Social impact of social media usage by University students

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Abstract: *Social media is a part of everyday lives of people. The impact of social media is very huge in a variety of aspects. However, it is to be noted that it is the students who happen to the major users of social media. They use social media for a variety of purposes. The social impact and aspect of their usage can't be overlooked. The current research study looks at the social impact of social media usage by University students in Chennai. The study employs quantitative research analysis in the form of questionnaires.*

Key Words: *Social, impact, social media, University, students,*

1.   INTRODUCTION:

1.1   Social media definitions

O'Reilly (2005) defined social media as a broad term that creates user generated content which can be shared. Micro-blogs (e.g., Twitter) are social networking services that enable users to send and read very short messages, which are usually restricted by the number of characters in the message. Berthon et.,a al. (2012)

2.   LITERATURE REVIEW:

2.1 Social media impact

Jacob Amedie (2015) in her article "The Impact of Social Media on Society", spoke about the negative impact of social media under three main categories viz. Social media and psychological issues, social media as a tool for criminals and criminal activities.

2.2 Negative aspects of social media

Social media opened gates for fake identities, pornography, religious hatred posts, illicit comments, abuse to the general public and govt. authorities, etc. The advantages of social media are emphasized quite often, but its negative aspects which are rarely discussed. Boyd (2007) quoted George, (2006), Kornblum & Marklein, (2006) that popular press coverage of SNS has emphasized potential privacy concerns, primarily concerning the safety of younger users.

3.   METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study. The research study adopts the Technology Acceptance Model 3 (TAM 3).
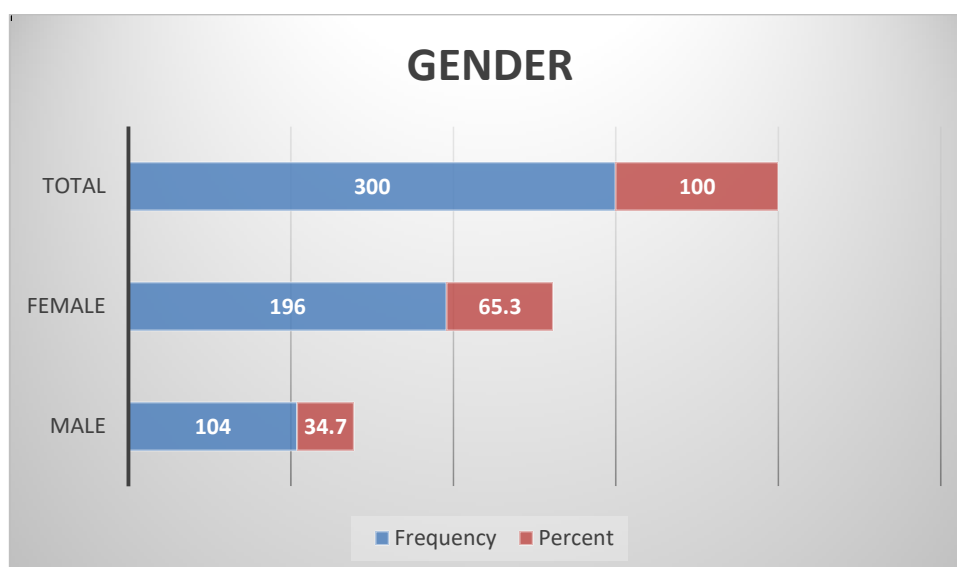
3.1 OBJECTIVES OF THE STUDY

- ❖ To explore how social media usage is affecting interactivity among the respondents.
- ❖ To explore the factors affecting social interaction among the respondents.

