"IMPACT OF SOCIAL MEDIA NETWORKS ON BEHAVIORAL ASPECTS OF COLLEGE STUDENTS IN SURAT CITY"

DIMPLE HARDIK CHAUHAN[*]

JITENDRA BAPURAO PATIL[**]

Keywords:

Social media networks;

Social media addiction.

Abstract

This paper addresses the issue of college student's addiction towards social media networks which is considered one of the most important factors affecting on behavioral aspects of college students in surat city. We were conducted a research on the issue and the findings are presented and analyzed in the content of this paper. The objective of the research was to analyze the impact of social media by students' age, gender, education and social influence and to evaluate why mostly people use and addicted with social networking websites and applications. The paper argues against the positive and negative impact of social media network addiction. This research has made it possible to identify the most relevant behavioral dimension of human resources addiction towards social media networks. The last part of the paper includes some recommendations for the college students to stay away from negative impact of social media networks.

[*] **Bacholer Of Engineering In Computer, Masters Of Business Administration In Human Resource.Assistant Professor, Bhagwan Mahavir College of Management, Surat – India.**

[**] **Masters of Arts in English Literature, Masters of Business Adminisrtation in Marketing.Assistant Professr, Bhagwan Mahavir College of Management, Surat-India**

1. Introduction

Millions of people around the world use social media to share information and make connections with others. On one hand, social media allows you to communicate with friends, family and relatives, learn new things, develop your interests, and are entertained. On another hand, you can use social media to broaden your knowledge in many fields and build your professional as well as personal network. At the professional level, it allows you to have a conversation with your clients, gain customer feedback, and elevate your brand value.

Social networking addiction is a phrase many times used to refer to a person spending too much time using WhatsApp, Facebook, Yahoo, Twitter and other forms of social media too much, so that it interferes with other aspects of daily life. Officially, there is no medical recognition of symptoms for social networking addiction as a disease or disorder but the cluster of behaviors related with heavy or excessive use of social media has become the subject of much discussion and research.

According to Pamaoukaghion (2055-2010), Social Network Addiction was known as a psychological disorder, and also we can say that internet addiction lead to social network addiction. According to Young (2009), Social Networks can be same as being addicted to alcohol or drugs. Social Network

Addiction is an effect of internet addiction because people started to explore and use the internet and by that started visiting social network websites and due to that people attached to social network addiction. It leads to many problems like problems with your study, family, friends, work, etc.

Pamaoukaghion (2005-2010) said that according to the survey we can say that Facebook is one of the most famous visited social network website. There are so many levels of social network addiction, some levels of social media addiction are for emotional low self-esteem, and afraid to be socially expose Pamaoukaghion (2005-2010). People who have low self-esteem are most likely to fall into social network addiction because of their unstable social expose with people.

According to Cheever (2009), there are five signs that may signal of social network addiction. The ones with more relevance include when someone is losing sleep over spending his hours on social networks, when a someone spends more than an hour in social networking, when someone ignores study or work and this could be also college or school work, and if the thought of having a day without visiting a social network creates a stress. This is one of the very popular sign of social network addiction because it is when someone starts to break his ordinary schedule and that person using the social network website starts to miss college, school, work or other important things which being connected.

All of this information may sound alarming for their daily living, according to Hardie, E (2007) "High or extreme social media or internet use was related to high or extreme level of emotional loneliness but no or low levels of social loneliness". It means that a connection between people who is suffering from emotional distress may tend to the addiction of social networks. A factor could be that when they encountering themselves with face-to-face communication with other people, they found it hard to make it a social connection. Many people have social network addiction because of their hesitation for communicating with other people face-to-face. In the research conducted for this Literature Review a survey, the results where that many students in different colleges of Surat look Social Network Addiction as a hobby for them now in days. This is because this students used the Social media Network as a way to contact better with their friends and family by looking it has the new fashion to have a social media network website or application to express themselves and communicate other than sending an email or message. In the survey many of the students answer that yes they look Social Media Networks as a hobby, they added that people should learn to control over it and to have a limit for use of it. According to the survey the students seem to answer this survey very quickly, they also seem to know that they have an addiction or not but some of them don't take it seriously since it is not a big critical on their health or life for them. Also according to the survey only few students asked to answer the survey that they were interested to know that how they can fix that their signs of Social Network Addiction. Where rest students according to the survey didn't seem to be interested even though they have shown and know early signs of the addiction.

