



Social Media: Its Impact on Students' Personality Development

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ABSTRACT

The usage of social media has presently become widespread among all categories of people living on the earth. Like everything social media impact on human behavior and various aspects of human life. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, I-Pads and even simple mobile phones (which support internet) etc. It has been observed that younger generation is very much prone to social media. So this paper is an attempt to study the impact of social media on students' personality development in lower secondary schools in Nagaon Town Area. This paper aims to find out the impact of the use of social media by the students. For completion of the study 50 students and 50 parents of different lower secondary schools of Nagaon Town are considered as sample. And it is found that the impact of social media has a high negative impact on students' education and personality development.

Key Words : Social Media, Education, Personality, Student.

I. Introduction:

Social networking is rapidly becoming very popular online activities among the people. Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. Technology has given us a great deal and helps us with our tasks and made everything easy. Social media sites like Google, Twitter, YouTube, Whatsapp, Facebook etc. have introduced us in many methods that can connect people in an easier manner. But in reality it has been seen that social media and social networks drastically influence the student community worldwide. Young people who are addicted to social media can live far away from reality. The addicted people including the student's

community are facing many social and psychological problems that lead to imbalance in personality.

Significance of the Study:

Social media is not just an activity, it is an investment of valuable time and resources. "Social media has more adverse effects than positive ones" (Woods and Scott, 2016). Social media usage is increasing day by day; the students are unaware about the negative impact. George (2009) stated that "Social media users devoted lesser time to their studies in comparison to non-users did". The non-users always achieve good marks and results but the social media user falls behind as they pass their valuable time by using social media. Lin et al (2014) found "Five features of smartphone addiction that are compulsions, functional impairment, tolerance and withdrawal". These features of smartphone usage create lots of problems in some of the families. Many findings have an evidence of how the overuse of smartphone has a great impact on the academic performance of students' life. Chandra (2006) stated that "the dramatic increase in mobile phone usage in recent years, reports of mobile phone addiction have come in public use". The addiction of mobile phone is increasing day by day and it is a major cause of poor performance in academic performance of some students. The overuse of mobile phone is creating a problem in many areas of students' life. Lee et al, (2014) found that students showed limited self-control, particularly when consuming online content "aimlessly following Web or Facebook links while in bed". In other words, students are heavy users of smartphones. In this case, students can't control themselves when there is a new product or version of a smartphone released day by day from manufacturers. In the same way, these attitudes lead to educational wastage.

There are lots of causes of why social media is useful for students that can be explained all at once. Web-based social networks can provide relevant information, for example, examination and bits of knowledge on different themes or analytics



and insights on various topics or issues for study purposes. It is vital to be dynamic in different possible social platforms as an educational institution. The utilization of social media in education helps students, teachers, and parents for getting more valuable information while connecting with learning groups and other educational systems. Eventhough Melkevik et.al (2015) stated that “Spending a lot of time on social networking sites can lead to a sedentary lifestyle and a decrease in daily physical activity levels, which in turn can render them vulnerable to no communicable disease such obesity, diabetes and hypertension”.

Statement of the Problem:

The present study can be stated as “**Social Media : Its Impact on Students’ Personality Development**”.

Objectives of the Study :

- (i) To study the impact of social media on education of lower secondary school.
- (ii) To study the impact of social media creating behavioral issues of lower secondary level students.

Methodology:

For conducting the present study, the investigator has used survey technique. The sample selected for the present study consists of 50 students and 50 parents of different lower secondary schools of Nagaon Town area. For collection of data the questionnaire related to social media has been

developed. Two questionnaires consist of 10 questions were developed for the purpose.

Sample -

In this study, the students (10), and the guardian (10) of different lower secondary schools (10) of Nagaon Town were considered as sample. The investigator conducted the study on 50 sample students. Among 50, 25 students secured below 60 percent and 25 students secured above 60 percent marks in their 7th final examination. As well as 50 parents were randomly selected by the investigator for the purpose of the research study. In the present study, the investigator adopted simple random sampling method.

Tools Used -

The investigator has used only the following tools-

- Questionnaire

Statistical Technique Used :

Data collected for the present study were analyzed using percentage. Data on different aspects were interpreted keeping in view of the objectives of the study.

Analysis and Interpretation of Data :

To meet the first objective “To study the impact of social media on education of lower secondary school”, the investigator developed a questionnaire containing with 10 questions that was conducted on sample students of lower secondary level.

