



Study the Impact of Social Media on Students

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ABSTRACT

In today's time, social media is playing a huge role for everyone. Everyone from adults to children is using it and now it has become a special part of our life without which we cannot imagine life. But the purpose of this research is to tell what effect social media is having on students. Through this research, I want to tell that social media has a huge impact on the academic performance of students, their behavior and communication skills. All the research data has been collected directly through survey method, which shows us that social media helps a lot in learning and information, but its excessive use also causes many problems like distraction and time management among the students. I have taken the data for this research from a survey which I have collected by asking questions to the students around me. The research simply shows the impact of social media on students, what changes have come in their lives due to social media, how it is good for them but there are some disadvantages of it too which we should keep in mind. It helps us a lot these days, but we should know how to use it properly. We should keep in mind that it is for our use and not for misuse.

Keywords: Social Media Usage, Academic Performance, Student Behavior, Digital Distraction, Mental Health, Online Learning Engagement

1. INTRODUCTION

In other words, we can call it digital society. Here people use many apps and websites through which they do their work. Such as finding information on any topic, looking at pictures of anything, or asking questions about anything. There are many websites that answer people's questions, and students solve many of their problems by using them. And it helps students a lot, whether they want to understand a chapter or get the answer to a single word, they can do it easily. Not only in text form, students can also solve their questions and problems by using images and videos and this is the power of social media which has made many difficult tasks easy today. With its help, we can not only connect with people but also communicate with them. No matter how far away they are, we can still stay emotionally connected with them through the internet and social media. It not only provides entertainment and news for us, but it has also become a major tool for growing businesses and marketing companies that want to reach as many people as possible with their products and services. Some examples are Facebook for sharing reels and interacting with people, Instagram is also used to view reels, connect with people, and create content, YouTube is the biggest platform for



watching long videos, where you can watch all kinds of videos, LinkedIn helps us build professional networks. Companies post jobs here, and corporates apply to them to advance their careers. And WhatsApp is a widely used social media platform for messaging and calling. Nowadays, social media helps students share knowledge and communicate with others, but it also creates disturbances. If used excessively, it greatly affects our performance.

2. OBJECTIVES

- Students use social media to make their work easier, but many students are getting distracted by overusing it, many students start missing social media and forget that it is for them, not for time pass or entertainment.
- Excessive use of social media has a huge impact on students' marks and academic performance. If it is used without any reason, just for entertainment, then it can prove fatal because by doing so, students will not study, and if they do not study, then their studies will be affected and they will not be able to learn further things. Social media also has a huge impact on hobbies. Many students give up their physical hobbies and games just to entertain themselves due to social media.
- Social media also has many positive effects that are very useful to us. For example, it has made even the most difficult tasks easy, and solutions to even the toughest problems are found in seconds. While social media has many disadvantages, it also has many positive advantages.
- As much as it has positive effects, it also has negative effects. If one gets access to social media, it brings destruction. Not only does physical health deteriorate, but mental health also deteriorates. Students' attention repeatedly goes towards studies instead of studies, due to which a lot of their time is wasted, they are unable to study and their results are not good. Due to excess use, people get addicted to it and their concentration also decreases.
- Social media influences students to learn new things and if it is used in the right way, then without doing anything, just by using it properly, we can start our earning journey and make our career, like many courses are taught here for free, with the help of which even a poor person can get knowledge and start his earning journey, in today's time, it plays the role of a big opportunity not only for doing something but also for making a career.

3. METHODOLOGY

In this research, survey method has been used. First of all, we collected a lot of students and then they were asked questions related to social media. They were asked how they use social media in their life. What impact does social media have on their lives and what changes has it brought in their lives? We asked them a lot of questions like from when to when do they use social media, that is, for how much time do they use it, what is its effect on their life, is it missing their studies, what changes is social media bringing in their life, are they accessing it, we also asked them that



according to them what is good and what is bad about social media i.e. advantages and disadvantages and we got a lot of answers from them. Their answers were such that with the help of social media, their work which takes hours gets done in minutes, it provides answers to their every question, even the biggest questions get solved easily, they not only study from it but also learn many skills which will be useful in their future and some have even made their career from social media itself, they are earning good income by working online. But from the same we came to know that they have become distracted, now their focus is more on social media than on studies like playing online games, watching movies, series, talking to people for long hours and wasting their time due to which they are forgetting what they have to do, this is having a big impact on their academic performance also, their results are falling and this thing is also affecting their hobbies a lot, like earlier many students used to play physical games like basketball, football, tennis, cricket, hockey due to which their health was also very good but now they do not give time to their hobbies.

