A Critical Analysis on Negative Impact of Social Media on College Students in Bangalore South, Bangalore

M. Beena Praveen
Assistant Professor, School of Commerce Studies
Jain Deemed-to-be University, Jayanagar 9th Block, Bangalore

Abstract

Social media plays an important role in people's lives. It also observed a remarkable and quickprogress in technology in the world because of the large number of people who wake-up every morning to check with their social accounts instead of reading the newspaper. The usage of social media is not limited only to professionals also it is been widely used in educational sectors by the students. The increasing usage of social media has far reaching influence on Social Interaction, Entertainment and Academic improvement among students.Social media helps to acquire knowledge through establishing communication with other students and teachers through connecting with Facebook, Instagram, Twitter, etc. Although the students are getting benefit, they have more negatives by using the social media because they are addicted through spending more time for using social media. This addiction negatively affect the students in their academic life. In this view, the researcher has taken this study to examine the negative impact of social media on college students in Bangalore. This study sample size had covered 105 students studying in Commerce & Management Colleges in Bangalore. A well-structured questionnaire has been framed and distributed among the college students to collect their opinion towards negative impact of social media. The collected data were subdued into tables and charts with the help of the statistical package SPSS 22.0. Also, statistical tools such as Percentage Analysis, Mean Score Analysis. The results showed that most of students are 19 years old and mostly affected by the social media like twitter, instagram etc.

Keywords: Social Media, Negative Impact, Academic Improvement, Addiction,Social Interaction.

Introduction

The development of social media over past few years has changedthe ways in which the internet is practiced by most endusers. The usage of social media is not limited only to professionals orelders but also it is been widely used in educational sectorsby the students. Social media is constructed on the idea of how students knowand communicate with each other. It offersstudents the power toshare, making the world more open and connected with eachother.Social media has an energetic influence on students' academic life as ithelps a lot in education field. Students are using the various types of social media regularly such as Facebook, Instagram, Twitter, Linked In,

Academiaand other Medias. They generally used social media for many reasons such as forstudy purpose, entertainment purpose as social mediaprovides any data they want very easily and quickly within afraction of seconds. The usage of social media changes between students as it has good as well as negative impact ontheir education.Social Media had become amajor interruption to college students, causing the overallacademic performance of students to decline, especially the ones whohave a habit ofusing social media while studying.The college students are spending more time by using the social media otherthan educational activities in regular. This behavior of college students creates a verynegative impact on their concentration as well as makes ample ofhealth issues and also creating slit in the family.This study had aimed to examine the negative impact of social media on college students in Bangalore.

Literature Review

Aida Abdulahi et al. (2014) revealed in their study that social network sites such as Facebook affected negatively the scholars of Asia Pacific University. Also, they noted that time spent on Facebook and checking Facebook was negatively related to the overall GPA. They concluded that social network sites have a negative impact on users in terms of their academic performance, health threat and privacy and security issues.Tariq Kamal et al. (2015) showed in their study that social networking sites such as Facebook in particular have detrimental effects on our wellbeing. Facebook usage over a fortnight and found that the more people that used it, the more negativity they experienced concerning their day to day activities, as well as over time, incurring higher levels of dissatisfaction with their life overall. Gok (2016) indicated that many students have interest in social networking sites and it led students to an addiction. They cleared that the usage of social networking sites had negative impacts on students' studying, performance, and habit. Furthermore, the results showed that the majority of the students spent more time on social media instead of studying academic courses. Mensah and Nizam (2016) determined that time appropriateness and health addiction had a stronger significant influence on students' academic performance. Also, they stated that the nature of usage and friend-people connection has an impact also on the performance of students. Further, they concluded that time duration and security problems had no significant influence on students' academic performance.