4.   ANALYSIS AND FINGINGS

Table 1: Distribution of respondents based on their gender

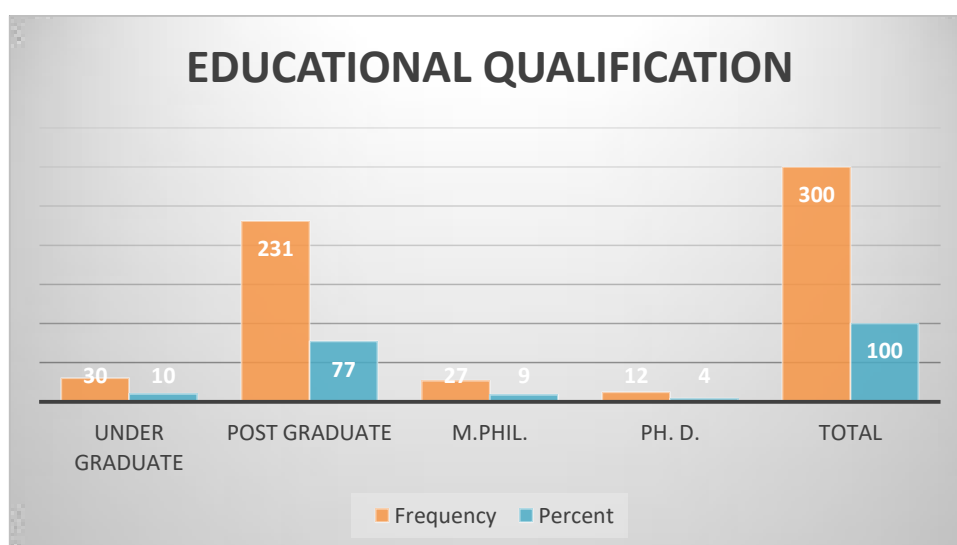| Particulars	Frequency	Percent
Male	104	34.7
Female	196	65.3
Total	300	100

Figure 1

Table 1 and Figure 1 shows the gender of respondents. Females were higher with 65.3% in comparison with males who were 34.7%.

Table 2: Distribution of respondents based on their Educational Qualification

| Particulars	Frequency	Percent
Under Graduate	30	10
Post Graduate	231	77
M.Phil.	27	9
Ph. D.	12	4
Total	300	100

Figure 2

Table 2 and Figure 2 shows the educational qualification of respondents. Majority respondents were post graduates with 77%.

Table 3: Social media deteriorates our social norms

| Particulars	Frequency	Percent
Strongly Agree	25	8.3
Agree	183	61
Neutral	86	28.7
Strongly Disagree.	6	2
Total	300	100
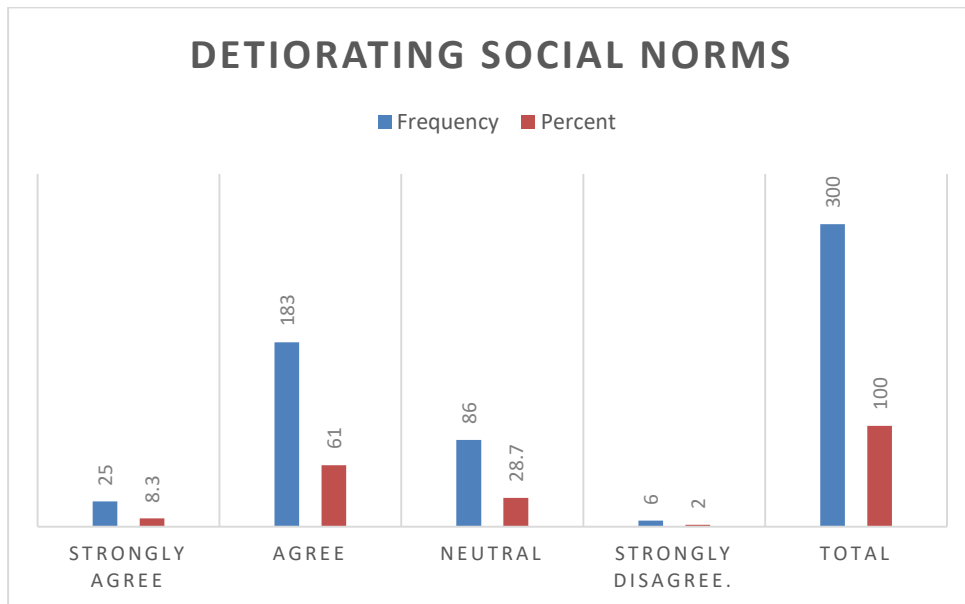
Figure 3

From Table 3 and Figure 3, it is evident that majority of respondents are of opinion that social media is deteriorating our social norms. While 61% of the respondents agreed and 8.3%, strongly agreed with the statement, 28.7% remained neutral and 2% (n=6), strongly disagreed.

