

Impact of Social Media on Students

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Abstract

The many social media apps entice students to utilize them for a variety of reasons, which is why social media is so popular among young people these days, especially students. The most popular social networking apps among students in India and around the world are Whatsapp, Facebook, YouTube, Instagram, LinkedIn, and Snapchat. These social networking apps are being used by students for a variety of objectives, including work, study, and leisure. Over seventeen hours a week are spent on social media by the average Indian. By 2023, there will be 448 million social media users in India, up from 310 million in January 2019. Only original data gathered online from students across India served as the basis for this study, and content analysis was conducted using the data. In addition to discussing the distractions that students experience as a result of improper usage of social media, the goal of this study is to determine whether social media aids or hinders students in improving their academic performance. The report offers advice and ideas on how students might use social media effectively as well.

Keywords:

Social media, Academic Performance, Students, Distractions

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Introduction

One platform that makes social connections easier is social media. A computer-based system that facilitates the exchange of ideas and information via an internet network is referred to as “social media. Since 2006, the word has increased gradually. Social media is not the same as industrial media, such as television, movies, and newspapers. It is an inexpensive and accessible instrument that makes knowledge accessible. Three elements make up social media. The first is notion, which might be information, art, or a meme. Media, whether it be verbal, technological, or physical, comes in second. Intimate direct community engagement is part of the third social interface (Arya.N, 2011).

Indians currently download more apps than anybody in any other nation, with the exception of China (12.3 billion in 2018). Indians use social media more frequently than people in China and the US, logging on for an average of 17 hours every week. Social media is popular among internet users in India. India is expected to have 448 million social network users in 2021, a considerable rise from the 351 million anticipated in 2019. In the nation, Facebook is the most widely used social networking site. The greatest Facebook user base in the world is found in India, where there are over 270 million members as of 2019.

The origins of social media can be found in 550 BC. In ancient China, people used smoke signals during the day and beacon fires at night to communicate. Communication was mostly conducted through drums. Mail was transported in Iran by horse-drawn carriages and horse riders. Devices for communication such as the telegraph, which was created in 1792, were introduced in the 18th and 19th centuries. The telephone was created in 1890, then the radio in 1891. The growth of the internet in the 20th century also raised the bar for communication. Important websites like ARPANET, BBS (Bulletin Board System), USENET, and IRC (Internet Relay Chat) were created during that time, and communication accelerated. Dowarah et al. (2012) Six Degrees.com was the first social networking site to be introduced in India. In 1997, it was introduced. We can obtain quick and useful information from social networking sites for a variety of uses (Ateeq, 2011). The second social networking site, Live Journal, was launched in 1999. Journal exchanges amongst pals were beneficial. Other social networking sites incorporating quick communication technology included MySpace.com and LinkedIn.com. Other instant communication apps that were developed included Facebook.com, which is widely used in Brazil, the United States, and India, and Orkut.com, which was created in 2004.

People now use social media as a medium for engagement to share thoughts and opinions and to stay connected. Users can create their own profiles on social

networking sites, which are personalized web pages that save their personal data (Rout and Patil, 2016). In addition to being utilized by professionals and young people, social media is also widely used by students for academic purposes. Additionally, it is utilized for entertainment and website access. People who live in remote locations can easily contact and stay in touch with their family, friends, and peers thanks to social media, which has become quite popular worldwide due to the easy and affordable access to smartphones and the internet. A variety of video games allow players to connect with each other.