Vishranti Raut and Prafulla Patil, (2016) observed that moderating their access to social media was one excellent method to quell the negative impacts. Also, the results stated that most of the negative aspects can be overcome by reducing the amount of time spent on social network sites. Moreover, they concluded that paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies. Gilbert M. Talaue et al. (2018) evaluated that communication with peers through social networks can help a student socialize, find new friends, discuss with them issues related to studies. Also, they noted that the time spent by the respondents on social media stressed that the impact on their academic performance ends up negative. Further, it was indicated that social media had a dual impact on student achievement, and it was necessary to approach adolescents' use of social networks with ultimate responsibility. Mushtaq (2018) examined that social media appeared to be a very useful tool for students in their lessons as they used them to improve their learning process i.e. communicate effectively, receive university-related issues and other necessary information. The author confirmed that students' negative effects seemed to be very poor as compared to their positive effects as they described that too much use of social media as a concern, which wastes their time and money. Perpetua O. Ezeji and Kelechi E. Ezeji (2018) found that social media usage negatively affected students' revision of their lecture notes daily, as well as submission and carrying out of study assignments while this is not surprising as half of the students indicated they

spent two hours on social media usage daily. They indicated from the results that social media usage negatively affected students study habits.

Statement of the Problem

Now-a-days, the impact of social media is higher than in the past decades. Social media is unavoidable in students' life for academic activities, entertainment and communication with others. Social media like Facebook, Instagram, Twitter, Linked In and Academiahave gained rather more attention as the most viable communication sources for other students and teachers. The college students can maintain social media friends and make themfor various activities like study, chat, games, sports, etc. Further, social media have also been a channel to unite them on a huge platform for the achievement of specific objectives. On the other hand, social media also rather leads to addiction due to they are spending much time for using social media by they can divert the focus and attention of their study and achievement. Hence, the researcher has taken this study about the negative impact of social media on college students who are studying in Commerce & Management Colleges, located in Bangalore.

Objectives of the Study

- To observe the personal profile and usage profile of the selected college students in Bangaloredistrict.
- To examine the negative impact of social media among the college students in the study area.

Hypothesis of the Study

- There is no significant difference between negative impact of social mediaand gender of the respondents.
- There is no significant difference between negative impact of social mediaand age of the respondents.
- There is no significant difference between negative impact of social mediaand study wing of the respondents.
- There is no significant difference between negative impact of social mediaand studying year of the respondents.
- There is no significant difference between negative impact of social mediaand academic achievement of the respondents.
- There is no significant difference between negative impact of social mediaand period of using of the respondents.
- There is no significant difference between negative impact of social mediaand using social media of the respondents.

Research Design

The research gives an insight to the student's connection with negative impact of social media on their education. Research was conducted on the college students who are studying in the Commerce & Management College located in Bangalore. Astructured questionnaire were used as a tool for data collection.Total sample size has taken as 105 respondents. It was an exploratory study and tools used were Percentage Tables, Mean Score analysis. All the analysis was done by using IBM SPSS 22.0.

Analysis and Interpretation
Demographic Profile of the Respondents

The following table shows the demographic profile of the students.

Table 1 Demographic Profile of the Respondents

No.	Demographic Profile	No. of Respondents	%
	Gender		
1	Male	61	58.1
	Female	44	41.9
	Total	105	100.0
	Age		
2	18 Years	32	30.5
	19 Years	44	41.9
	20 Years	18	17.1
	Above 20 Years	11	10.5
	Total	105	100.0
	Study Wing		
3	Arts Wing	75	71.4
	Science Wing	30	28.6
	Total	105	100.0
	Studying Year		
4	First Year	36	34.3
	Second Year	48	45.7
	Third Year	21	20.0
	Total	105	100.0
	Academic Achievement		
5	Excellent (Above 75%)	27	25.7
	Good (60-75%)	44	41.9
	Fair (Below 60%)	34	32.4
	Total	105	100.0
	Period of Using		
6	Below 2 Years	22	21.0
	2-4 Years	45	42.8
	Above 4 Years	38	36.2
	Total	105	100.0

Using Social Media			
7	Facebook	16	15.2
	Instagram	13	12.4
	Twitter	30	28.6
	Linked In	20	19.0
	Academia	19	18.1
	Others	7	6.7
	Total	105	100.0

