

A Study of Social Media Addiction among Students from Higher Education Institutions

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Abstract

The broad use of social sites or social media networking has been on the rise among the new generation students. In modern world, life cannot be imagined without Facebook, YouTube, WhatsApp, Instagram, LinkedIn, Twitter and other social media sites. Social media has made a promise to set up connections among people with its existence. Nowadays, many research studies have been investigated that social media is appearing anti-social, because social activities and engagement of students with society is decreasing day by day. To administer the present study, 200 students have been selected by purposive sampling, studied in Mahatama Jyotiba Fule Rohilkhand University, Bareilly in Uttar Pradesh (India). Data was collected through self-made tool named 'Social Media Scale.' Collected data was analysed with percentage method. This paper was an attempt to analyse the pattern of social networking usage and negative impact of social media on students. Results of the study showed that over use of social media is creating many health, social and learning outcome related issues among students of higher educational institutions.

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INTRODUCTION

The word 'Social Media' means collection of applications such as Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Instagram, Telegram, WeChat, etc., and websites that link people to share information and aware people about any event through social networking. From the beginning of the 21st century social media is in progress. People belonging to different age groups use social media. Social media influence adolescent's lives. It has many negative impacts on all age groups of human beings.

Living in 21st century, where technology has become a universal safety blanket, it becomes really important for us to understand some integral part of this technology. One such part is 'Social Media'. The modern society has become more and more obsessed with technology in shape of PCs, Tablets, I Pads, Smart Phones, etc. Social Media has transformed the way we interact and meet each other. However, it is a very threatening situation to most of the people that due to addiction with the social media, websites and apps such as Facebook, Yahoo, WhatsApp, Tinder, Twitter, Instagram, Telegram, WeChat, YouTube, Google+, LinkedIn and many others, we are losing interactions in real lives with other people who are even closer to us.

Have you ever talked to a person selling newspaper on a street or have you ever conversed with a person working in a restaurant? The answer

would be a straight 'NO'—just think! In today's world, mobiles have become more than just machine; it has become our lives, a device that we desperately cling to while waiting for someone, standing in a line or even while sitting at our homes with our loved ones.

Most of us would either be using WhatsApp, and a few would also be using Facebook or Instagram and so on. We just hang onto our electronic devices waiting for someone to be online without realising that our loved ones are waiting for us outside this social-networking world. We have hundreds of friends on our friends list, but a few of them are those whom we have never ever seen or met and a few are those whom we have never ever conversed with. At the end, we realise that we are doing a mistake by hanging onto social media sites.

The moment we pause to check a notification in mid-conversation, we're sending an indirect message that the person on the other end of the phone is more important than the one in front of us. As we become more and more accustomed to interruption, our ability to have meaningful, focused conversations weakens.

Our real life relationships may begin to mimic the shallow relationships of social media if we're unable to dedicate uninterrupted time to deeper connections. So 'it fuels our already broken society.'

Social media has created barriers among people, it causes teenagers, adults and children to develop a

habit of checking their phones, Twitter, WhatsApp, Facebook, etc., instead of having a conversation with the people around them. Yes we may have a million of friends on Facebook or thousand followers on twitter and WhatsApp but how will they ever help us, even if they wish to? Virtual friends will never beat real friends. This is something many people can't perceive as true.

The present world has become fully dependent on the technology, most importantly smart phones and the social media. These technological creatures were developed to serve mankind, but their excessive use really creates a serious issue in our lives, especially in younger generation. Social networking is a double-edged sword and really does make us less social if we are not careful.

LITERATURE REVIEW

Many research studies have been done so far, they show the many types of negative effects on the children and students. Some studies are given below:

A recent global study conducted by Kaspersky lab (2017) reveals that social media users are interacting less face-to-face than in the past because of this new found ability to constantly communicate and stay in touch online. In the study, researchers found that about one-third of people communicate less with their parents (31%), partners (23%), children (33%), and friends (35%) because they can simply follow them on social media.

The extensive use of social media and its impacts on today's society has been widely debated amongst researchers for numerous years. A study conducted by Drago (2015), found that people aged between 8 to 18 years spend more time using social media than any activity, spending an average 7.5 hours on these platforms per day and we have sacrificed conversation for mere connection. Melissa G. Hunt (2018) made a study in the department of psychology in the university of Pennsylvania. It found that Facebook, Snap chat, WhatsApp, Telegram and Instagram may not be great for personal well-being. Kaveri Subhramanyam and Patricia Greenfield (2008) states that using online communication has both negative and positive effects, because they are harmful ways in which the internet could be used. They also stated that now-a-days, schools are trying their best to control how students use digital media on school grounds. In some schools, leaders have banned the access of social networking sites. Avina Vidyadharan wrote an article on June 19, 2018 in the magazine 'The WEEK' with the title 'Social media mirrors modern India's hypocrisy.' She wrote that bigotry in modern India is endangering the 'fictional' equality in the country. Social media outbursts, fake news and controversies are spread in the blink of an eye nowadays. Study conducted by Sunitha Kuppuswamy and P.B. Shankar Narayan in 2010, clarified that using social media takes

most of the time of students and redirects it towards non-constructive, often non-ethical, deceptive and improper activities, for example, texting and chatting with friends for most of the time of the day, time killing by searching peoples' private life and avoiding their real jobs and studies.