4. RESULT & INTERPRETATION

From the results of the survey I conducted, I found that majority of the students use social media daily and these students are school and college students, out of which 70% of the students use social media for more than 3-4 hours, 60% of the students say that social media provides them educational content and study material and it is also easy to find things related to their studies here. But 55% of the students said that social media creates destruction in their lives and is a distraction for them. This tells us that although social media helps a lot in studies, if it is not controlled then it can also cause a lot of destruction.

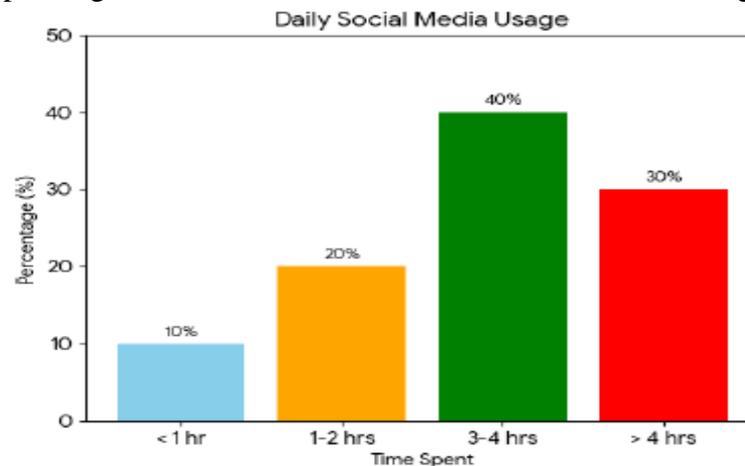
Graphs (Example)

1. Daily Social Media Usage

Graph Highlight - 40% of people use social media most days.

Only 10% of people use social media for more than 12 hours.

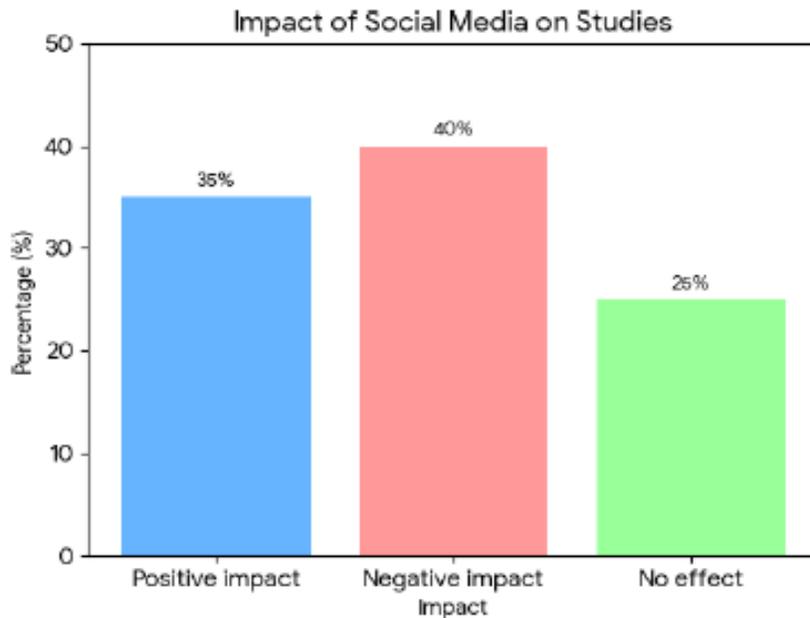
30% of people are spending more than 4 hours on social media, which is a huge number.



2. Social Media Impact on Studies

Graph Highlight - The negative impact of social media is very high, 40% Social media has a positive impact of 35%.

There are also 25% people who believe that social media has no impact on them.