- It is observed from the above analysis that 58.1 percent of the respondents are male and 41.9 percent of the respondents are female.
- It is examined from the above analysis that 30.5 percent of the respondents are 18 years old, 41.9 percent of the respondents are 19 years old, 17.1 percent of the respondents are 20 years old and 10.5 percent of the respondents are belong to above 20 years of age category.
- It is explored from the above analysis that 71.4 percent of the respondents are studying in arts wing and 28.6 percent of the respondents are studying in science wing.
- It is determined from the above analysis that 34.3 percent of the respondents are studying in first year, 45.7 percent of the respondents are studying in second year and 20.0 percent of the respondents are studying in third year.
- It is indicated from the above analysis that 25.7 percent of the respondents are excellent (above 75%) in their academic achievement, 41.9 percent of the respondents are good (60-75%) and 32.4 percent of the respondents are fair (below 60%) in their academic achievement.
- It is cleared from the above analysis that 21.0 percent of the respondents are using social media for below 2 years, 42.8 percent of the respondents are using social media for 2-4 years and 36.2 percent of the respondents are using social media for above 4 years.
- It is concluded from the above analysis that 15.2 percent of the respondents are using Facebook, 12.4 percent of the respondents are utilizing Instagram, 28.6 percent of the respondents are using Twitter, 19.0 percent of the respondents are utilizing Linked In, 18.1 percent of the respondents are using Academia and 6.7 percent of the respondents are utilizing other types of social media.

Chart 1 Demographic Profile of the Respondents
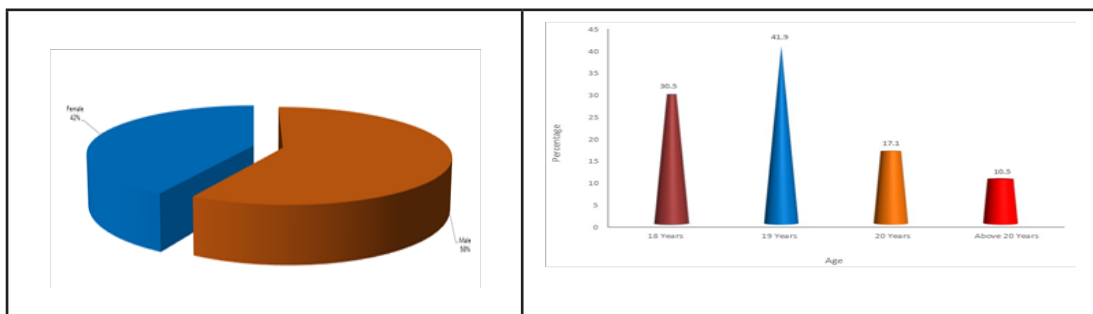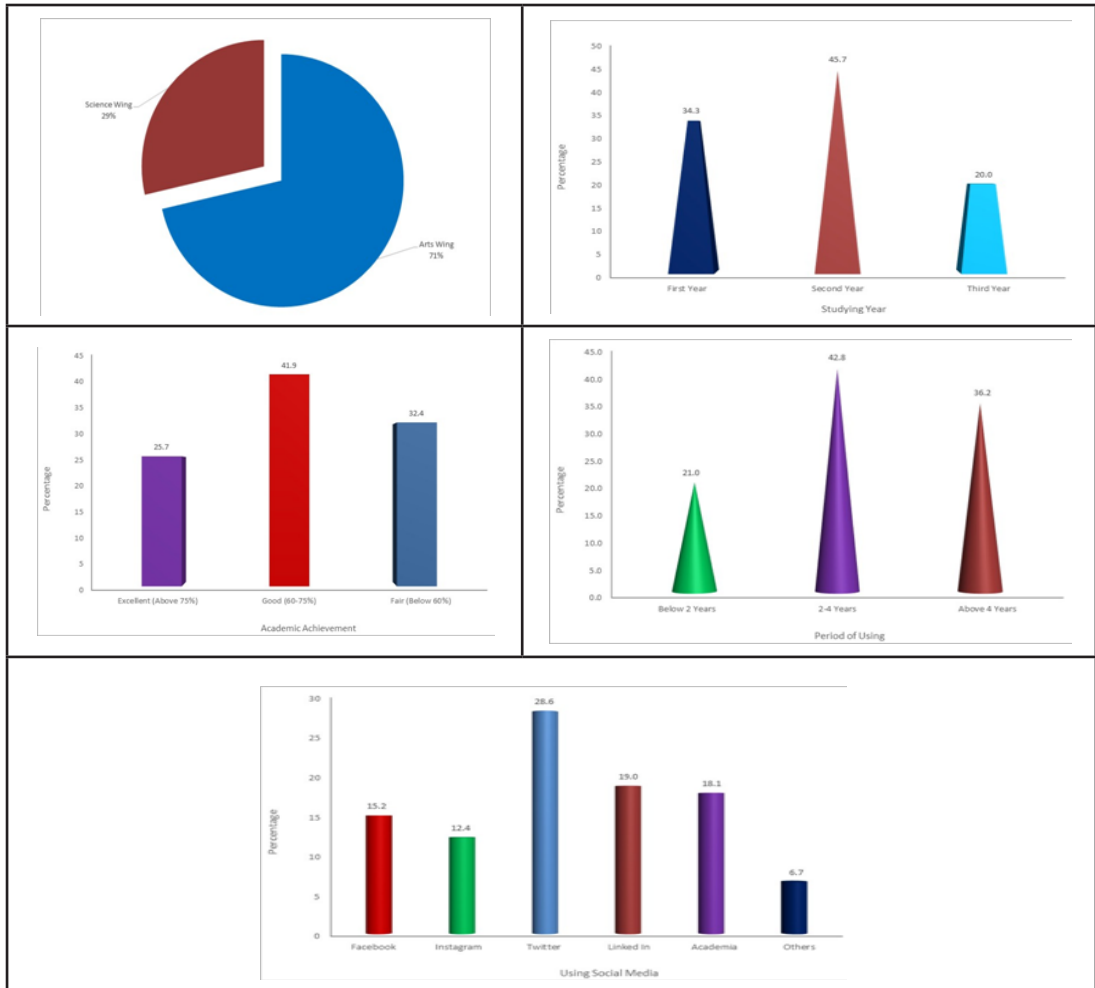
Section 2: Negative Impact of Social Media