Cheever (2007) suggests some solutions for that is to try to find medical support if some symptoms of social network addiction noticed from closed relatives such as family members. Also, It is important to people who notice this type of behavior for example with teenagers, their parents should know the correct approach for lowering the levels of addiction of their children or teenager by having open and clear conversation and try to be as supportive as possible. It is very important to be supportive to them because the way that person affected by the addiction can feel more confident and become stronger to manage their addiction. According to Cheever (2007), by spending more time with your family and by going out than be online in the social networking website or applications the addict can avoid social networking. Cheever (2007) also recommends that used the reward system works is like setting a goal, complete the goal and then reward you, and Moreover Cheever (2007) states that to make an effort to stay offline, person should be mature about the recovery that it takes to become successful to fight back with Social Network Addiction.

2. Research Method

The overall objective of the research is to study the Impact of social media networks on behavioral aspects of college students in surat city. Starting from the general objective, we identified several specific objectives:

• To analyze the impact of social media by students' age, gender, education and social influence.

• To determine how social media network affects student's academic performance.

• To evaluate why mostly people use social networking websites.

In order to have a clear view concerning college student's addiction towards social media networks and to understand the rank several research methods have been included along the research stages. We have chosen our research method survey conducted by questionnaire. The second research method we chose is based on interview survey.

3. Results and Analysis

In terms of gender range falls into the respondents are included 51% male and 49% female from the population of surat city.
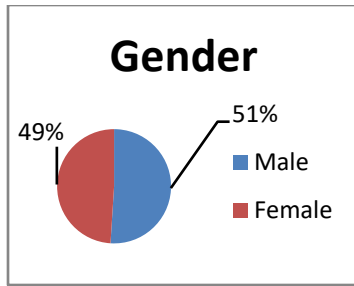
Figure 1. Sample structure by gender

In terms of age range falls into the respondents are included in the group aged 16- 20 years (62%) and 21-24 years (38%), who are college students.
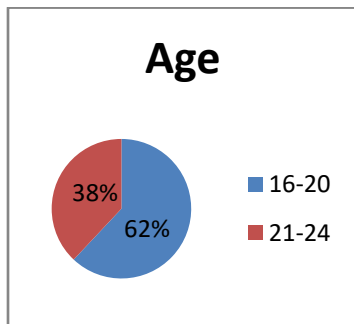

Figure 2. Sample structure by age

To analyze "Impact of social media networks on behavioral aspects of college students in surat city", we turned to the application of questionnaires to a sample of 500 college students. Under these questionnaires, Following were the findings which found for each question in the questionnaire individually.

Q1. Are you using multiple social media networks?

	Yes	No
Percentage	94%	6%

Table 1. Respondents opinion about using multiple social media networks

Majority respondents are members of multiple social media networks which means that the sample consisting of 94% students uses multiple social media networks.

Q2. How many times in a day do you visit your social media networks?

	Once a day	Every hour	Every few hours	2-5 times a day	More than 5 times	Always logged on
Percentage	22%	10%	15%	18%	11%	24%

Table 2. Respondents opinion about visit their social media networks

24% students of the random sample size visit their social media networks always logged on, 22% students visit their social media networks once a day, 18% students visit 2-5 times a day, 15% students visit every few hours, and very less students are visit every hour or more than 5 times in a day.

Q3. Do you have more friends on social media networks than in real life?

-

	Yes	No
Percentage	63%	37%

Table 3. Respondents opinion about more friends on social media networks than in real life

Almost 63% of students have more friends on social media network than in real life and rest 37% of the respondent have more friends in real life in comparison to social media network.

Q4. What is your purpose of using social media network among following?