Table 4: Social media promotes unethical pictures, video clips and images

| Particulars	Frequency	Percent
Strongly agree	28	9.3
Agree	67	22.3
Neutral	54	18
Disagree	151	50.3
Total	300	100
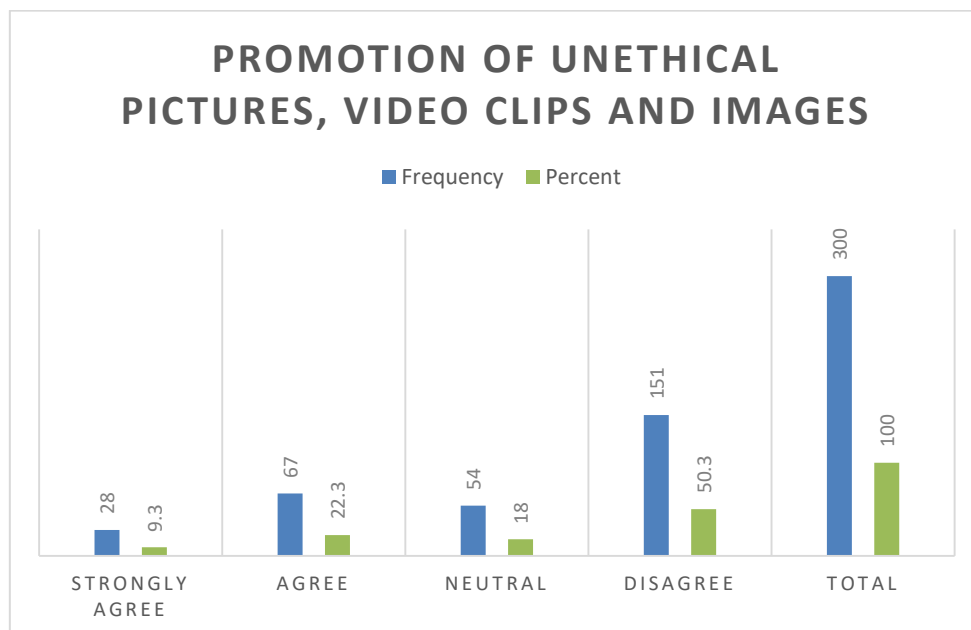
Figure 4

From table 4 and Figure 4, it is evident that the majority of respondents 50.3% disagreed to the statement that social media promotes unethical pictures, video clips and images. While 18% responded neutral, the rest either agree or strongly agree with the statement.

Table 5: Social media deteriorate the social ethics

| Particulars	Frequency	Percent
Strongly agree	14	4.7
Agree	214	71.3
Neutral	48	16
Disagree	24	8
Total	300	100
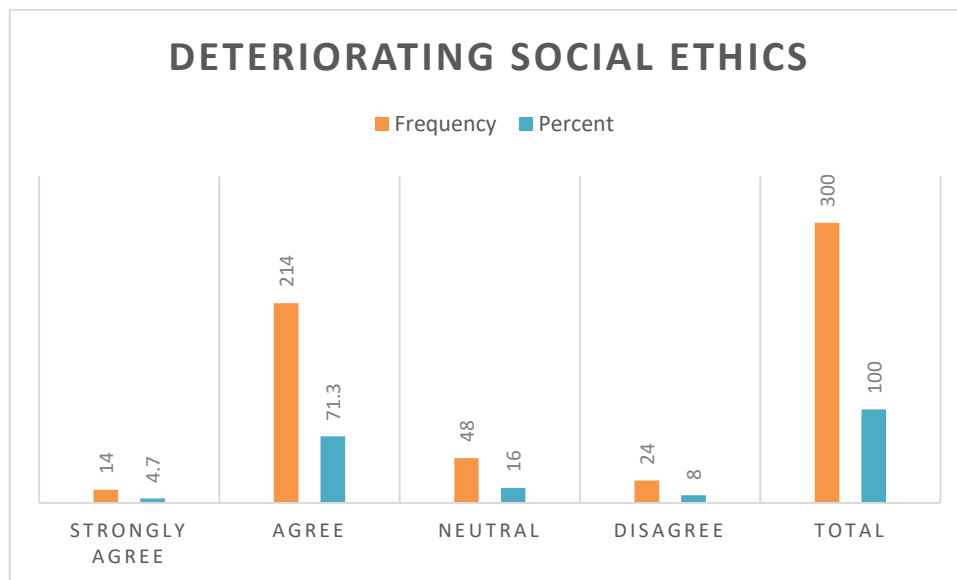
Figure 5