In this section, the researcher has discussed about the negative impact of social media on college students in the study area. For the purpose, six statements have been framed with5 point Likert's scaling method for examining the negative impact of social media.The mean and SD of the statements are given in the following table.

Table 2 Negative Impact of Social Media

S.No.	Negative impacts of Social Media	Mean	SD
1	These social media influence the academic performance of students negatively, because they distract from the students studies.	3.79	1.30
2	Using social media require spending money and are wastage of time and by this way it will affect the students' academic life.	3.22	1.22
3	Addiction to social media is problematic issue that affects the students' academic life.	3.63	1.35
4	I find it hard concentrating on study knowing that student can play online games and visit these sites just by logging into them.	3.65	1.40

5	I compare the students' grades before the students become engaged into these social media and after the student became involved. I see a drop in my academic performance.	3.51	1.20
6	SNSs are personal/ social-can't be used for education.	3.53	1.20

It is examined from the above analysis that among the six categories of negative impact of social media on college students, social media influence the academic performance of students negatively, because they distract from the students studies acquires the maximum level of negative impact with the mean score of 3.79 and followed by find it hard concentrating on study knowing that student can play online games and visit the sesites just by logging into them with the mean score of 3.65.

Relationship between Demographic Variables and Negative Impact of Social Media (Anova Analysis)

In order to find the relationship between demographic variables of the respondents and negative impact of social media, a hypothesis has been framed and tested by Anova test. The test results are discussed in the following tables.

Relationship between Gender and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand gender of the respondents.

Table 3 Gender and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.207	1	1.207	4.878	0.029**
Within Groups	25.496	103	0.248		
Total	26.704	104			

Note: ** –Significant at 5% level

It is evaluated from the above analysis that the calculated 'F' value is greater than the table value and the result is significant at 5 percent level. Hence, the null hypothesis is rejected. From the analysis, it is foundthat there is a significant difference between the gender of the respondents and their negative impact of social media.

Relationship between Age and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand age of the respondents.

