



Impact of social networking sites on social interaction a study of college students

Bhargavi Sutar, Aishwarya Karle, Sonali Zore, Dr. B. J. Mohite.

Zeal Institute of Business Administration, Computer Applications and Research (ZIBACAR), Pune.

Abstract:

The popularity and development of social networking site has revolutionized the way of Communication especially among youth. The concept of sociability has gained a renewed interest with the emergence of the social networking site. This study aimed to discover the impact of social networking site on students' social interaction. Students' interaction with other people allows them to analyse their thoughts, reflect on their experiences, and find solutions. Social interaction advances students' learning ability and adaptation in society. It helps to shape their knowledge and social participation. At the same time, social networking sites allow students to connect, network, and communicate. This study applied quantitative research methodology using a questionnaire to determine the impact of social networking site in facilitating students' social interaction in their daily lives. A survey method of research is found suitable to undertake the present study. Data for the study were collected from primary and secondary sources. A structured questionnaire was framed relating to the study and was circulated to 70 students of Zeal institute as sample size under the study to obtained the required information. The collected data was scrutinized, tabulated and analysed to draw inferences withthe help of MS Excel.

The study findings empower students to understand that social networking site promote social interaction, but it encourages physical distance among friends in a meeting or an event. interpersonal interaction and communication have been getting replaced slowly by online communication. Although these social networking site has contributed in keeping people connected but at same time the risks factors associated with the use of social networking site cannot not be denied. The purpose of the present study was to find out the impact of use of social networking site on their social relationship.

Keywords: - *Social Networking Sites, Social interaction, College Students.*

Introduction:

The increasing popularity of web-based social networking services is a striking feature of modern human society especially among adolescents. They have become heavy users of this technologies specially the web based social networking services like Facebook, Google, WhatsApp, Myspace, Twitter and gaming sites etc. SNS also provides an interactive computer mediated technology where one can share various ideas, information, career interests, and other forms of expression through apparent communities & worldwide networks. Research shows that the most popular social media platform among students are WhatsApp (83.3%), Facebook (78.0%), Twitter (12.8%), LinkedIn (7.9%), Instagram (7.5%), Imo (2.6%), Snapchat (L8%), Myspace (1.3%), and Skype (0.9%). The use of Internet is so important in every sphere- in business, marketing, banking, transport, communication, education. Besides this, various SNSs like Twitter, WhatsApp, Hike, Skype, Facebook have now-adays become so popular among the students. A social networking site (SNS) or social media is an online platform that is used by students to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Also, a social networking website is an online platform that allows users to create a public profile and interact with other users on the website. The objectives of the present study are- to know the nature of

using social networking sites of college students, to know the relationship between duration of accessing SNS and academic achievement of the students and lastly to know the impact of SNS on college students. students tend to spend more time on social media other than educational purposes; this tends to cause distraction from the learning environment, affecting their academic progress.

Additionally, social media use has negative effects on mental health and can lead to depression and anxiety. Therefore, because of the growing numbers of such sites and high demand for social media among university students, it is important to examine the purposes for which social networking sites are used.

This study aimed to examine social media use patterns among students. Specifically, we sought to examine the following aspects in this study:

- Duration of time spent on social media platforms during the day and at night
- Purposes for which social media platforms are used and the percentage of students who use social media.
- Effect of social media use on learning and distraction from learning activities
- Effect of social media use on relationships with family members and friends

Statement of Problem:

Since the advent of social networking sites in the 1990s, it is assumed in some quarters that the academic performance of students is facing a lot of neglect and challenges, job at work place has suffered a lot of neglects, relationships has been ruined, it has opened up opportunities for hackers. There is a deviation, distraction and divided attention between social networking activities and education, businesses and job at workplace. It is observed that students devote more attention to social networking sites than they do to their studies respectively. In academic research, writing a problem statement can help you contextualize and understand the significance of your research problem. Therefore, the question this study is out to answer is: 1) how do social network affect education, businesses and other jobs? Alternatively, it can be condensed into just a few sentences in your introduction. The ultimate goal of a statement of the problem is to transform a generalized problem into a targeted, well-defined problem. one that can be resolved through focused research and careful decision-making.

Objectives of the study:

- The objectives of the present study are:
- To analyse the use of SNSs on student's academic achievement.
- To identify the influence of social networking on student's academic performance.
- To investigate the use of social networking sites by college students.
- To find out the impact of use of SNS on social relationship among college students.
- To find out the impacts on social networking sites on adolescent with respect to gender.

Scope of the study:

- **Geographical scope:**
- The geographical scope of the present study covers selected peoples from Pune region only.
- **Topical Scope:**

- The topical scope of the present study is related to study various concepts regarding college and identify current status about college and awareness level of people.
- **Analytical Scope:**
- The analytical scope of the study focuses on the objectives of the study, and on the techniques followed such as classification of data, presentation of data, percentage calculation, comparison, testing of hypothesis through statistical devices.
- **Functional scope:**
- The functional scope is confined to offering a set of meaningful suggestions selecting college, educational policies.

Research methodology:

A survey method of research is found suitable to undertake the present study. Data for the study were collected from primary and secondary sources. A structured questionnaire was framed relating to the study and was circulated to 70 students of Zeal institute as sample size under the study to obtained the required information. The collected data was scrutinized, tabulated and analysed to draw inferences with the help of MS Excel.

Data collection source:

- **Primary Data** – The primary data will be collected through fact finding techniques like discussion, on-site observation and administering structured questionnaire. In order to elicit data from respondents.
- **Secondary Data** – In order to avail the secondary data necessary for the study, researcher has visited the following government.
- **Data Analysis:** The data so collected through varied sources will be analyzed in a systematic way through tabulation, percentage and graphical presentation. Similarly, the hypotheses set will be tested with the help of statistical tools.