From table 5 and Figure 5, it is evident that the statement social media is deteriorating our social ethics with 71.3% respondents agreeing to the statement and 4.7% strongly agreeing to it.

Table 6: Social media create awareness among youth towards development of a global culture

| Particulars	Frequency	Percent
Strongly agree	32	10.7
Agree	238	79.3
Neutral	26	8.7
Strongly Disagree	4	1.3
Total	300	100
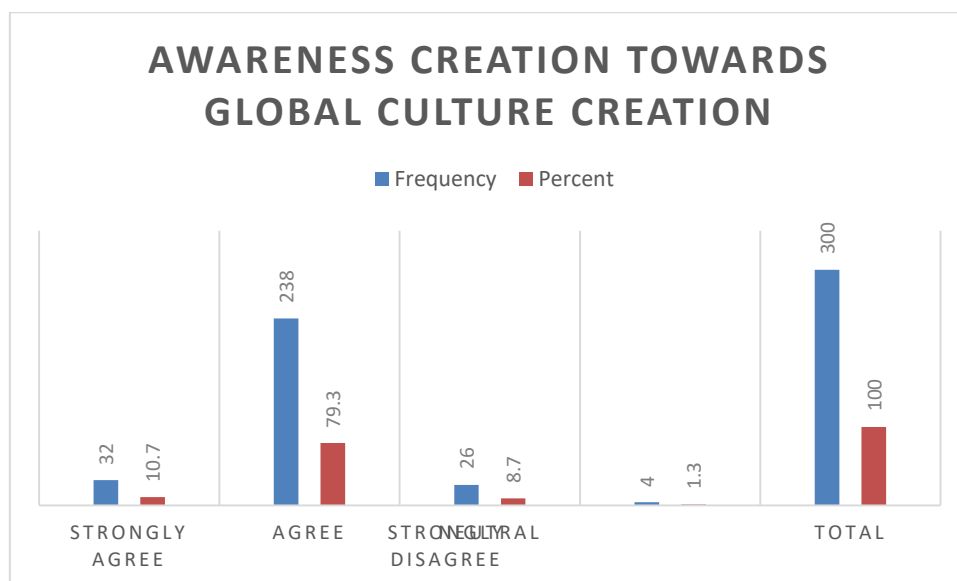
Figure 6

From table 6 and Figure 6, it is evident that social media create awareness among youth towards the development of a global culture as majority of respondents with 79.3% agreeing and 10.7% strongly agreeing to the statement that social media create awareness among youth towards the development of a global culture.