Purpose	No	Less	Average	High	Most
Media sharing	4%	20%	42%	21%	13%
Messaging	1%	5%	15%	63%	16%
Chatting	2%	8%	24%	17%	49%
New updates	16%	30%	26%	24%	4%
Business networking	44%	39%	10%	5%	2%
To maintain Existing friends/contacts	17%	16%	27%	22%	18%
To find new friend	11%	26%	41%	16%	6%
Others	13%	28%	26%	28%	5%

Table 4. Respondents opinion about purpose of using social media network

According to above data, Majority students are using social media networks for doing messaging and chatting. Some students are using social media for the purpose of media sharing, to find new friends, new updates and to maintain existing friends.

Q5. Which criteria followed by you for making friends in social media networks?

	Education stream	Business stream	Based on personal likeness	Just to get someone for chat	Other
Percentage	31%	8%	31%	7%	23%

Table 5. Respondents opinion about criteria for making friends in social media networks

Majority students said that either they are making friends on education stream criteria or based on personal likeliness. On the other hand 7% and 8% said that they are making friends for business stream and just to get someone for chat.

Q6. How you will describe your relationship with your online friends?

Relationship	Highly disagree	Disagree	Average	Agree	Highly agree
Very intimate	23%	30%	20%	22%	5%
Good friends	10%	17%	26%	38%	9%
Fairly	18%	33%	22%	20%	7%
Average	5%	24%	53%	16%	2%
None of above	23%	35%	23%	11%	8%

Table 6. Respondents opinion about relationship with their online friends

According to above data, Majority students described their relationship with online friends are either as good friend or average. On other hand majority students are disagree with very intimate and fairly relationship.

Q7. Social media networks affects on the academic performance?

	Yes	No
Percentage	89%	11%

Table 7. Respondents opinion about Social media networks affects on the academic performance

According to above data we can conclude that Social media network are really a big distraction during exam times even if you try to avoid using it for some time but it will provoke you to check it again and again even using classes when the lecture is teaching and you see your mobile

buzz mostly one cannot resist without checking the notification one has received thus it affects academics part also.

Q8. Do you feel frustrated when the internet is not proper working?

	Yes	No
Percentage	56%	44%

Table 8. Respondents opinion about frustration level when the internet is not proper working

Social media network addicted people mostly feel frustrated when the internet is not proper working in the this survey 56% of respondents feel frustrated when internet is not proper working while rest 44% are not affected by the internet improper working.

Q9. How is your frequency of communication with your counterparts on social media networks?

Communications	Never	Rarely	Always
Classmates	13%	26%	61%
Family members	17%	23%	60%
Friends	8%	18%	74%
Unknown people	40%	11%	48%

Table 9. Respondents opinion about frequency of communication with your counterparts

Majority students said that their frequency of communication with their classmates, family members and friends are always on social media networks.

Q10. Do you feel depressed when someone does not admire or like your post on social media networks?

	Yes	No
Percentage	51%	49%

Table 10. Respondents opinion about depression level when someone does not admire or like your post

Most of the social media network addicted people keep on updating their photos or posts to seek attention and gain likes. According to this survey 51% respondents feel depressed when they are not admired on social media network while rest of them aren't much bothered about the likes or whether other admire them or not.

Q11. Would you accept strangers who add you on social media network?

	Always	Sometimes	Rarely	Never
Percentage	7%	47%	27%	19%

Table 11. Respondents opinion about strangers request

Sometimes people refer to add strangers on social media network in this survey 47% of respondents sometimes add strangers to their social media network while only 7% of respondents always add strangers on their social media network and rest of them never or rarely add strangers on their social media network.

Q12. Have you ever ignored a responsibility because of social media networks?

	Always	Sometimes	Rarely	Never
Percentage	12%	39%	35%	14%

Table 12. Respondents opinion about ever ignorance of responsibility because of social media networks

Sometimes social media networks addiction becomes the result of ignorance of a person's responsibility. In this survey 39% of them sometime forget their responsibility while 12% always ignored their responsibility because of social media network.

Q13. Do you stay up late to spend more time on social media networks?