Social media allows us to communicate with one another, share news and opinions, and engage in dialogue on any topic. Every society has its own ideals and conventions. It determines our identity, our sense of belonging, and our behavior. People's social interactions are one facet of culture. The technology we utilize has had a big impact on our society. The pattern of engagement and communication is altered by each technology. From early technologies like cave drawings to the internet to the newest emerging technologies, all of them are very helpful and insightful. It had an impact on how the technologies interacted and related to one another as they developed. (E, Venter, 2019)

How we act toward one another and how we do it. Social media is very important for fostering interpersonal engagement. We don't need to speak with someone to find out what's going on in their lives. We simply check WhatsApp, Facebook, or Twitter. Their real-life interactions decrease as a result. The way people view and use technology is greatly influenced by social networks. The technology we utilize varies depending on who we are interacting with. We communicate With the groups we are a part of in different ways; some send emails, while others send texts. Utilizing these technology might elevate our status differently depending on the group. For example, while owning an iPod may be typical among some people or groups, it can also elevate our social standing in other groups. In 2003, Campbell and Russo.

Social media has also largely impacted society. Social media sites have changed the behavior and socialization patterns of individuals on the web. It provides an opportunity for individuals to connect to their friends; they can share information and content, pictures, audio, and videos amongst themselves. Social media changes the lifestyle of the individual. Achievement of goals is possible on the social media platforms because they unite people on a big platform. Social media generates awareness among people through campaigns, surveys, and promotions, which helps individuals to remain up-to-date with current information.

People being addicted to social media sites is one of the detrimental effects of social media on society, as it diverts attention from focused labor. Violence-filled

images and films have an impact on people and change their behavior. People's social and familial relationships deteriorate, and their privacy is lost as a result of their busyness interacting with strangers.

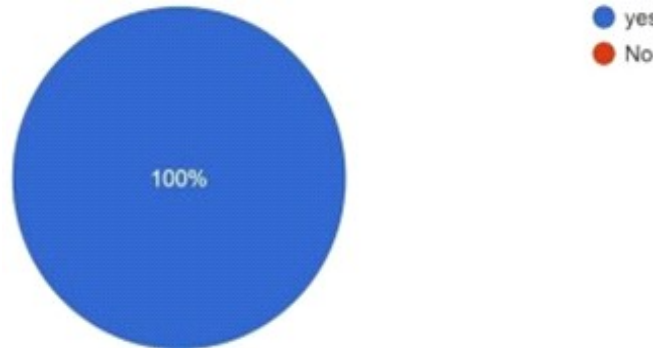
Social media has an impact on teenagers' behavior. The teen is negatively impacted by it. Risk factors for health include unsafe sexual behavior, alcohol consumption, and morbidity and mortality among adolescents. Another major issue that torments people mentally and psychologically is cyberbullying. Information theft, insults, defamation, and Facebook account hacking are all included. Compared to conventional bullying, which occurs in person, cyberbullying is more vulnerable since it may occur anywhere and the victim may feel harassed all the time. Sexting is an additional type of harassment on social media. It describes sending and receiving sexually suggestive messages or images through social networking sites, text messaging, or the mail. Social media has benefited students by enabling them to obtain information on a particular subject in a matter of seconds. Students are developing their talents with the help of the new technologies. Social media can assist students with a variety of creative endeavors, such as sharing music, films, and images, as well as getting input from friends and family. It is also inexpensive and simple to use. Students' artistic abilities are enhanced, and their confidence is increased as a result. Through art, the inner potential is revealed.

In addition to these advantages, social media also has several drawbacks. Students who use social media excessively lose focus on their studies, develop an addiction to it, and engage with others less. Sports participation is impacted. Students forget their real-life realities and disregard ground realities. Many students are caught between false identities and accounts, which causes them to feel embarrassed and ultimately depressed. Students spend less time studying. The student's health issues have developed. Their eating and sleeping schedules are off, and they don't go to bed at the right time. Their issues include frequent headaches, eye irritation, poor digestion, and more.