Table 4 Age and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.570	3	0.190	0.734	0.534NS
Within Groups	26.134	101	0.259		
Total	26.704	104			

Note: NS – Not Significant

It is revealed from the above analysis that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is

notedthat there is no significant difference between the age of the respondents and their negative impact of social media.

Relationship between Study Wing and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand study wing of the respondents.

Table 5 Study Wing and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.397	1	2.397	10.157	0.002*
Within Groups	24.307	103	0.236		
Total	26.704	104			

Note: * –Significant at 1% level

It is showed from the above analysis that the calculated 'F' value is greater than the table value and the result is significant at 1 percent level. Hence, the null hypothesis is rejected. From the analysis, it is identified that there is a significant difference between the study wing of the respondents and their negative impact of social media.

Studying Year and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand studying year of the respondents.

Table 6 Studying Year and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.677	2	0.338	1.326	0.270 NS
Within Groups	26.027	102	0.255		
Total	26.704	104			

Note: NS – Not Significant

It is showed from the above analysis that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is observed that there is no significant difference between the studying year of the respondents and their negative impact of social media.

Academic Achievement and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand academic achievement of the respondents.

Table 7 Academic Achievement and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.512	2	1.756	7.723	0.001*
Within Groups	23.192	102	0.227		
Total	26.704	104			

Note: NS – Not Significant

It is showed from the above analysis that the calculated 'F' value is greater than the table value and the result is significant at 1 percent level. Hence, the null hypothesis is rejected. From the analysis, it is identified that there is a significant difference between the academic achievement of the respondents and their negative impact of social media.

Period of Using and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand period of using of the respondents.

Table 8 Period of Using the Social Media and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.820	2	0.410	1.616	0.204NS
Within Groups	25.884	102	0.254		
Total	26.704	104			

Note: NS – Not Significant

It is obtained from the above analysis that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is concluded that there is no significant difference between the period of using of the respondents and their negative impact of social media.

Using Social Media and Negative Impact of Social Media

H0: There is no significant difference between negative impact of social mediaand using social media of the respondents.

Table 9 Using Social Media and Negative Impact of Social Media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.763	5	1.153	5.449	0.000*
Within Groups	20.940	99	0.212		
Total	26.704	104			

Note: NS – Not Significant

It is indicated from the above analysis that the calculated 'F' value is greater than the table value and the result is significant at 1 percent level. Hence, the null hypothesis is rejected. From the analysis, it is determined that there is a significant difference between the period of using of the respondents and their negative impact of social media.

Negative Impact of Social Media(Multiple Regression Analysis)

The relationship between the selected independent variables and the dependent variable negative impact of social media has been found by using multiple regression analysis. The result of the regression between the independent and dependent variables is discussed in the following table.

Table 10 Negative Impact of Social Media (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	4.024			
1.	Age	-0.185	0.059	-3.136	0.000*
2.	Studying Year	-0.046	0.067	-0.687	0.492NS
3.	Academic Achievement	-0.197	0.073	-2.699	0.008*
4.	Period of Using	-0.173	0.035	-4.943	0.000*
	R Value	0.914			
	R2 Value	0.835			
	F Value	82.730*			

Note: * - Significant at 1% level; NS – Not Significant.

The multiple linear regression co-efficient is found to be statistically fit as R2 is 0.835 for negative impact of social media. It shows that the independent variables contribute about 83.5 percent of the variation in the negative impact of social media and this is statistically significant at 1 percent level.It is found from the analysis that the variablesage, academic achievements and period of using arehaving negative association. It shows that negative impact of social media is predicted by the 0.185 unit decrease of age, 0.046 unit decrease of studying year, 0.197 unit decrease of academic achievement and 0.173 unit decrease of period of using.