	Yes	No	Sometimes	Moderate
Percentage	24%	35%	28%	13%

Table 13. Respondents opinion about stay up late to spend more time on social media networks

Majority of respondents said that regularly or sometimes they spend more time on social media networks till late night.

Q14. Have you ever been disturbed by the social media networks during your academics?

	Yes	No	Sometimes	Moderate
Percentage	40%	17%	28%	15%

Table 14. Respondents opinion about disturbance by the social media networks during your academics

Academics which is an important part of students life is also disturbed due to addiction of social media network in this survey 40% respondent had an effect on their academics and rest of the sample were never or sometimes or moderate affected by social media network on their academics.

Q15. Do you check your social media networks through your phone while travelling?

	Always	Sometimes	Rarely	Never
Percentage	32%	50%	12%	6%

Table 15. Respondents opinion about check their social media networks while travelling

Majority of respondents said that they used to check their social media networks through the phone while travelling and 6% of respondents never check social media network while travelling.

Q16. According to you, social media networks are good?

	Yes	No
Percentage	86%	14%

Table 16. Respondents opinion about social media networks are good or not

Majority of the people said that yes social media networks are good and rest of them said no.

4. Conclusion

In the 21st century of internet almost all of them prefer to be a member of social media networking sites or apps for one or the other reason. We can interpret that how much these social media networking sites or apps are on a rise the present youth that is the students are almost members of more than on social media networking sites or apps which shows the increasing ratio of people using such social media networking sites or apps.

From this we can interpret that, now a days most of them spend time on social media networking sites or apps that is they are either always logged on to their social page or visit it every few hours which shows how much addicted they are to these social media networking sites or apps. Social media networking sites or apps have become like a trend, everybody even though they have no purpose or specific goal to visit their social media networking sites or apps still they do visit it for one or the other reason.

From this we can interpret that most of them have more friends on social media networking sites or apps that in real life which means even if they are not too close with them or even if they just know them by name add them on social media networking sites or apps.

From this we can interpret that some of them are extrovert while some are introvert all are not comfortable talking to people face to face they choose and prefer talking on social media networking sites or apps rather than face to face.

It might sometimes happen that the server goes down for some or the other reason which makes most of them frustrated which shows how addicted they are towards social media networking sites or apps.

We can interpret that people mostly update their profile so that more people admire them and to seek attention over social media networking sites or apps sometimes, it may happen that they do not get enough attention which makes them depressed but most of them are not depressed over it.

While travelling people may be getting bored and so they might sometimes check their social media networking sites or apps.

The recommendations based on the above mentioned research are:

- Spending more time with your family and friends helps us to know more about the people who love us in real life. It also helps us to express ourselves.

- Spending more time with your hobbies than on social media would help us to rejuvenate ourselves and better our in skills in respective hobbies.

- Getting out on a vacation with friends, family or even alone. We must know how beautiful the real world is and also socializing with new people and knowing about their culture helps us understand that the real world is better world to live in.

- Reading some good books makes us more intellectual. Also addiction of reading new book is much better than addiction of social media networks.

- Participating in extra-curricular activities like drama or sports helps in socializing, enhances confidence and makes us a fresh.

References

1) Cheever, J. (2009). *Signs of addition to online social networking.* FebruaryThursday, 2011, from Life 123 answers at the speed of life: http://www.life123.com/parenting/tweens teens/social-networking/online-social-networking.shtml

2) Hardie, E., Tee, M. (2007)*Excessive Internet Use: The role of personality, loneliness, and social support networks in internet networking.* Australian Journal of Emerging Technologies and Society. Vol 5. No. 1 pp.34-47.

3)   Pamoukaghion, MA Veronica (2005-2010) *Social Network Addiction-A scientific No Man;s Land?* Topics from Multidimensional Biopsychosocial Perspectives..

4)   Holbova, P. *Academic procrastination on Facebook.* Masaryk University, Czech Republic.

5)   YOUNG, K. (1998). Internet Addiction: The Emergence of a New Clinical Disorder *CyberPsychology & Behavior, 1* (3), 237-244 DOI: 10.1089/cpb.1998.1.237