Objectives

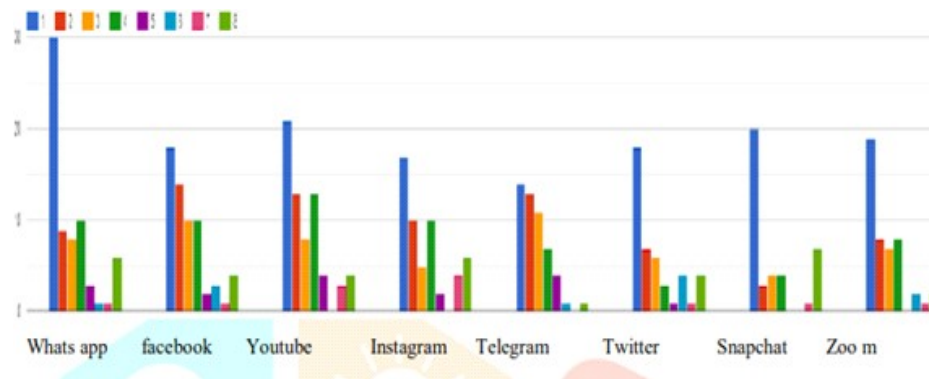
1. To determine the amount of time students, spend on social media
2. To determine the amount of time that students spend on social networking
3. Understanding the rationale behind social media use
4. To determine whether social media is time-wasting and addictive.
5. To determine how well kids using social media do academically

Q.1 Do you use social media?



Since social media has ingrained itself into people’s lives, all students have access to it. Regardless of gender, caste, creed, geography, or religion, it is clear from the aforementioned facts that all pupils have used social media. As a result, all students nowadays have access to websites for social networking.

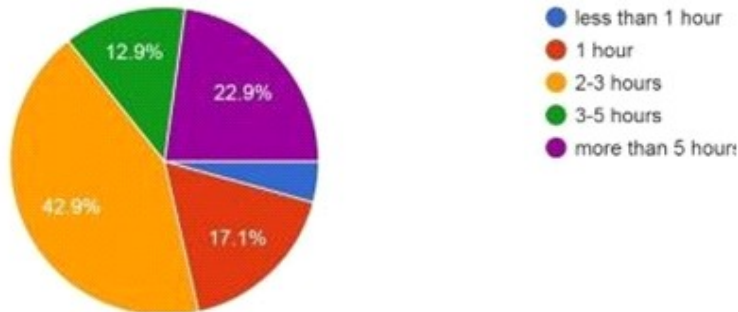
Q.2 If yes, give your preference on the basis of your interest and usage?



Based on information gathered about students’ interests and usage of social networking sites, it was found that WhatsApp is the most popular social media platform, accounting for 42.85% of all usage. This indicates that the majority of students have made WhatsApp their top choice. YouTube 30% of respondents said that their first choice is this well-known social networking platform. Snapchat is the app that 28.57% of respondents said they prefer. 27.14% of respondents think Zoom is a powerful social networking tool. Apart from these,

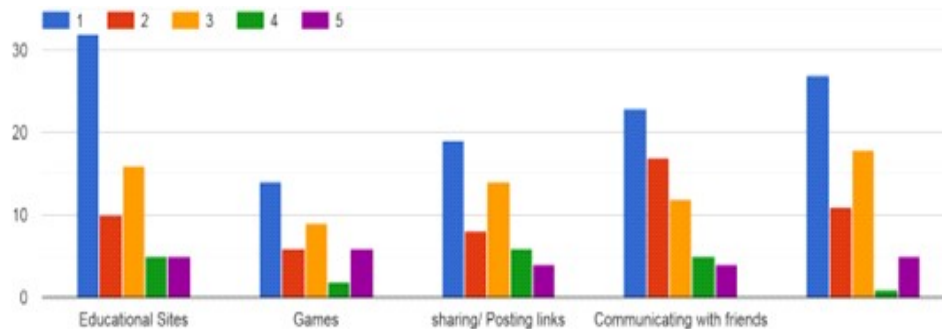
Facebook and Twitter were cited by 25.71% of respondents as their preferred social media platforms. While 20% of respondents indicated Telegram as their top pick, 24.21% of respondents said Instagram was their top choice.

Q.3 If yes, how much do you spend your time on social media per day?



