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The Effect of Social Media on Students in India

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Abstract: Purpose: Research in the field of Social Media have become a dynamic study area over the past few decades and is likely to become even more so as the importance of Digital media is rapidly gaining momentum. Therefore understanding this domain will be viewed as increasingly important. Researchon University students is gaining momentum. This article aims at examining the relationship between Social Media and University students in India.
Keywords: Social Media, Students
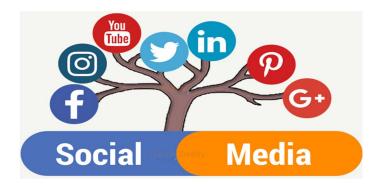
I. INTRODUCTION

A. Social Media

Social media is an internet platform communication. Social media enables an individual to exchange information, share ideas, interact with other users and create web content. There are many forms of social media, such as blogs, social networking sites, photo-sharing sites, messaging, podcasts and more.If used properly, social media is a valuable addition to a department's communications strategy. Because many employees have shown interest in developing and maintaining a social media presence in personal and professional environment. However social media plays an important role in gaining day to day information from around the globe and updates the users on timely basis.

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.

The ability to share photos, opinions, events, etc in real-time has transformed the way we live and, also, the way we do business. Retailers who use social media as an integral part of their marketing strategy usually see measurable results. But the key to successful social media is to not treat it as an extra appendage but to treat it with the same care, respect, and attention you do all of your marketing efforts.

B. Social Media Marketing Is Fleeting

In the early days of social marketing, there was little competition for the dollar—not so today. For example, you can spend thousands of dollars on a Facebook ad campaign and, sometimes, get no return on your investment. By its very nature, social media is a short attention span media—it is much harder to get someone's attention with a Tweet then it was to get someone's attention with a newspaper ad. That's because ad headlines and copy are harder to write on Twitter or Instagram.

Another thing to consider is that the most commonly-shared content on social media is an image. So, always include an image with your posts. This will dramatically increase your chances that one of your followers will share the post with their network. While building up a large network of followers is great, ultimately what you want is to have your followers—no matter how many you have—share what you're posting with their network, and those people will share your post with their followers, and so on. This is the new form of "word of mouth" and it's what people mean when they say a post went "viral."

C. Education in India

Education plays the most essential part in shaping the behavior of man. In the same manner, the home and the school, play important roles in the development of the child. With the collective efforts of parents and teachers' students are enhanced towards growth.It tries to improve the quality of the students in terms of knowledge, skills, habits, current affairs and values while under the supervision of the school, university Education is a study to acquire a body of knowledge or skills in order to enhance one's ability to perform a particular job and be able to earn more money. Education is the development of one's personality, not exactly looking into the eye of economic advantage. Education is the root for any individual to emerge and survive in this dynamic world.India is a rapidly changing country in which inclusive, high-quality education is of utmost importance for its future prosperity. The country is currently in a youth bulge phase. It has the largest youth population in the world—a veritable army of 600 million young people under the age of 25. Fully 28 percent of the population is less than 14 years of age, and with more than 30 babies being born every minute, population growth rates are expected to remain at around 1 percent for years. India is expected to overtake China as the largest country on earth by 2022 and grow to about 1.5 billion people by 2030 (up from 1.34 billion in 2017). The UN projects that Delhi will become the largest city in the world with 37 million people by 2028.

This demographic change could be a powerful engine of economic growth and development: If India manages to modernize and expand its education system, raise educational attainment levels, and provide skills to its youth, it could gain a significant competitive advantage over swiftly aging countries like China.Some analysts consequently argue that India will eventually economically close in on China, because of India's greater propensity for entrepreneurial innovation, and its young, technically skilled, rapidly growing English-speaking workforce—which is projected to be in increased global demand as labor costs in China rise faster than in India.Indeed, India is now the world's fastest growing major economy, outpacing China's in terms of growth rates, even though it is still much smaller in overall size. Large parts of Indian society are simultaneously growing richer—the number of Indians in middle-income brackets is expected to increase almost 10-fold within just two decades, from 50 million people in 2010 to 475 million people in 2030. Some analysts now predict that India will become the second-largest economy in the world by 2050. India's higher education system, meanwhile, does not have the capacity to achieve enrollment ratios anywhere close to those of other middle-income economies. The country's tertiary gross enrollment rate is growing fast, but remains more than 20 percentage points below that of China or Brazil, despite the creation of large numbers of higher education institutions (HEIs) in recent years. Educational attainment in present-day India is also not directly correlated to employment prospects—a fact that raises doubts about the quality and relevance of Indian education. Although estimates vary, there is little doubt that unemployment is high among university graduates—Indian authorities noted in 2017 that 60 percent of engineering graduates remain unemployed, while a 2013 study of 60,000 university graduates in different disciplines found that 47 percent of them were unemployable in any skilled occupation. India's overall youth unemployment rate, meanwhile, has remained stuck above 10 percent for the past decade.Such bottlenecks have caused a large-scale outflow of labor migrants and international students from India: The number of Indian students enrolled in degree programs abroad has grown almost fivefold since 1998, while hundreds of thousands of labor migrants leave the country each year. Many of these migrants are low-skilled workers, but there is also a pronounced brain drain of skilled professionals—950,000 Indian scientists and engineers lived in the U.S. alone in 2013 (a steep increase of 85 percent since 2003).

