



AN IMPACT OF SOCIAL MEDIA IN B -SCHOOL STUDENTS WITH REFERENCE TO PUNE CITY

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Abstract

Using social media is among the most common activity of today's B-School students. Any Website that allows social interaction is considered a social media site, including social networking sites such as Face book, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. This research project has been undertaken to study the impact of social media on the B-Schools students, know popular social media use by B-Schools students, negative impacts of social media on the students which are harmful to the students and to know the ways to overcome from the negative impact of social media, which will benefit the B- School students. Survey method was used and questionnaire provided to the B School Students based on the objectives of the research. Total 500 B-School Students was selected from 25 B- School by simple random method. From each B-School 20 respondents were selected by the simple random method (10 respondents from first year students and 10 students from second year). Number of responses has received 440. Therefore, researcher has used the sample size of 440 for the analysis purpose. Findings show there are positive and negative impacts of social media in B-Schools students and Whatsapp and Face book are the popular social media and can overcome from the negative impact of social media by support for educators (Blogging, Whatsapp Group, edublogawards, and teacher tube), decide time for using the social media and social learning.

Keywords: Social Media, B- School, Face book, Whatsapp.

I. Introduction

Social Media is defined as 'social space' for people who want to expose themselves among others and staying connected with each other. In the early 2000's, the Web became much more personal as social networking websites were introduced and embraced by the masses. In the last years, the online world has changed dramatically. 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. At present, whether social media is favourable or unfavourable, many students utilize these sites on a daily basis. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their college students are spending too much time on Face book and other social media sites and not enough time studying. Therefore, our research ascertains the impact of social media and relationship between the social media and student's study efficiency with reference to Pune city.

Nowadays so many Social networking communities are available. Face book has over 500 million users, while Twitter has over 200 million. Students who use it during class will pay just a little attention to what the lectures are saying. The fact that students miss their lectures will lead them to perform their least academic performance. There's no doubt that students actively engage in online communities, but what kind of effects are these sites having and how can parents counteract the bad and bolster the positive?.

Internet is used for educational purpose by a large community but unfortunately we have a large community including majority of students who use Internet for only social networking sites. Many students rely on the accessibility of information on social media specifically and the web in general to provide answers that means a reduced focus on learning and retaining information. Social media works as a medium of educational and learning tools for the students.

The generation discussed in this research project is of B-School students of the Pune city. This research project aims at measuring the impact of social media on B-School students with reference to Pune city and if there is an impact on students, in what way does it affect them. This research project also explore the most popular social media use by the B-School students following with the positive and negative impact of social media on their study and performance efficiency followed by the ways to overcome from the negative impact of social media on B-School students.

II. Objectives of the Study

- To study the impact of social media to B- School students.
- To know the popular social media for the B-School students.
- To know to positive and negative impact of social media to management students.
- To overcome from the negative impact of social media.



III. Literature Review

In the subsequent paragraphs an attempt is made to review the literature pertaining to ascertain the impact of social media and the relationship between the social media and student's study efficiency.

(a) **SunithaKuppuswamy, P. B. Shankar Narayan (January-March 2010)** published by International Journal of Virtual Communities and Social Networking on the titled "The Impact of Social Networking Websites on the Education of Youth". In this research study the authors explore the impact of social networking sites on the education of youth. The study argues that these social networking websites distract students from their studies, but these websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers. Moreover, the research concludes that social networking websites have both positive as well as negative impact on the education of youth, depending on one's interest to use it in a positive manner for his or her education and vice versa.

(b) **Qingya Wang, Wie Chen and YU Liang (Jan 2011)** published by Johnson & Wales University on "The Effects of Social Media on College Students" has explained that -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 results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect of college students' use of social media.

(c) **Thoene SU (Jan 2012)** on his thesis submitted to The Graduate College of Marshall University on the titled "The Impact of Social Networking Sites on College Students' Consumption Patterns" This research study examines the effect of social media, particularly Face book and Twitter, on the purchasing habits of college students by testing for correlations between recommendations on social media and consumption patterns. Moreover, the research also examines the role of gender and social media usage frequency on consumption patterns. Findings revealed that both Face book and Twitter are being used to obtain sales information and promotions. Furthermore, gender has an impact on both social networking sites. Additionally, this study found the higher the frequency of social media usage the more likely customers are to shop at the businesses they have befriended.