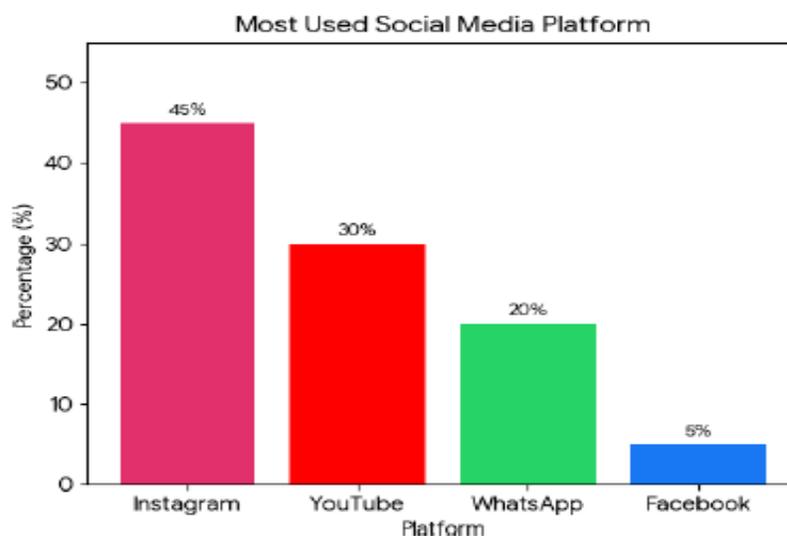


3. Most Used Social Media Platform

Graph Highlights - Instagram 45% This is the most popular platform in your survey/data.

YouTube is second at 30%, which shows the popularity of video consumption.

WhatsApp 20% Many people are using it for messaging. Facebook 5% According to this data, its usage is the lowest.





5. DISCUSSION

The high percentage of Instagram and YouTube shows that social media is helping people, but people are preferring to watch visual video content more than text. Research shows that most students are spending more and more time on social media, which is neglecting their studies. 30% of YouTube users tell us that students are not just using it for entertainment but are using it as a learning tool to understand complex topics. 20% of WhatsApp users see that students use it not only to chat with people but also to share study data.

Research data shows a 35% positive and 40% negative impact, but it clearly shows that the impact on students depends not on the platform but on their behavior. Although social media is very helpful, but due to its huge size, there is a lot of learning content on it, due to which students themselves get confused about what to do and what not to do. There is a lot of information here, but the confusion of the students remains that they do not know which source is reliable and which is not. Research shows that 40% of the negative impact is due to infinite scrolling and unnecessary notifications, which distract students and reduce their focus. People who spend more than 4 hours on social media have been shown to have FOMO (fear of missing out). Spending too much time online is reducing students' physical activity and library visits, and health disruptions are also increasing. Earlier, people used to read entire books to learn or understand something, but in today's world, students watch short videos or reels for information, which makes it difficult to retain the information for a long time.

6. REFERENCES & RECOMMENDATION

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Students should use social media only to the extent that it is necessary and productive for them. Schools and colleges should organize workshops on responsible digital citizenship to educate students about the safe and proper use of social media. Parents should monitor students' online activities so that social media is not misused. Students should maintain proper time management between their studies and social media usage. Social media should be used not only for solving questions but also for developing learning skills and gaining knowledge.

7. CONCLUSION

Look, social media is very simple. It's both good and bad. It's a double-edged sword. If used correctly, it's a mentor, but if used incorrectly, it's destructive. Look, it harms students a lot, so instead of banning it, we can use it as a supplementary tool in education. Research shows us that successful students are those who monitor their screen time. The data we have collected clearly shows that as social media usage exceeds 4 hours, students' academic performance declines. In



today's time, to use social media properly, we need to teach people digital literacy so that they can identify real and fake content.

Research shows that turning on DND mode while studying can increase student productivity by up to 50%. Look, social media has many good advantages if we use it properly, like it has provided free lecture videos to students living in villages or those who cannot afford quality education, the biggest example of which is YouTube and it's a big change. For the right use of social media, colleges/schools should conduct time management workshops for their students so that they can use social media in the right way and for their benefit. In end conclusion is that studies, social media, and offline studies equally help the students for a healthy life. In our India, instead of imposing restrictions on students, parents and teachers should guide them to become a responsible digital citizen, which will help them a lot in their future also.

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