II. LITERATURE REVIEW

A. Studies On Social Media And Education

Junco et al. (2010:122) assessed the effects of twitter on college student engagement and grades. The scholars pointed out that social media exposure had significant impact on the engagement than the control group. The study revealed that students and faculty were both highly engaged in the learning process in ways that transcended traditional classroom activities. This study provides experimental evidence that Twitter can be used as an educational tool to help engage students and to mobilize faculty into a more active and participatory role.

Kang (2010:128) conducted an investigation on the credibility of social media and opined that blogs were most pertinent social medium used in the field of communication management. The study revealed that an effective way to measure blog credibility is hard to achieve without a valid, reliable method to insure that measurement. This study has developed and validated a 14-item measure of blog credibility and by the usage of focus groups and a survey. This study also discusses the implications practical aspects of measuring blog credibility. Agosto and Abbas (2010:05) carried out a study on the social media association of high school students and stated that the students were actively involved in the social media consumption activities since they were effective tools of quick and easy communication and for relationship building and maintenance. The scholars suggested that social media should be used mainly for connectivity development and academic development by the students.

Hargittai and Hsieh (2010:103) examined the social media association of the users and found that social media had widened the social contacts and enabled the users to participate actively in the social activities. The study revealed that women pursued more stronger-tie activities than men, such as interacting with existing friends. The scholars noted that neither SNS usage intensity nor social practices performed on these sites was systematically related to students' academic performance.

Ahmed and Qazi (2011:07) explored the academic impact of social networking sites and reported that students gained several benefits on account of social media exposure. The study revealed that students managed their time efficiently and fulfilled their study requirements effectively. The scholars suggested that students should be properly motivated and guided on the social media habits and usage in view of the illeffects of social media on the students and young generation of users.

Ahn (2011:09) investigated the participation of students in social media and noted that social network sites like Myspace and Facebook had become popular online communities with large teenage user populations. The study revealed that social media facilitated better understanding of the social and cultural factors related to participation of youth in the mainstream. The scholar suggested that social media effects on youth should be evaluated properly by the stakeholders of youth welfare in order to ensure active mobilization of youth in nation building activities.

Hamid et.al (2011:102) studied the Online Social Networking activities for higher education and pointed out that these sites were appropriated for teaching and learning purposes in modern educational institutions. The study revealed that a wide range of approaches were used because of the benefits and challenges faced by the lecturers in appropriating social technologies for teaching and learning. The scholars suggested that their finding could be used as a guide for other lecturers and educational designers to improve the use of OSN activities in higher education.

Ractham and Firpo (2011:196) analyzed the use of social networking technology for higher education and opined that Facebook was an effective learning tool and resources for the students. The study revealed that Facebook also provided an easy-to-use and familiar technology for learners to leverage social networking to share 50 and generate tacit knowledge amongst each other within the small group environment. The scholars suggested that students and teachers should be encouraged to use Facebook in a judicious way to facilitate active participation of members in a learning environment.

Wang and Liang (2011:243) assessed the effects of social media on college students and stated that social media were widely used by the students. The study revealed that social media were used by the students for more than three hours per day for various purposes. The scholars noted that social media were used predominantly for non-academic purposes by the students and distracted them from academic obligations and responsibilities.

Stollak et.al (2011:229) conducted an investigation on the use of social networking sites by the college students and found that social networking sites were useful to the students to develop connectivity outside the campus. The study revealed that the academic performance of the students was adversely affected by the social media interaction. The scholars suggested that the use of smart phones with social networking applications should be monitored in order to prevent harmful effects on students.

Khan (2012:132) carried out a study on the impact of social networking sites on students in Pakistan and reported that students whose age ranged from 15 to 25 mostly used social networking websites for entertainment. The study revealed that a majority of the students also used social networking websites for knowledge. The scholar suggested that students should be encouraged to use social media for education and development purposes.

Sponcil and Gitimu (2012:224) examined the use of social media by college students and observed that social media had affected the college students' selfconcept. The study revealed that college students had used at least one form of social networking website. The findings provide implications for future research on why these social networking sites have gained popularity.