Findings
- From the analysis, it is found that the majority (58.1%) of the respondents are male.
- It is obtained from the analysis that the majority (41.9%) of the respondents are 19 years of old.
- It is noted from the analysis that the majority (71.4%) of the respondents are studying in commerce wing.
- From the analysis, it is identified that the majority (45.7%) of the respondents are studying second year.
- It is surmised from the analysis that the majority (41.9%) of the respondents are good (60-75%) in their academic achievement.
- It is found from the analysis that the majority (42.8%) of the respondents are using the social media for 2-4 years.
- It is stated from the analysis that the majority (28.6%) of the respondents are using instagram.
- From the analysis, it is observed that socialmediainfluencetheacademicperformanceof studentsnegatively,becausetheydistractfromthestudents studies acquires the maximum level of negative impact among the six categories of negative impact of social media on college students.
- From the analysis, it is found that there is a significant difference between the gender of the respondents and their negative impact of social media.
- From the analysis, it is noted that there is no significant difference between the age of the respondents and their negative impact of social media.
- It is identified from the analysis that there is a significant difference between the study wing of the respondents and their negative impact of social media.
- From the analysis, it is observed that there is no significant difference between the studying year of the respondents and their negative impact of social media.
- From the analysis, it is identified that there is a significant difference between the academic achievement of the respondents and their negative impact of social media.

- It is concluded from the analysis that there is no significant difference between the period of using of the respondents and their negative impact of social media.
- From the analysis, it is determined that there is a significant difference between the period of using of the respondents and their negative impact of social media.
- It is found from the analysis that the variables age, academic achievements and period of using are having negative association.

Suggestions
- The awareness programmes should be conducted in colleges and universities that addresses the students to observe the mainbenefits and problems in using social media.
- The government, institutions and other stakeholders should frame strategies for close monitoring of social media usage by college students in particular during college hours.
- Colleges and universities, have to frame policies for the usage of the social media and make it mandatory to follow strictly.
- The special programmes such as seminars, guest lectures, workshops and symposiums should be planned regularly to notifythe college students about the risk of spending too much time on social media.
- The parents should properly observe their children activities on social mediathat will be very supportive for their academic achievement.

Conclusion
   This study focused about the negative impact of social media on college students in Bangalore. Thecollege students are using the social media like Facebook, Instagram, Twitter, Linked In, Academia and other types. Social media is reason forirregularity in classes and decreasing learning capabilities and it affects the studying hours because students spend more time to social media rather than academic work. The prime bad effect of social media is addiction.This addiction could negatively affectother valued activities like concentrating on studies, obtaining academic achievement, participating in sports, real life communication and realities.The findings from study showed that the college students are influenced to a great extent by the social media negatively because attention there are focused on using the social media while their academic activities areneglected and left to suffer.

References

1. Aida Abdulahi, Behrang Samadi,, & Behrooz Gharleghi, (2014). A Study on the Negative Effects of Social Networking Sites Such as Facebook among Asia Pacific University Scholars in Malaysia. International Journal of Business and Social Science, 5(10), 133-145.
2. Gilbert M. Talaue, Ali AlSaad, Naif AlRushaidan, Alwaleed AlHugail, & Saad AlFahhad, (2018). The impact of social media on academic performance of selected college students. International Journal of Advanced Information Technology, 8(4/5), 27-35.
3. Gok, T. (2016). The effects of social networking sites on students' studying and habits. International Journal of Research in Education and Science, 2(1), 85- 93.
4. Mushtaq, Ahmad Jahed, (2018). The Effects of Social Media on the Undergraduate Students' Academic Performances. Library Philosophy and Practice (e-journal), 1779, 1-15.
5. Perpetua O. Ezeji, Kelechi E. Ezeji, (2018). Effect of Social Media on the Study Habits of Students of Alvan Ikoku Federal College of Education, Owerri. International Journal of Educational and Pedagogical Sciences, 12(1), 220-224.

6. Sandra Okyeadie Mensah, & Ismail Nizam, (2016). The impact of social media on students' academic performance - A case of Malaysia Tertiary Institution. International Journal of Education, Learning and Training, 1(1), 14-21.
7. Tariq Kamal, Muhammad Tariq, Muhammad Ishtiaq, Khalid Nawab, & Muhammad Idrees, (2015). An Investigation into the Negative Impacts of Social Media on Academic Performance of Youth. New Media and Mass Communication, 34, 50-56.
8. Vishranti Raut, & Prafulla Patil, (2016). Use of Social Media in Education: Positive and Negative impact on the students. International Journal on Recent and Innovation Trends in Computing and Communication, 4(1), 281-285.