

Impact of Social Media on College Students in Kashmir

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ABSTRACT

As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's student success equation. The study sought to assess students' use of social media and its effect on academic performance college students. On the basis of random sampling a sample of (n=130) students was selected. Questionnaire was used as an instrument for data collection. The entire questionnaire received back from respondents on which descriptive statistics apply for data analysis. Results of this study revealed that the use of social media sites had affected academic performance of the respondents negatively and that there was direct relationship between the use of social media sites and academic performance. The study further confirmed that most of the respondents visit their social media sites and spend between six to eight hours per day. Since the use of social media sites had affected the academic work of students negatively there is the urgent need for the introduction of students to the availability of other information resources or materials that can help them academically.

Keywords: *Social Media, College Students, Academic Performance, Informative Sources.*

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. The term is used so vaguely that it can basically be used to describe almost any website on the internet today. Or maybe not. Some people have more of a restricted view of social media, often equating it to mean the same as social networking (Facebook, Twitter, etc.). Perhaps the best way to get a clearer understanding of Social media is to break it down into simpler terms. To start, let's look at each word individually. The "social" part refers to interacting with other people by sharing information with them and receiving information from them. The "media" part refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media). So from these two separate terms, we can pull a basic definition together. *Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.* Social media

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has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur and Huberman, 2010). In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010). In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2009). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook; numbers for YouTube users closely follow as well (University of New Hampshire, 2009).

Social networking websites provide tools by which people can communicate, share information, and create new relationships. With the popularity of social networking websites on the rise, our social interaction is affected in multiple ways as we adapt to our increasingly technological world. The way web users interact and talk to each other has changed and continues to change. These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social interaction by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships (Asur and Huberman, 2010). Communicating through the internet and social networking websites is quite different from communicating in person- to- person situation. When users communicate through these websites, they use things like instant message (IM) and chatting as well as status or Twitter updates to talk to friends and express themselves (Kaitlin, 2010). Kaitlin (2010) further opines that social networking websites also affect the way we receive information and news. The sites open up different portals through which we get information and create more diverse news outlets. Most of the studies, Choney (2010), San Miguel, (2009) Enriquez (2010), Karpinski & Duberstein (2009), Khan, (2009), Kubey et al (2010), conducted on students' use of the social media sites and its impact on academic performance focused on students in the developed world.

According to previous studies that most of the people visit their social media sites using their phones and spend most of their time every day due to which various aspects of the people had negatively affected.). Schill (2011) states that the social media sites encourage negative behaviours for teen students such as procrastination (catching up with friends), and they are more likely to drink and drug. However, every day, many students are spending countless hours immersed in social media, such as Facebook, MySpace, World of Warcraft, or Sim City, whatsapp and instagram etc. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years, social networking

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among students has become more and more popular. It is a way to make connections, not only on campus but with friends outside of school. Social networking is a way that helps people feel they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students will not be affected by how much time is spent on these sites. Choney, (2010), MehMood & Taswir, (2013), Kist (2008), Jacobsen & Forste, (2011), believe that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely. Many parents and guardians are worried that students are spending too much time on facebook and other social media sites and have not enough time to study.

Objectives

1. To examine the impact of social media on academic performance among Kashmiri students.
2. To identify the benefits obtained from using the social media by Kashmiri student.
3. Investigating the significance relationship between use of social Media and academic performance of Kashmiri student.

Hypotheses:

1. There is a relationship between time spent on social media and academic performance of Kashmiri students.
2. There is relationship between the use of social media and excellent academic performance of Kashmiri students.

METHODOLOGY

Participants:

To determine the effect of the usage of social Media on the educational performance of student a survey was conducted from the students who use different social networks. A sample comprises of 130 (80 male + 50 female) Kashmiri students from Government degree college Baramulla (J&K). Sample was selected by Random Sampling method. Survey method of research was employed to study the Social Media Effects on College Students in Kashmir. The age ranges between 17-21 years.