The aforementioned graph displays the average number of hours that students spend on social media each day. It was found that 12.9 % of students used them for 3.5 hours, while 22.09 % used them for more than five hours. The majority of students (42.9%) use social media for two to five hours a day, while 17 % use it for an hour or less, and only 4.3 % use it for less than an hour. The majority of students (42.9 %) spend two to three hours a day on social media. 2% of students spend five hours on social media sites entirely, compared to 17% who use them for less than an hour. 12% spend three to five hours every day.

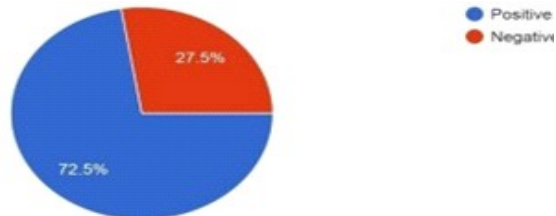
Q.4 What are the factors that attract you to use social network sites?



The aforementioned chart shows the primary elements that encourage the chosen youth to use social media sites. 45.71% of respondents chose education as their primary reason for using social media. Watching pictures and videos is the top option for 38.57 percent of the respondents. 27.14% of respondents said that sharing or posting links is their top choice. Social media is the primary tool used by 23% of respondents to communicate with friends.

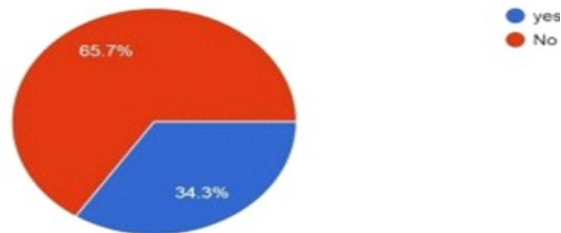
For 20% of the respondents, the primary reason they use social media is to play games. The vast majority of responders use social media for a variety of reasons.

Q.5 How social media is affecting your academic performance?



The aforementioned figure demonstrates how social media use affects academic performance. The percentage response indicates that 72.5% of students say social media has improved their academic performance, while 27.5% believe it has had a negative impact.

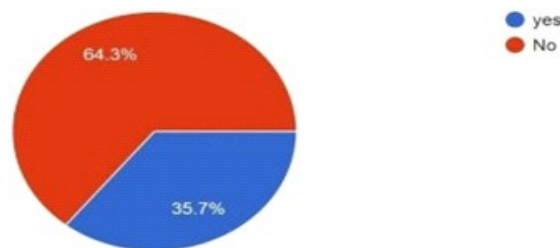
Q.6 Are you addicted to social media?



Social media inevitably gives people access to a limitless universe where they may interact, make friends, exchange information, find amusement, and get news. But spending too much time on social media can result in addiction, a lack of desire to engage in other activities, and possibly even bodily harm health issues. The requirement for users to always update their social media profiles is another drawback of social media for individuals, which can cause a great deal of stress.

As we can see, 65.07% of students report having a social media addiction, whereas 34.3% claim not to have had a social media addiction. According to the aforementioned figure, 65.7 percent of students who were asked if they had a social media addiction acknowledged having one.

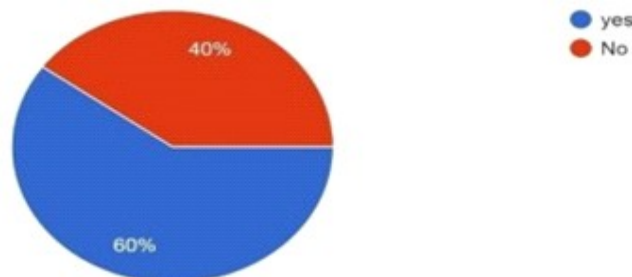
Q.7 Is social media a waste of time?



Students who believe social media is not a waste of time are depicted in the above figure. 35.07% of students believe that social networking is a waste of time, whilst 64.03% of students stated that it is not. More valuable than any other resource is time. Charles Darwin once said, “The person who dares to waste an hour of time does not discover the value of life.”