Tariq et al. (2012:233) explored the impact of social websites on the students in Pakistan and noted that social websites were increasingly used by the students since they had provided electronic connection between users. The study revealed that the students, teenagers and adults were addicted to social media which were auditory and dangerous for the young generation of users.

Rey (2013:202) evaluated the role of social media in higher education and pointed out that teacher, researchers and students had used social media for various purposes. The study revealed that the social media facilitated active participation of the knowledge seekers in the process of learning through various sources. The scholar suggested that social media should be used judiciously for achieving the goal of academic excellence.

Kordkheili et al. (2013:137) investigated the impact of social media on medical professionals and opined that social media presented opportunities as well as challenges for medical professionals. The study revealed that social media had academic value and fostered inter-professional and intergenerational dialogue on both challenges and opportunities of social media in modern health care.

Adaja and Ayodele (2013:03) studied the role of social media in the lives of Nigerian students and stated that social media were seamless and boundless in terms of interactions, interrelationships, and information sharing and exchanges. The study revealed that

students used popular social media platform Facebook for academic purposes. The scholars suggested that the youths should be encouraged to harness the potentials of the platform for scholarship development.

Megan and Priscilla (2013:162) analyzed the use of social media by college students and found that social media affected the students in a positive way. The study revealed that college students used social networking websites regularly and facilitated communication with family and friends. The scholars also provided implications for future research on why these social networking sites have gained popularity among the college students. Khedo (2013:133) assessed the impact of online social network on computer science students in Mauritius and reported that social media were highly accessible to young adults and teenagers. The study revealed that social media had a great impact on the lives of young people who changed their behavior and lifestyle. The scholar suggested that the negative experiences of social media should be studied in order to initiate suitable protection measures.

Rithika and Selvaraj (2013:204) conducted an investigation on the impact of social media on the academic performance of students in India and observed that social networking sites like Facebook, Twitter, Orkut, etc had diverted students from their studies. The study revealed that students spent more time on social media use than on academic activities. The scholars suggested that students should be guided adequately about their social media habits and use patterns. Washburn et al. (2013:245) carried out a study on the role of social media as instruments of archival research and noted that researchers were able to effectively gauge the credibility and expertise of the source. The study revealed that e-mail played an important role in facilitating the collection of data from various sources. The scholars explored how archivists and librarians might provide information on topical relations across collections.

Omekwu et.al (2014:177) examined the use of social networking sites among the undergraduate students of university of Nigeria and pointed out that mostly all the student had used the social networking sites in interaction with friends, connecting to their class mates for online study and for discussing serious national issues and watching movies. The study revealed that students had gained certain benefits from using social networking sites. The scholars suggested that university authorities should organize seminars to enlighten students on the not-so good aspects of social networking sites in modern times.

Bartlett et al. (2014:28) explored the role of twitter as a social media platform in modern times and opined that communication context was extremely important in determining the underlying significance and meaning of language, especially in contentious areas. The study revealed that the relationship of a speaker to the group concerned is vital, but not always clear in the short text form tweets. The scholars suggested that purely automated techniques should be adopted by the source of social media communication.

B. Conclusion Drawn From Literature

Inconclusive Research in determining the effects of social media on students reviews state that most of the scholars after analysis and majority tells that social media has helped students in different ways and is not considered as a backdrop. Whereas very few say that social media has diverted the students from education.

C. Research Gap

There is hardly any information on effects of social media on students in India.

This research aims at filling this gap by understanding how social media affects students.

III. RESEARCH METHODOLOGY

A. Objectives of the study

To examine the effect of social media on students in India.

B. Hypothesis

1) H_0=There is no significant effect of social media on students in India.
2) H_1=There is a significant effect of social media on students in India.

C. Sample Design

1) 65 University students across the nation filled the questionnaire.

D. Sampling Technique

Convenient sampling was used to administer the questionnaire for the sample.

E. Tool Adapted For Data Collection

The tool used for this study is "Social Media Questionnaire".

IV. DATA ANALYSIS

An ANOVA test is conducted for testing the relationship between Social Media and University Students.

Table 1.3 Indicating ANOVA for testing the relationship between Social Media and University Students.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.015	3	.335	1.301	.575
Within Groups	65.393	555	.560		
Total	65.507	551			

A. Analysis

A one-way between subjects ANOVA is conducted to compare the Social Media Influence across the University students. ANOVA indicated no significant differences p=.575<.05. The null hypothesis is rejected : There is significant effect of social media on students in India.

B. Interpretation

This above table confirms that social media has an effect on University students in India. Using qualitative analysis from their responses, it is also proved that the effect is negative with reference to academics.

C. Findings of The Study

Students who use social media in excess do see their grades slip in the University examination.

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