Table 1.1
Response of the Students

Sl. No	Questions to Students	Students responses			
		Above 60%		Below 60%	
		Yes(%)	No(%)	Yes (%)	No(%)
1	Do you use smart phone?	25	75	100	0
2	Do you use social media?	20	80	100	0
3	Do you think spending time on social media has become your habit?	0	100	80	20
4	Can you control yourself without using social media?	100	0	30	70
5	Do you get anxious or nervous without using social media?	0	100	80	20
6	Can you imagine your life without using social media?	100	0	10	90
7	Do you think social media does not distract you from studying?	5	95	85	15
8	Do you panic whenever you cannot use social media?	0	100	75	25
9	Are you addicted to social media?	0	100	85	15
10	Is social media deeply integrated into your social	0	100	80	20



life?				
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Table 1.1 shows the response for the first objective, and it is seen that most of the students, securing above 60% do not have smart phone only few of them have smart phone. Every student securing below 60% have their own smart phone.

It is seen that only 20% of the students use social media those who secure sixty percent in examination result. But students securing below sixty percent use social media by almost all of the students.

It is observed that every students securing above sixty percent do not think spending time on social media have become their habit. But 80% of the students securing below sixty percent think that spending time on social media has become their habit. They want to remain busy in social media with their smart phone.

Most of the students securing above sixty percent can control themselves without using social media. But only 30% of the students securing below sixty percent can control themselves without using social media but maximum 70% of them cannot control themselves without using social media.

It is seen that students securing above sixty percent do not feel anxious or nervous even though they are not allowed to use social media but most of the students securing below sixty percent get nervous or anxious whenever they are not allowed to use social media.

It is seen that 100% of the students securing above sixty percent can imagine their life

without social media. But 90% of the students securing below sixty percent are not able to imagine their life without social media. They want to remain busy in social media with their smart phone.

It is that 95% of the student having above sixty percent do not feel any distractions while studying, but 85% of the students having below sixty percent feel distractions for their smart phone.

It is observed that 100% of the students having above sixty percent do not panic whenever they cannot use social media whereas 75% of the students securing below sixty percent get panic if they don't get to use social media.

It is found that 100% of students having above sixty percent are not at all addicted to social media, but 85% of the students having less than sixty percent are addicted to social media.

It is found that students having above sixty percent said that social media does not get integrated into their social life but 80% of the students securing below sixty percent said that social media has deeply integrated into their social life.

To meet the second objective "To study the impact of social media creating behavioral issues of lower secondary level students", the investigator develops a questionnaire containing with 10 questions that was conducted on 50 sample parents.

Table 1.2
Questionnaire for parents

Sl. No	Questions to parents	Parents responses	
		Yes (%)	No (%)
1	Does your child get panic whenever they cannot use social media?	80	20
2	Can your child control themselves without using social media?	25	75
3	Does your child get furious without using social media?	85	15
4	Do you think your child enjoy using social media than spending time with family?	80	20
5	Does your child spend time more on social media per day?	70	30
6	Do you think social media act negatively in the education of your children?	60	40
7	Do you think that your child is getting more matured after using social media?	60	40
8	Does your child show any antisocial behaviour whenever he is not allowed to use mobile?	65	35



9	Do you think social media is the best way for teachers to reach students?	40	60
10	Do you think your children's education is impacted by social media?	70	30

Table 1.2 shows the responses of the parents for the second objective. In this study it is found that 80% of the parents said that their children get panic whenever they cannot use social media and only 20% of the parents said that their children do not panic whenever they cannot use social media.

Response for the second question from the data it is found that 75% of parents said that their children cannot control themselves without using social media only 25% of them can control themselves without using social media.

Response for the third question from the data shows that 85% of the parents agreed that their children get furious without using social media. Only 15% of the parents said that their children do not get nervous or anxious.

Response for the fourth question from the data shows that 80% of the parents said that their children enjoy using social media than spending time with family but it is found that only 20% parents said that their children like to spend time with family.

Response for the fifth question from the data shows that 70% of the parents said that their children spend more time on social media per day. But 30% parents said their children do not spend much time in social media.

Response for the sixth question from the data shows that 60% of the parents think that social media act negatively in the education of their children and the other 40% of the parents do not think that social media might act negatively in the education of their children.

Response for the seventh question from the data shows that children are getting matured after using social media. It is accepted by 60% of the parents and other 40% parents do not accept it.