Materials:

To determine the effect of the usage of social Media on the educational performance of student a survey was conducted from the students who use different social networking sites. In survey a questionnaire was used to collect data from the students. In questionnaire closed-ended questions asked from the target population. Respondents were asked to respond to the statements in the questionnaire by the following responses:

Strongly disagree (SD) if they feel the statement is strongly not suitable for them.

Disagree (D) if they feel the statement doesn't suit them,

Neutral (N) if they are not sure.

Agree (A) if they feel the statement is suitable for them.

Strongly Agree (SA) if they feel the statement is strongly suitable for them.

RESULTS

The survey method was used to collect data and information from a sample of students of Government degree college Baramulla (J&K). A set of questionnaire was designed by the researchers to collect information and data. The impressive response rate was obtained because the data was collected during lecture hours in the various departments. Respondents were given between 20-30minutes to complete the questionnaires. After the collection of data, the results were analyzed with the use of the Statistical Package for Social Science (SPSS) and the result shown in table.

Gender	N	Mean	SD	F-Value
Male	80	19.7	1.767	1.59
Female	50	16.6	2.236	
Total	130	18.15	4.003	

DISCUSSION OF FINDINGS

When respondents were asked whether they use internet, out of the total respondents of 130, 125(96.15%) responded in the affirmative whereas 05(3.85%) responded in the negative on the same issue. A further follow up question was to find out whether respondents had knowledge of social media sites. All the respondents representing (130)100% responded in the affirmative. It can be deduced that most of the respondents have mobile phone with internet facility on it and they also have knowledge of social media sites. When respondents were asked how much time they spent on their social media sites, 22 of the respondents representing 16.92 % indicated that they spent thirty minutes to one hour, 45 respondents representing 34.61% spent between two to three hours and the last group of 63 respondents representing 48.47% said they spent between five to seven hours a day on the social media sites. When respondents were asked whether the use of the social media affects their academic work, 99 of the respondents representing 76.15% answered in the affirmative whereas 25 representing 19.23% gave a negative responds. 06 of the respondents representing 4.62% were not certain whether the use of social media sites affected their academic or not. Out of the total respondents of 130, 80 representing 61.53% responded in the negative when asked if the use of social media had improved their academic work, 30 representing 23.07% responded in the affirmative, whereas 20 respondents that is 15.39% were not sure. The idea was that most of the respondents were aware that social media use affects their academic performance. This was because it was confirmed in the study that most of the respondents use the social media sites for other purposes rather than academic work. The implication is that the use of social media may likely not bring any improvement in the academic work of respondents. There a strong and positive relationship between academic performance and the use of social media. In other words, the more use of social media, the less academic performance students will record. This implies students who use the social media sites frequently turn to perform poorly academically.

CONCLUSION

The study was conducted to examine the impact of students' use of social media sites on their academic performance. The study revealed that majority of the respondents in Kashmir had mobile phones with internet facility and had knowledge of the existence of social media sites.

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As a result they visit their social media sites and spend between one to seven hours every day. In addition, the study revealed that the use of social media had affected academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance. Use of social media also affects badly the career of students in Kashmir as situation remains tense all the time. Using social media like Facebook, WhatsApp students share some illegal pictures due to which they get arrested by the hands of armed forces and even some FIR/acts are being lodged on them, ultimately they are not being allowed to continue their studies as they being forced to spend most of their time in lockups. So this is one of the impacts of misuse of social media in Kashmir on students. In some cases students even sometimes give-up their educational institutions and prefer labouring as they need money to get balance in their phones so that they can use social media without any disturbance. So thus to conclude social media not only affects the academic performance of the students of Kashmir but sometimes social media proved to be a disaster for the lives of the students misusing it. Since the use of social media sites had affected the academic work of students negatively there is the urgent need for the introduction of students to the availability of other information resources or materials that can help them academically. Students should be encouraged to limit the time they spend on their social media sites per day and advise them to rather substitute those hours to read other informative sources to improve their knowledge.

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