(d) **Heyam A. Al-Tarawneh (March 2014)** on "The Influence of Social Networks on Students' Performance" published by Journal of Emerging Trends in Computing and Information Sciences has analyzed that social networks are becoming an integral part of our lives. Students are spending much time on social media and are considered the largest category that uses such application. This study tries to explore the influence of social media use, and especially face book, on high school students' performance. A proposed framework that guides research in this area and reflects on the issues related to such phenomenon. A proposed survey is also depicted to be used in future research. Conclusions and future work are stated at the end. This study concluded that Face book use is reported to have bad influences like addiction, wasting time, information overload, and isolation from physical society. Such results call for more research to see the tradeoffs between Face book advantages and disadvantages. Also, it is important to empirically explore such factors and how they interact with the educational system.

(e) **Tarek A. El-Badawy& Yasmin Hashem (Jan 2015)** published by International Journal of Business Administration on "The Impact of Social Media on the Academic Development of School Students" has analyzed that it is crucial to determine the impact of social media on the academic performance of students. Questionnaires were distributed through Facebook and E-mails, to find out whether students academic performance is impacted by social media or not. The findings demonstrate that there is no relationship between social media and academic performance; this is clearly projected in their overall grade average. The objective of this research was to find out the type of impact that is caused by social media on the students' academic performance, why this impact is caused, and how. After conducting the research, it is clear that social media does not impact school students' academic performance in any way because although they spend hours on social media, they still manage to find time to study, and achieve good grades.

(f) **Abhishek Karadkar (Sep 2015)** in an article titled "The impact of social media on student life" has analyzed that the most important things in a student's life are studying, learning good habits and gaining knowledge to become a person with moral character. Students neglect their studies by spending time on social networking websites rather than studying or interacting with people in person. Actively and frequently participating in social networking can negatively affect their grades or hamper their journeys to their future careers. It is necessary to develop certain regulations over the use of such social



networking sites, especially for high school and college students. It should not hamper their school or college performance, and it should be kept in mind that social networking sites create virtual worlds that drastically differ from reality. Students should develop the cognitive and intuitive ability to analyze how much time they want to spend on social media.

IV. Research Methodology

(a) Method of Data Collection

- 1) (i) The Universe : Students of B-Schools
(ii) Population : Students of B-Schools of Pune City
- 2) This study is undertaken to find out the impact of social media in B-School students of Pune City.
- 3) Total (188) institutes regular first and second shift and total (16080+ 3468) = 19548 students as per directorate of technical education website access on 25 Jan 13.
- 4) Sampling Method: - Simple Random Sampling Method.

(b) Tool and Techniques

Survey method will be used and questionnaire will be provided to the B School Students based on the objectives of the research.

Selection of the samples

- Total 500 B-School Students will be selected from 25 B- School by simple random method.
- From each B-School 20 respondents will be selected by the simple random method (10 respondents from first year students and 10 students from second year).
- Reasonable proportionate weightage will be given to different specialization for second year students while selecting the students from second year.

(c) Procedure of Data Collection

Primary data:- For the purpose of the study, the primary data will be collected with the help of a questionnaire. A questionnaire will be designed on the basis of the relevant factors as mentioned in the research methodology section. The questionnaire will be administered to the individual of the selected sample and their responses about will be recorded.

Secondary data:- Secondary data will be collected from different sources.

- a) Internet
- b) Books
- c) Journal
- d) Newspaper
- e) Magazines
- f) Directorate of technical education website

(d) Scope and Limitation

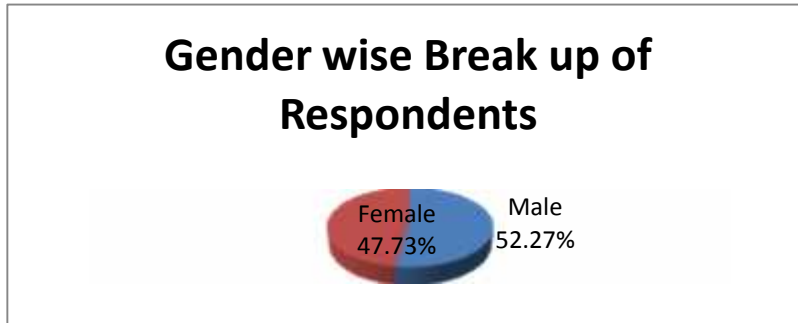
- a. Time constraint
- b. Some response will be improper.
- c. Some students are reluctant to provide the information.
- d. Response from 500 B-Schools students will be collected.
- e. Only 25 B-Schools will be considered.

V. Statistical Analysis

The target sample size was 500, but due to an unbiased error in sample, researcher has received a number of responses (sample size) 440. Therefore, researcher has used the sample size of 440 for the analysis purpose.