Response for the eighth question from the data shows the 65% of parents agreed that their children showed antisocial behaviour whenever he or she is not allowed to use mobile phone but only 35% parents did not agree with that.

Response for the ninth question from the data shows that very less number of parents think that social media is the best way for teachers to reach students. Most of the parents think that social media is not the best way for teachers to reach students because sometimes students take advantage of it.

Response for the tenth question from the data shows that according to parents their children result is affected by social media. About 70% parents think that their children result is impacted by social media only 30% of the parents do not think that their children results are affected by social media.

Major findings of the study are as follows-

- It is explored that only 25% students (securing above sixty percent) have smart phone but most of them do not have smart phone. Every Students (securing below sixty percent) have smart phone and they use social media in their phone.
- It is observed that only 20% student (securing above sixty percent) use social media. but most of them do not use social media. Every Students (securing below sixty percent) uses social media.
- It is found that 100% of the students (securing above sixty percent) do not think that spending time on social media has become their habit but 80% (securing below sixty percent) think that using social media has become their habit.
- It is observed that 100% of the students (securing above sixty percent) marks can control themselves from using social media. But 70% of the students (securing below sixty percent) cannot control themselves from using it.
- It is found that most of the student (securing below sixty percent marks) become addicted to social media. But 100% of the students (securing above sixty percent) do not become addicted to social media. Students with good marks do not become addicted.
- It is observed that 85% of the students (securing below sixty percent marks) get their mind distracted while studying, only 15% of them do not get distracted and 95% students (secured above sixty percent marks) do not get their mind distracted while studying 5% of them get distracted even though they can control it.
- Another major findings of the investigation is that 90% of the student (securing below



sixty percent) cannot imagine their life without social media which will create a great problem in their life and the marks they secured shows that already their academic has already hampered but 100% students (securing above sixty percent) can imagine their life easily without social media .

- It is observed that 75% of the students (securing below sixty percent marks) become panic whenever they cannot use social media only 25% of them do not become panic and 100% students (secured above sixty percent marks) do not become panic even if they are not allowed to use social media.
- It is seen that 100% of the student (secured above 60% marks) do not get nervous or anxious without using social media. But 80% students (securing below 60% marks) get anxious or nervous if they are not allowed to use social media.
- During investigation it is seen that 100% of the student (secured above sixty percent marks) social media has not deeply integrated in their social life .But 80% students (secured below sixty percent marks) social media has deeply integrated in their social life. Grades of most of the schools get declined.
- It is found that 80% parents accepted that their children get panic whenever they cannot use social media only 20% parents do not accept it.
- It is observed that 75% parents said that their children cannot control themselves without using social media only 25% parents said that their children can control them from using it.
- It is seen that 85% parents agreed that their children get anxious or nervous without using social media but only 15% parents do not agree it.
- It is found that 80% parents accepted that their children enjoy using social media than spending time with family and only 20% parents didn't accept that their children enjoy using social media than spending time with family.
- It is observed that 70% parents accept that their children spend more time on social media whereas only 30% parents didn't accept that their children spend more time on social media.

- It is found that 50% parents think that social media act negatively in the education of their children whereas 50% parents do not think so.
- It is explored that 60% parents think that their child is getting more matured after using social media but 40% parents do not think that their child is getting more matured after using social media.
- It is observed that 65% parents found their children showed antisocial behavior whenever they are not allowed to use mobile but only 35% parents said that their children did not show such behavior.
- It is found that 40% parents think that social media is the best way for teachers to reach students but most of the parents like 60% do not think that social media is the best way for teachers to reach out students.
- It is explored that 70% parents said that their children's results is very much impacted by social media but only 30% parents do not said that their children's results is impacted by social media.

Educational Implications of the Study:

In the light of the findings of this study, the following educational implications are made:

- Students should make alert of the bad effect of using of social media.
- Students should be monitored by teachers and parents how they use different sites of social media.
- Teachers should ensure that they use the social media as a tool to improve the academic performance of students in schools.
- Students should be taught how to manage their study time and prevent distractions that can be provided by the social media.

II. Conclusion:

Most of the people have become addicted to use to social media for different purpose. Likewise the students are also engaged with social media as hobby of their life only. This study was conducted to investigate the impact of social media on student academic performance and the behavior of the student. The findings revealed that the time spent on social media can negatively affect student academic activities. Behavioral issues are also developing due to excessive use of social media by the new generation. It should be stopped for better future of the mankind.



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