Table 7: Social media is main space for executing the freedom of expression

| Particulars	Frequency	Percent
Strongly agree	28	9.3
Agree	212	70.7
Neutral	40	13.3
Disagree	12	4
Strongly Disagree	8	2.7
Total	300	100
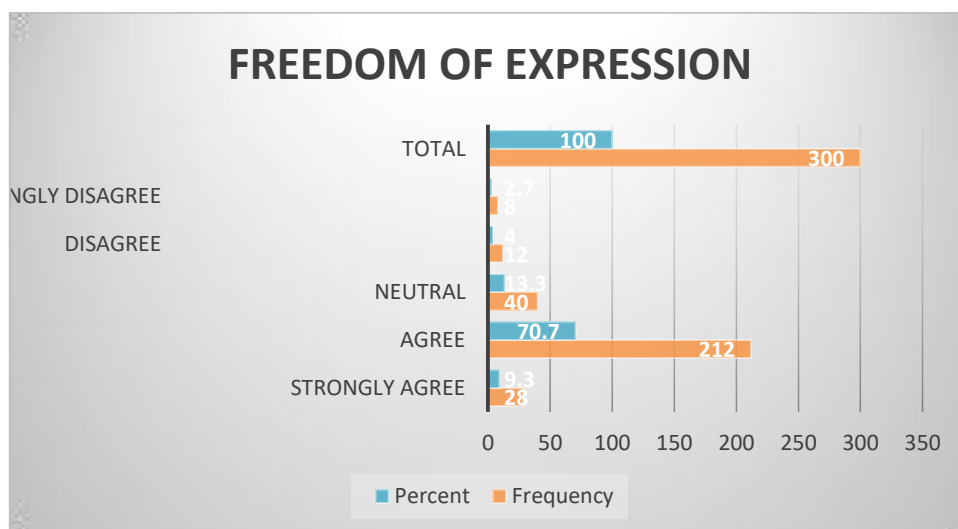
Figure 7

Table 7 and Figure 7 shows that, a majority of respondents with 70.7% agreed to the statement that social media is the main space for freedom of expression, while 13.3% stayed neutral regarding the statement.

Table 8: Social media influence in making new friends

Particulars	Frequency	Percent
Strongly agree	51	17
Agree	199	66.3
Neutral	44	14.7
Disagree	6	2
Total	300	100
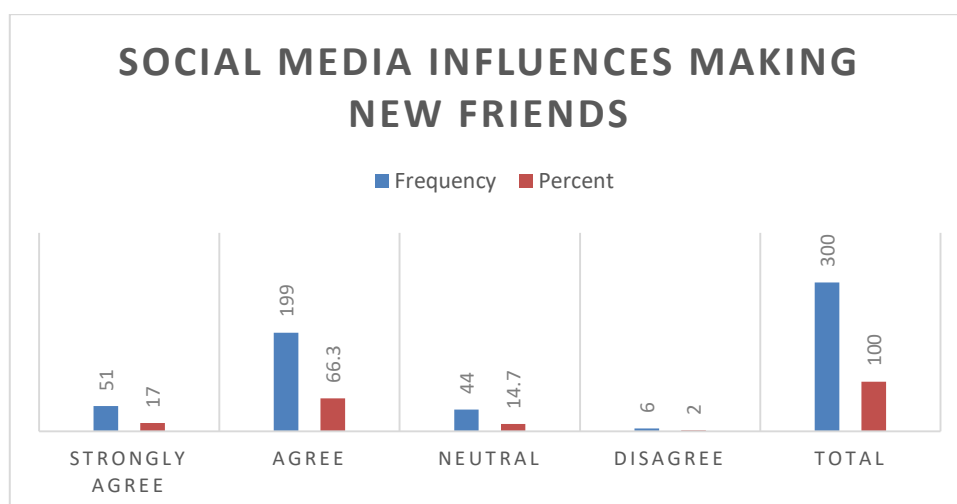
Figure 8

Table 8 and Figure 8, shows that the majority of respondents with 66.3% agree to the statement that social media influences making new friends.

5. CONCLUSION :

Interaction is very much impossible to be absent in a busy society. Interaction happens between people cutting across age groups and walks of life. Interactivity is much higher in social media. Interactivity among youngsters who happen to occupy a major percentile across institutions in the country is often a topic of interest. Several studies done across the world have had spoken about the aspect of interactivity among adolescents and school children in social media. However, this study was envisioned to explore the social impact of social media on the University students in Chennai. The research study revealed that a major percentile of the students use social media to foster new friendships, having space for freedom of expression, deteriorating social norms and ethics with about 68% of the respondents agreeing to the aforementioned statements. It can be concluded that there are equal presence of positive and negative effects as far as social impact of social media was concerned.

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