Data Analysis and Interpretation:

Table-1: Gender of respondents

Options	No. Of Respondents	Percentage
Male	37	53.6 %
Female	33	46.4%
Total	70	100.00
Reference (Questionnaire)		

Gender Response

37 (Male) and 33 (Female)

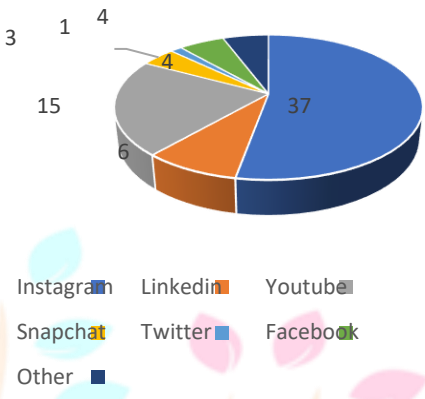
Interpretation:

From the above table and chart, it is observed that 53.6% respondents are male and 46.4% are female

Table-2: What social networking sites do you use the most?

Options	No.Of respondents	Percentage
Facebook	4	5.7%
LinkedIn	6	8.6%
Instagram	37	52.9%
Snapchat	3	4.3%
Twitter	1	1.4%
YouTube	15	21.4%
Other	4	5.7%
Total	70	100.00
Reference (Questionnaire)		

social networking sites do you use the most



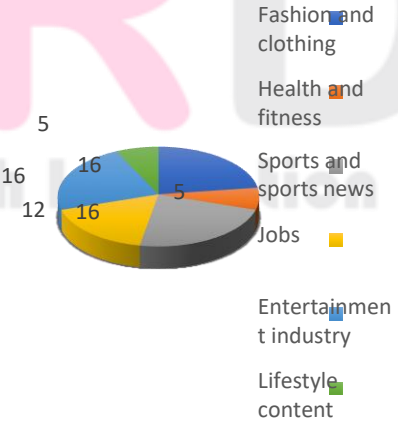
Interpretation:

From the above table and chart, it is observed that 52.9% respondents use Instagram, 8.6% respondents use LinkedIn, 21.4% respondents use YouTube, 4.3% respondents use Snapchat, 1.4% respondents use Twitter, 5.7% respondents use Facebook, and 5.7% respondents use other types of sites.

Table-3: What type of content do you like to see on social networking sites?

Options	No. Of Respondents	Percentage
Fashion and clothing	16	22.9%
Health and fitness	5	7.1%
Sports and sports news	16	22.9%
Jobs	12	17.1%
Entertainment industry	16	22.9%
Lifestyle content	5	7.1%
Total	70	100.00
Reference (Questionnaire)		

Content do you like to see on social networking sites



Interpretation:

From above table it is observed that 22.9% respondents like fashion and clothing,7.1% respondents likes health and fitness,22.9%respondents likes sports and sports news,17.1% likes jobs ,22.9% respondents likes Entertainment industry,7.1% respondents likes lifestyle content on social networking sites

Table – 4: Approximately, how many hours a week do you spend on social networkingsites?

Options	No. Of respondents	Percentage
0-5 hours	43	61.4%
6-10 hours	13	18.6%
11-20 hours	8	11.4%
21-30 hours	6	8.6%

Charhours a week do you spend on social networking sitest title

Interpretation:

From the above table it is observed that 61.4%respondents spend 0-5 hours ,18.6% respondents spend 6-10 hours,11.4% respondents spend 11-20 hours, 8.6% respondents spend 21-30 hours on social networking sites.

Finding

This chapter is to express the finding soft he studies based on statistical tools are Applied toanalyse the data. It includes the result of each and all tables and tests.

The following are the major findings of the study:

- 1) Majority of students are using Instagram.(Refer table no.2)
- 3) Type of content students like to see on social networking sites are Fashion and clothing,Sports and sports news, Entertainment industry. (Refer table no.3)
- 4) Maximum Hours spend on social networking sites are o to 5 hours.(Refer table no.4)

Suggestions:

Some Suggestions based on the findings could be presented as follow:

- a) the positive and negative effects of social media on the students, parents, etc. should be explained to them by experts (psychologist, sociologist, etc.).
- b) the usage of technology devices during instruction time should be limited and/or prevented because of negative impacts on students' concentration in the schools/universities.

- c) the research should be performed on students at different levels in order to generalize the findings.
- d) Facebook, for example, offers controls over who can see your basic or full profile, your posts and photos and what appears in your timeline. Instagram and Twitter allow your posts to only be seen by people you grant access to.
- e) Make privacy a habit by doing a regular social media privacy check-up. Once you've gone through the privacy settings in your social media accounts, set a reminder on your calendar to revisit them in three or six months. Companies may change policies or update their platforms which could affect how you would like to share your information online.

Bibliography:

Web References:

https://www.researchgate.net/publication/273144885_IMPACT_OF_SOCIAL_NETWORKING_SITES_ON_SOCIAL_INTERACTION_-_A_STUDY_OF_COLLEGE_STUDENTS

References:

1. Barkhuus, L., & Tashiro, J. (2010). Student socialization in the age of Facebook. Proceedings of the 28th International Conference on Human Factors in Computing Systems, 133-142.
2. Wang, Q., Chen, W., & Liang, Y. (2011). The Effects of social media on college students
3. <https://files.eric.ed.gov/fulltext/EJ1073271.pdf>
4. <https://www.ijrmf.com/wp-content/uploads/2017/01/201701004.pdf>