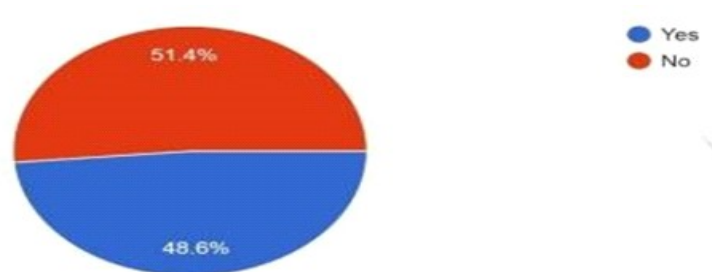
In their article “Impact of Usage of social networking sites on Youth”, J. Parvathy and R. Suchitra (2015) examined the ways in which social networking sites have affected young children. He explains that although there was less usage of social networking sites in the past, as time went on, young people were interested in them and began using them for online conversation as well as sharing images, movies, and music. According to him, social media affects young people in both positive and harmful ways.

Q.8 Is social media affecting your concentration power?



Students who believed social media was impairing their ability to concentrate are shown in the above figure. 40% of students stated that social media had no effect on their ability to concentrate, whereas 60% of students stated that social media does so.

Q.9 Does social media distract you from your studies?



As can be seen from the above statistic, 51.04% of students said that social media was a tool that distracted them; whilst 48.06% said that social media did not distract them at all.

Recommendations:

According to the study's conclusions, it is advised that

1. Students' use of social media should be regulated.
2. Teenage students' parents should monitor their kids' mobile phone usage and ensure that it is being used for productive purposes.
3. Students in educational institutions should be the subject of an awareness campaign on social media use.
4. For pupils' better growth, restrictions limiting the content they can access on social media should be put in place.

Examination and Conclusion

We have thoroughly examined the activities that students engage in on social media platforms in this article. The findings indicate that 100% of pupils use social media. They have a variety of reasons for using social media. Numerous instances of both constructive and detrimental social media use have been noted. The findings indicate that the majority of students have made using social media for educational purposes their top priority; however, some of them expressed interest in social networking and communication with friends and family. Conversely, several individuals stated that their primary preference is to play games on social networking platforms.

Social media has benefitted students by enabling them to obtain information on a particular subject in a matter of seconds. Students are developing their talents with the help of the new technologies. Social media can assist students in completing a variety of creative tasks because it is user-friendly and reasonably priced, including uploading images, films, and music, as well as getting input from their loved ones. Students' artistic abilities are enhanced, and their confidence is increased as a result. Through art, the inner potential is revealed.

For many students, social media is not a source of distraction. Because they are aware of the negative effects of social media, 52.85% of students said they use it for constructive purposes. In addition to their studies and work, they are able to juggle their use of social media for amusement. They claimed that while they are engaged in critical work or studying, they turn off or silence their social media notifications to avoid being distracted. Because it makes the material easier to understand, students thought that social media-assisted online learning was highly beneficial.

In addition to these advantages, social media also has several drawbacks. Students who use social media excessively lose focus on their studies, develop an addiction to it, and engage with others less. Sports participation is impacted. Students disregard the reality on the ground and their facts of real life are overlooked. Many students are caught between false identities and accounts, which causes them to feel embarrassed and ultimately depressed. Students spend less time studying.

Despite these benefits, social media has a number of disadvantages. Overuse of social media causes students to lose concentration on their schoolwork, become addicted to it, and interact with people less. It affects involvement in sports. Students fail to consider the actual situation on the ground, and the realities of life are ignored. False identities and accounts trap a lot of pupils, making them feel ashamed and eventually despondent. Students study less.

In conclusion, we can state that any technology has advantages and disadvantages, therefore we must exercise caution while deciding whether to use it for the right reasons.

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