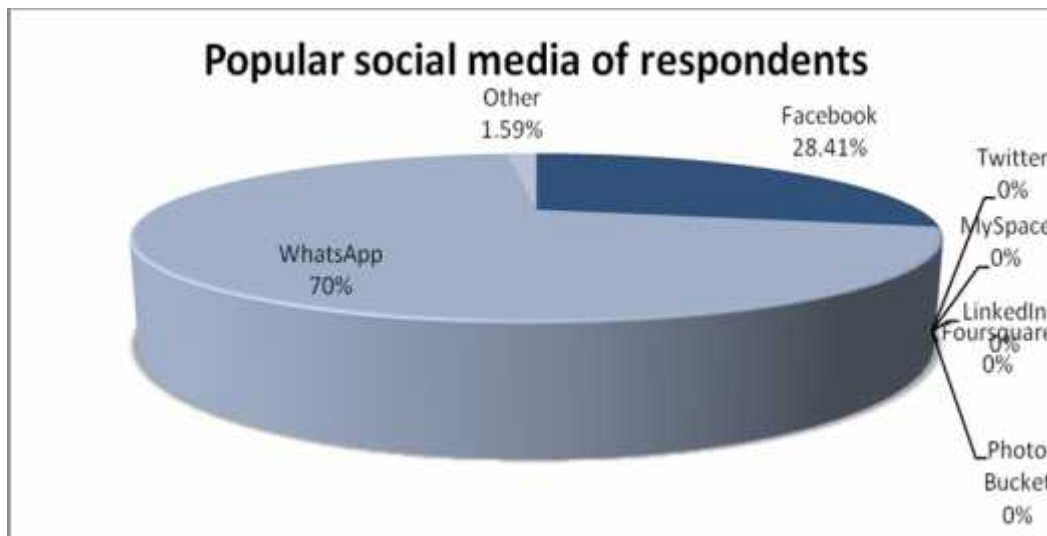
(a) Gender wise break-up of Respondents

The study from the following chart shows that data collected from respondents in (230)52.27% were Male and (210)47.73% were Female.



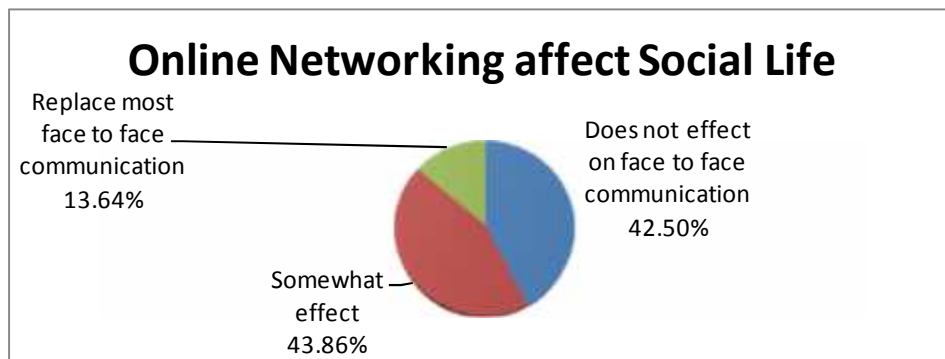
(b) Popular Social Media among B-School Students

The study from the following chart shows that most popular social media among the respondents were “WhatsApp” which accounts (308)70% and (125)28.41% respondents were using “Face book” as their medium for social media. (7)1.59% respondents were using “Other” as their medium for social media.



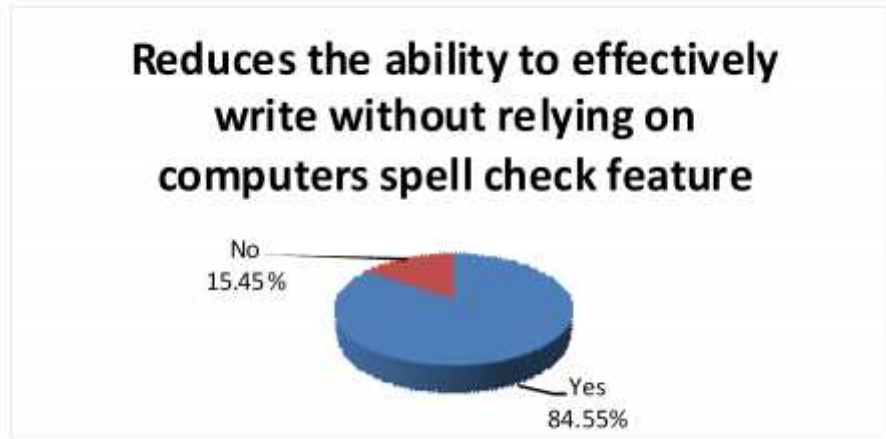
(c) Effects of social networking on social lives of Respondents

The study from the following chart shows that 43.86 % respondents believes that social media somewhat has an effect on face to face communication and 42.50% respondents does not have an effect on face to face communication while 13.64% believes that social media has replaced most face to face communication.