SIGNIFICANCE OF THE STUDY

Social media is interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The social media was initiated with the promise of socialisation among the socially disconnected individuals and groups. But with the passing of time, it is appearing anti-social view of social media. Now-a-days there appears many negative effects of social media usage among the students from higher educational institutions. Many research studies have been administered, are resulting negative effects as slow down in the academic performance, increasing loneliness, cut down from the real social relations, wasting of time, involvement in anti-social activities, etc. The aim of present study is also to investigate the anti-social and negative effects of social media on students. The results of this study will provide awareness to parents, students, teachers, social reformers and educational institutions.

OBJECTIVES OF THE STUDY

Following are the objectives of the present study:

- To find out the negative effects of social media on students from higher educational institutions.
- To find out how the social media is affecting the daily routine of students.
- To observe the effect of social media on the academic performance of students.
- To find out the role of social media for boosting up social fanaticism.
- To find how the social media is increasing loneliness and depression among the students.

METHODOLOGY OF THE RESEARCH

Sampling and sampling procedure

To administer the present study, 200 students were selected by researchers through purposive sampling. The samples included both male and female students. All the students were studying in higher classes. The present study was limited to students studying in Mahatma Jyotiba Fule Rohilkhand University, Bareilly in Uttar Pradesh (India).

Statistical method

To analyse the data percentage, statistics were used. The data was analysed item wise to show the actual status related to social media use and its effects on students.

Tools

The researcher used a self-made tool with the title **“Social Media Scale”**.

It includes 25 statements related to social media used by students. Every statements has two options as 'Yes' and 'No'. The validity and reliability was satisfactory of the tool.

ANALYSIS OF DATA

The researcher analysed the data with percentage of every statement. The result of analysis of data are given in Table 1.

Table 1
Percentage Analysis of Data

S. No.	Statements were studied	Percentage of responses	
		Yes %	No %
1.	Even after being connected with my relatives through social media, I feel lonely when I am out of the house.	65%	35%
2.	I don't have a need to meet my relatives because I connect with them through social media.	71%	29%
3.	Since I started using social media, I started talking less with my relatives.	75%	25%
4.	I feel lonely without using social media.	62%	38%
5.	I use the social media on average 5 hours a day.	50%	50%
6.	Business of the social media, hindess the practical knowledge of destiny with society among students.	60%	40%
7.	I believe that due to the busyness on social media, I cannot take time to sit with my parents and receive their affection.	59%	39%
8.	Currently, the entire society is on social media.	52%	48%
9.	Now-a-days, students are unable to participate in social activities due to social media engagement.	69%	31%
10.	Even after using social media, the person is becoming socially lonely.	62%	38%
11.	I prefer to talk with my friends and relatives through social media than sit among them.	80%	20%
12.	Seeing messages on social media is more beneficial than playing and walking with friends.	40%	60%
13.	Students are more likely to see messages on the social media rather than walking, reading, and breakfast after the morning rising.	72%	28%
14.	I do not feel the need to go to my friends' home as we are being connected through social media.	70%	30%
15.	Aggressive behaviour in student is increasing due to overuse of social media.	63%	37%

16.	Students cannot make effective conversation with the people due to overuse of social media.	69%	31%
17.	I have become lazy due to use of social media.	45%	55%
18.	I am unable to take time for physical activities due to busyness on social media in the morning and evening.	65%	35%
19.	Now-a-days, the students wake up late in the morning because they use the social media late in the night.	73%	27%
20.	Problems related to eyes are increasing due to overuse of social media on mobile.	79%	21%
21.	Problems of migraine and headache may be appearing due to overuse of social media.	58%	42%
22.	Study time of students is decreasing due to use of social media.	90%	10%
23.	It is inhibiting creativity and self-study ability of students due to overuse of social media.	48%	52%
24.	Being busy on social media, we cannot concentrate on our study properly.	63%	37%
25.	I cannot live even a single day without using social media.	74%	26%

