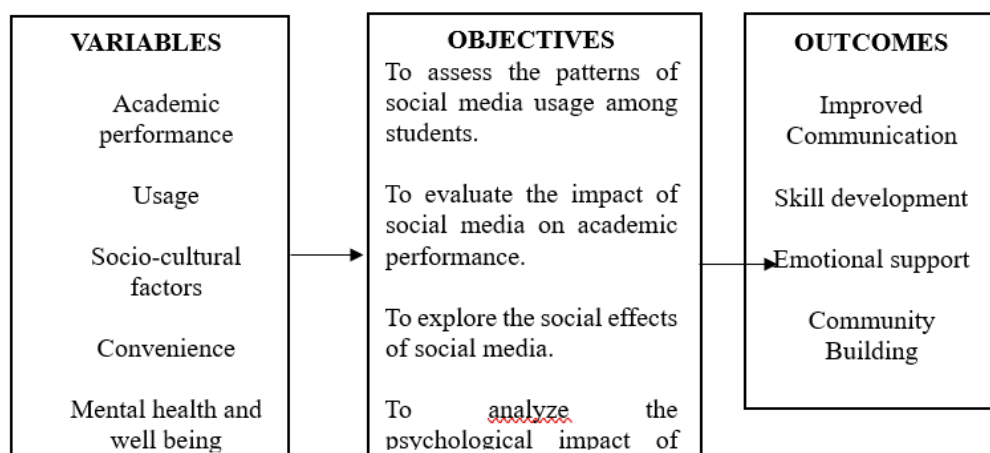
Laura O. Olusanya and Ijeoma L. Nwachukwu (2020), the results of the study suggest that social media has both positive and negative effects on mental health among young adults. Positive effects include social support, emotional expression, and sense of belonging, while negative effects include anxiety, depression, loneliness, and low self-esteem.

Ashavidya Kusuma, Bournemouth University (2020), confirmed that young people are establishing amicable social connections with the neighbourhood. They also explored that academic achievement for students is one of the key effects of these platforms.

Kiran Shankar Lal Soni (2019), confirmed that the teenagers and young people, who are growing up as members of the Net Generation, make use of the most recent technology, such as iPads, smart phones, games, and laptops. They concluded that children today are raised in a digital environment, and their access to technology has given them more freedom to interact with adolescents and the rest of the world.

Gilbert M. Talaue et al. (2018), discussed the impact of social media on academic performance of selected college students in Saudi Arabia. They emphasize the necessity of social networks responsibly by highlighting the mixed effects of social media on academic achievement. They concluded on the effects of social media on academic performance and found that social media has positive impacts on communication between faculty and students, and also allows for the sharing and generating of ideas related to studies.

4. RESEARCH MODEL



5. METHODOLOGY

Descriptive research design were adopted for this study. Using a non-probability, convenient sampling technique, 98 College students in and around Trichy city were chosen for the conduct of survey. A self-structured knowledge questionnaire with 5-point Likert scale ranging from 1-strongly agree to 5strongly disagree, as well as dichotomous scales. The questions are about influence of social media. Tools include descriptive statistics, chi-square and correlation were used to analyze.

Demographic analysis: With the experience of the respondents above 18years.

6. RESULTS AND DISCUSSION

6.1 Chi-Square Analysis - Relationship between age and usage of social media

H0: There is no significant relationship between age and usage of social media among students.

H1: There is significant relationship between age and usage of social media among students.

Table No: 6.1.1

Table Name: Relationship between age and usage of social media

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	13.78a	9	.130
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		
7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.			

Chi-square value= 13.78

Degree of freedom= 9 Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no significant relationship between Age and Usage among students.

6.2. Chi-Square Analysis - Gender and academic performance of students

Ho: There is no significant relationship between Gender and academic performance of students.

H1: There is significant relationship between Gender and academic performance of students.

Table No: 6.2.1

Table Name: Gender and academic performance of students

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.72a	3	.437
Likelihood Ratio	57.261	15	.000
Linear-by-Linear Association	18.490	1	.000
N of Valid Cases	102		
19 cells (79.2%) have expected count less than 5. The minimum expected count is .02.			

Chi-square value= 2.72

Degree of freedom= 3

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between Gender and academic performance of students.

6.3 Correlation Analysis – Relation between age and usage among college students.

H0: There is no significant relation between age and usage among college students.

H1: There is a significant relation between age and usage among college students.

Table No: 6.3.1

Table Name: Age and usage among students

		Age of the students	Usage by the students
Age of the students	Pearson Correlation	1	.416*
	Sig. (2-tailed)		.997
	N	3	3
Usage by the students	Pearson Correlation	.416*	1
	Sig. (2-tailed)	.997	
	N	3	3

Interpretation

It is inferred that a significant (2-tailed) value 0.997 is greater than the critical value 0.05. Hence H1 is rejected and H0 is accepted which means there is no significant relation between Age and Usage.

6.4 Correlation Analysis – Relation between age and convenience among college students.

H0: There is no significant relation between Age and Convenience among college students.

H1: There is a significant relation between Age and Convenience among college students.

Table No: 6.4.1

Table Name: Age and Convenience among students

		Age of the students	Convenience by the students
Age of the students	Pearson Correlation	1	.095*
	Sig. (2-tailed)		.997
	N	3	3
Convenience by the students	Pearson Correlation	.095*	1
	Sig. (2-tailed)	.997	
	N	3	3

Interpretation

It is inferred that a significant (2-tailed) value 0.997 is greater than the critical value 0.05. Hence H1 is rejected and H0 is accepted which means there is no significant relation between Age and Convenience.

7. IMPLICATIONS AND RECOMMENDATIONS

1. There is a notable indication that students may be struggling with addiction to social media, as well as the impact it has on their mental health, self-esteem, and academic performance. Universities and educational institutions should consider implementing workshops or campaigns focused on promoting healthy social media habits. This can include educating students about the signs of social media addiction and its potential negative effects.
2. While many students believe that social media helps with academic performance, there is a need for greater monitoring of its actual impact on focus and productivity.
3. The data shows a connection between social media use and mental health issues, with students reporting both positive and negative impacts. Establishing or strengthening mental health services specifically related to the psychological effects of social media could help students.
4. Many students report skipping routine activities for social media use or spending more time on social media than interacting directly with friends and family. This could indicate a lack of time management skills or a reliance on social media for social interaction.
5. A significant number of students report feeling pressure to present a "perfect" image on social media. This can affect their self-esteem and body image. It is important to develop initiatives that encourage self-acceptance and authenticity in online spaces.

8. CONCLUSIONS

Social media is a powerful tool with immense potential to shape students' academic and personal lives. While it offers numerous benefits such as enhanced learning opportunities, global connectivity, and creative expression, its misuse can lead to significant challenges, including academic distractions, mental health issues, and social isolation. This study aims to reveal the complexities of social media's influence on students, providing valuable insights into how it affects their academic performance, social skills, and psychological well-being. By understanding these dynamics, stakeholders can foster a balanced approach to social media usage, ensuring that students harness its benefits while mitigating its risks. This research highlights the importance of finding a balance in social media usage to maximize its benefits while minimizing its adverse effects. Educators, parents, and students must work collaboratively to promote digital literacy, encourage responsible usage, and foster awareness about the potential risks associated with social media. Further studies are needed to explore strategies that can empower students to leverage social media as a constructive tool while mitigating its negative influence. By addressing these concerns proactively, society can ensure that social media continues to enrich the lives of college students, helping them thrive academically, socially, and emotionally in the digital age.

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