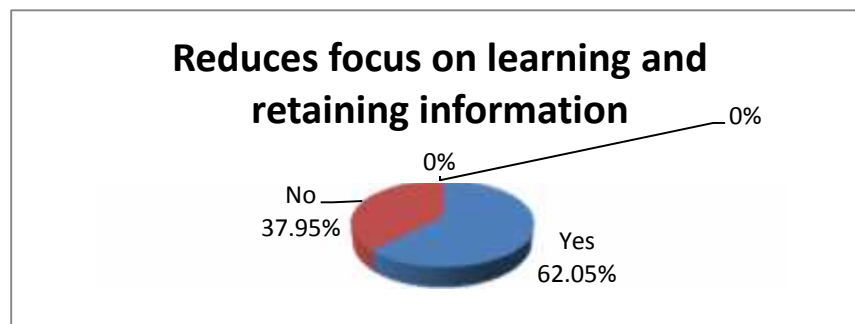
(d) Social media reduces the ability to effectively write without relying on computers spell check feature

The study from the following chart shows(372)84.55 % respondents agreed that there is reduction in writing effectively without relying on computer’s spell check feature and (68)15.45 % respondents did not agree.



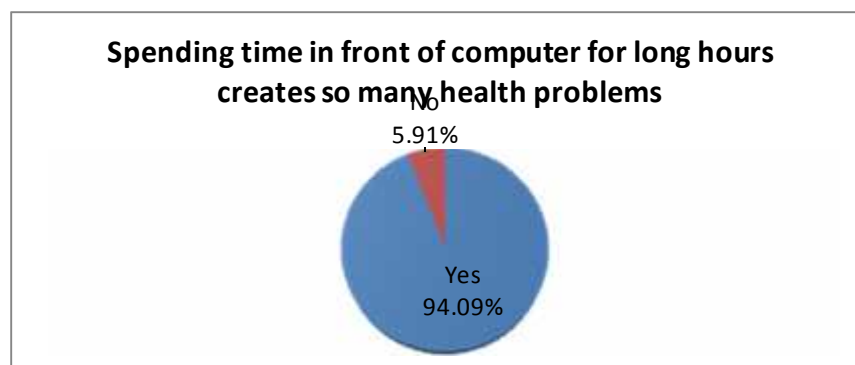
(e) Social media reduces focus on learning and to retain information

The study from the following chart shows that (273)62.05 % respondents agreed that due to rely on accessibility of information on social media people reduces focus on learning and retaining information and (167)37.95 % respondents did not agree on the same.



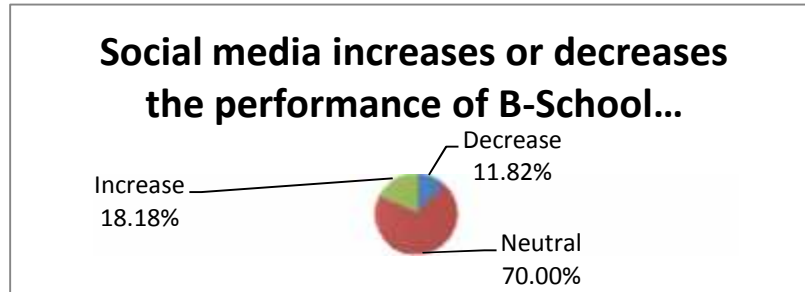
(f) Spending time in front of computer for long hours creates so many health problems

The study from the following chart shows that data collected from respondents in 94.09 % showed positive response that spending long hours in front of computer helps in creating health problems and 5.91 % showed negative response that spending long hours in front of computer helps in creating health problems.