RESULTS

After the percentage analysis of collected data, results were found that 65 per cent of students believe that even after being connected by their relatives through the social media, they also feel lonely when they are out of the house. 71 per cent of the students are of the opinion that they don't have to meet their relatives staying far away because they can converse with them through social media. 71 per cent of the students agree with the statement that they talk less with their relatives due to use of social media. They are carrying on only with the formality of getting connected with their relations. 62 per cent of

the students accept that they cannot live without the use of social media and feel upset and disturbed without using social media. 50 per cent of the students use social media on an average 5 hours a day. They spare their study, sleeping and physical activity time in using social media. 60 per cent of the students believe that practical knowledge dealing with society is decreasing due to more engagement in social media. 59 per cent of the students being busy with social media and not taking time to conversation with their elders, so they are not receiving the care and affection of their relatives. 52 per cent of the students believe that virtual society

is a real society and they deal with it as a real society, so they don't have the need to converse and meet face-to-face with their relatives. 69 per cent of students do not participate in social activities actively due to social media engagement. 62 per cent of the students feel lonely socially because they have hundreds of friends in their social media list but they are not in direct touch with them. 80 per cent of the students prefer talk with their friends than sitting among them. 40 per cent of the students believe that reading messages and news is more beneficial for them than playing and walking. 72 per cent of the students from higher educational institutions firstly check the social media messages after getting up in the morning than walking, reading and having breakfast. 70 per cent of the students from higher educational institutions don't go home to their friends because they are interconnected with each other through social media. 63 per cent of the students believe that social media is increasing aggressive behaviour among the people mainly in students. 69 per cent of the students tells that they feel weak in effective conversation due to constant use of social media. 45 per cent of the students believed that they have become lazy due to use of social media. 65 per cent of the students do not take time for physical activities due to social media engagement. 73 per cent of the students believed that they rise after sunrise in the morning because they are engage in social

media late at night. 79 per cent of the students feel that if we use social media on mobiles and computers, it may cause eye problems. 58 per cent of the students have a query of migraine and headache due to overuse of social media. 90 per cent of the students waste their study time with social media. 48 per cent of the students believed that it is effecting creativity and self-study of students due to use of social media. 63 per cent of the students cannot concentrate on their study due to overuse of social media. 74 per cent of the students believe that it is very difficult to pass even a single day without using social media.

DISCUSSION

After analysis of data, it retrieved that there were various reasons to social media addiction among students from higher education institutions. According the opinion of 65 per cent of the students from higher education institutions, they felt loneliness even connected with their relatives on social media, when they were out of the house. Majority of students did not have a need to meet their far relatives because the communicated through social media with them. So, social media was decreasing warmness among social relations. Most of the students were talking less with their family members because they spared most of the time of day on social media and is was reducing face to face contact among family members. Total 62 per cent of students

from higher education intuitions accepted that they feel loneliness and uncomfortable without using social media and they were becoming addicted. An average of 5 hours of their day were passing in engaging social media. If they used these 5 hours for brushing their skills and personality, it can be changed their real world or life. Study also retrieved that majority of students were not passing time with parents and the bond between children and parents were getting weaken day by day. Many of students were using social media as passion not for need. Social engagement was also reducing among students, and anti-social behaviour and activities were increasing, due to this social crime incidents were rising day by day. Physical activities were reducing in daily life of students because they were spending their morning and evening for social media inside the room, so they were facing many life style problems related to their physical and mental health. The students did not like to go to their friends' and relatives' houses. 69 per cent of students marked their opinion that over use of social media was increasing aggressive behaviour among students and society. By lacking of physical and social activities, aggressiveness was rising among students. The laziness has observed also due to over use to social media. In modern perspective, the students were using social media till late night and waking up late in the morning, so their metabolism was

disturbing caused life style problems as frustration, aggressiveness, head ache, high blood sugar, baldness, constipation, eye problems, lacking of attention, etc. The light of screen of social media devices were harming eye vision and mental health of students. There was a little time for self-study due to over engaging on social media, so achievement and I.Q. level was reducing of students from higher education institutions. The concentration of students was decreasing also because they had been addicted of social media and cannot live for a day without using social media.

At last, it may be said in single line that overuse of social media is an addiction among students from higher education institutions and they were sawing their golden time on social media. This may be very harmful for the future of self as well as Nation. So, it may be proper counseling of students for suitable and safe use social media.

CONCLUSIONS

From the analysis Table, it is revealed that majority of students were crossing the safe and appropriate limit of social media using. Most of the students were engaging on social media for pass and to waste the time. Although, the students were feeling that their continuous engagement with the social media was not fair but they had been addicted of it. They want to quit but failed unfortunately. It can be concluded

from the study that the overuse of social media was increasing many problems for students and they were being addicted of social media. The side effects of overuse of social media such as decline in academic performance, health problems, difficulty in social adjustment, lack of physical activity, separation in social relations, aggressiveness in behaviour, loneliness, etc., also revealed from the study.

RECOMMENDATIONS

To use safe and useful social media, there are some suggestions for students, parents and teachers.

- Social media should be used only for a limited time, whenever required.
- Parents and teachers should pay attention to the use of social media by students and sensitise them towards the negative effects of social media.
- We should not use social media late night and early morning.
- We should prefer our daily routine as physical activities, meeting with social relatives, walking and having food on time in place of using social media.
- It should be skipped provoked and aggressive messages on social media.
- We should provide value to our family and social relations in place of virtual relations.
- Safe use and negative effects of social media should be included in school curriculum.

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