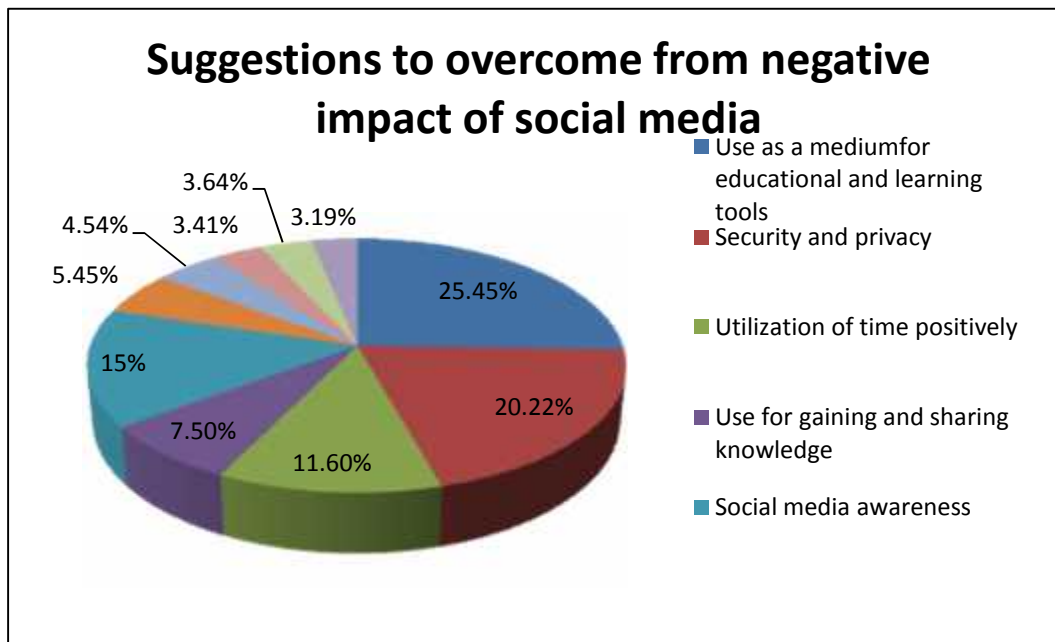
(g) Social media increases or decreases the performance of B-School students

The study from the following chart shows that 70 % were neutral on social media being used will increase or decrease the performance of B-School Students, 18.18 % agree that on social media being used will increase the performance of B-School Students while 11.82 % agree that social media on being used will decrease the performance of B-School Students.



(g) Suggestions to overcome from negative impacts of social media

The study from the following chart shows that 25.45% respondents suggest social media to be used as an educational and learning tool, 20.22% suggest more security and privacy, 11.60% suggest time to be utilized positively, 7.5% suggest social media to be used for gaining and sharing knowledge, 5.45% suggest development of self control and good habits, 4.54% suggest limited time frame and 3.41% suggest there should not be addiction and misuse of using social media while 3.64% suggest usage of media productively and 3.19% suggest social media to be used in right and proper direction.



VI. Findings, Conclusions and Suggestions

Social media is a very powerful tool if it is used in proper direction. The findings show that there are positive and negative impacts of using social media on respondents. The usage of social network sites can be beneficial in some areas for students but most of the time it affects negatively on students' study efficiency. The findings show that the majority of the respondents are male and the most popular social media among them is "WhatsApp" and "Facebook". It is also found that spending time in front of computers for long hours creates so many health problems and reduces focus on learning and retaining information without relying on the accessibility of information from social media and also reduces the ability to effectively write without relying on the computer's spell check feature.

It can be concluded that the evaluation of both positive and negative impacts of social media on students makes it possible to analyze the better importance of social media within B-School students' life. "WhatsApp" and "Facebook" are the most popular social media in B-School students. More than half of the respondents were using social networking technology for learning in schools/colleges, near to three-fourth of the respondents were neutral on social media being used will increase or decrease the performance of B-School students and near to half of the respondents believe that social media somewhat has an effect on



face to face communication. The impact and usage of social media is not wrong but it should be used effectively and productively.

There are two sides of every coin. There are advantages as well as disadvantages. It is necessary to develop certain regulations over the use of such social networking sites especially for college students; it should not hamper their college performance. Students should make sure that they are not wasting their valuable time by keeping track of time and limit their social site account as there is no need for many networks that do the same thing. Students should be careful while adding friend and don't share the personal information. Most of the negative aspects of social media can be overcome by reducing the amount of time spent on social networking sites, self-control development, more privacy and security, spreading social media awareness, handling of addiction and its misuses carefully, and more focusing on gaining and sharing information. It is left with the students to decide what really matters in their life and how much of this virtual life translates to real life. It is suggested that B-Schools should provide more exercise for improving face to face communication and writing skills by conducting face to face communication exercise & session and academic review session after the end of session in which they have to write down what they have learned in academic session to enhance the writing skills. Social media should be used by the B-Schools students as learning and educational tool (Blogging, WhatsApp Group, edublogawards, teacher tube). Delivery of content (MIT'S Open Courseware, iTunes U, Khan Academy, MOOC) should be used. Social learning platform (Facebook, Google+, blogs, LinkedIn, and YouTube) should be used from overcoming the negative impact of social media.

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