

**SOCIAL MEDIA**  
**INFLUENCE ON YOUTH IN THEIR PSYCHO-SOCIAL**  
**BEHAVIOURAL FUNCTIONS**



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## **USE OF SOCIAL MEDIA IN EDUCATION: POSITIVE AND NEGATIVE IMPACT ON THE STUDENTS**

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### **INTRODUCTION**

The advent of internet, the off-shoot-computer-prime-use, has changed the psychic and social behavioral pattern of the electro-modern end users of the internet, either less or more for loss or gain. Social media is built on the idea of how people know and interact with each other. It gives people the power to share, making the world more open and connected with each other. Social networking has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field.

People watch billion of video clips on YouTube daily. Every hour, users upload video content. Every day, more than 90 percent of college students visit a social networking site. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools. Using of social media is not limited only to professionals or elders but also it is been widely used in educational sectors by the students. There are people who can't even write their own name and they are only able to recognize him and people by their pictures have full access to internet and constantly check their Smartphone's for status updates.

Students usually used social site for many reason such as for study purpose, for entertainment purpose as social media provides any data you want very easily and quickly within a fraction of seconds. Usage of social media depends upon person to person as it has good as well as negative impact on the society i.e. on the students.

Social Media has become a major distraction to students, causing the overall performance of students to decline, especially the ones who tend to check their Facebook and twitter while studying. They are extremely busy in accessing number of sites other than educational site for long hours which create a very negative impact on their mind as well as creates ample of health issues and also creating slit in the family. Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter. With the help of this paper we are trying to explain the positive and negative impact of using social media on the students.

### **SOCIAL MEDIA**

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining. However, there are some common features. i) Social media are interactive Web 2.0 Internet-based applications, ii) User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media, iii) Users create service-specific profiles for the website or app that are designed and maintained by the social media organization, iv) Social media facilitate the

development of online social networks by connecting a user's profile with those of other individuals and/or groups.

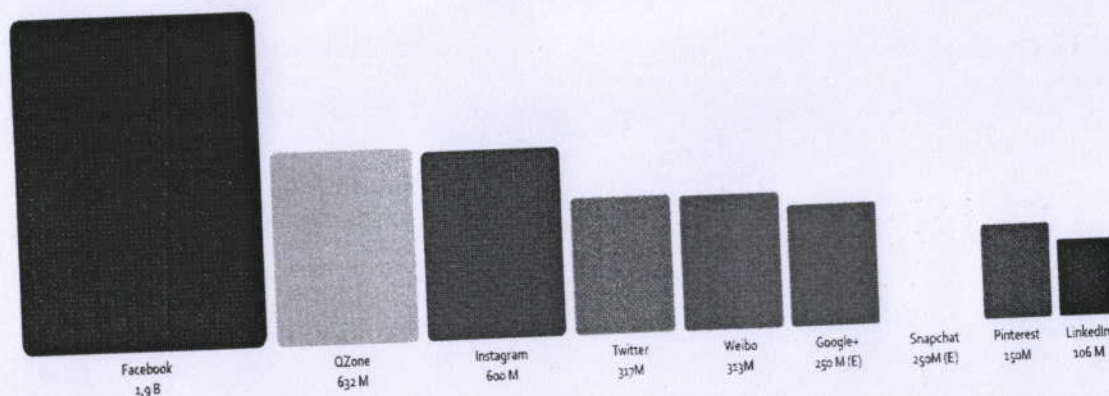
Social media is the future of communication. It includes an array of internet-based tools and platforms that increase and enhance the experience of sharing information. The platform is all about community-based input, contact, content-sharing, and alliance. This interactive medium has a multitude of interesting things like forums, micro-blogging, social networking, social bookmarking, wikis and podcasts. Studies show that online social networks like Twitter, Facebook or MySpace have a great impact on student's lives.

### **SOCIAL MEDIA: THE WORLD OF NETWORKING**

Here's a quick look at the user statistics of a few social media platforms, which only prove the growing popularity of these websites.

Face Book - 1.9 Billion, YouTube – 1.2 Billion, Whatsapp - 950 Million , Google plus - 440 Million , Instagram - 600 Million, LinkedIn - 420 Million, Twitter - 317 Million, Research Gate - 9 Million and Weibo – 313 Million

**SOCIAL MEDIA USERS OF THE WORLD**  
Monthly Active Users - February 2017



### **SOCIAL MEDIA AFFECTS THE STUDENTS**

Social media not only helps to acquire knowledge but also establishing enduring relationships with real people, connecting with fellow dorm residents through Face book, Twitter and various social sites can help a student overcome the kind of isolation that otherwise might lead her to leave school. A Twitter account can provide a shy student with information about events that facilitates face-to-face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging. The social networking sites focus heavily on building online communities with common interests or activities. Social networking sites also can help students develop leadership skills, from low-level planning and organizing to activities that promote social change and democratic engagement. The experts have already made it cleared that social media negatively impact learning. Studies found that middle school, high school and college students who check social media networks at least once during a 15-minute study period achieved lower grades. There are even some teens that are addicted to maintain more than one account on social media networks in some cases when boys sent requests to girls and they do not accept their requests they try to make fake accounts using feminine names and display pictures and try to add others.

## **POSITIVE AND NEGATIVE IMPACT OF SOCIAL MEDIA IN EDUCATION**

### **Positive Impact of Social Media**

Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have an extreme ease in processing and we are evolving quickly. The Positive Impact of Social Media on Education are google and education, Google has helped over 20 million student in their education using their tools. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives. Talents got discovered faster, students who were good at programming got their name out their easily, student who were good in music, got their videos out and shared leading them to their dreams. A lot of the students were able to inform public about their issues – using social media which brought awareness and helped solve a lot of problems. The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works.

### **Negative Impact of Social Media**

The prime bad effect of social media is addiction. Constantly checking Facebook, Twitter, LinkedIn other social media updates. This addiction could negatively affect other valued activities like concentrating on studies, taking active part in sports, real life communication and ignoring ground realities. If there is awareness about the risk of social media in our community it will not lead to anything bad but there is always lack of public awareness and as mentioned above that the graph of internet users is getting higher and higher while we are still far behind in the field of education thus public awareness is very difficult in societies with lack of education.

### **Negative impact of Social Media on Education**

The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. This reduces a student's ability to effectively write without relying on a computer's spell check feature. Many students rely on the accessibility of information on social media and the web to provide answers. That means a reduced focus on learning and retaining information. Our ability to retain information has decreased, and the willingness to spend more time researching and looking up good information has reduced, due the fact that we got used to the ease of accessibility to information on social media.

Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter. The more time students spend on social sites, the less time they spend socializing in person. Because of the lack of body signals and other nonverbal cues, like tone and inflection, social networking sites are not adequate replacement for face-to-face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person. The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most

students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.

## CONCLUSION

According to the above study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. How can parents alleviate the negative aspects of social media while improving upon the positive results? Moderating their access to social media is one excellent method. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites. 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. Provide ample time for face-to-face social interaction, like having some family leisure time in which you discuss their studies in a relaxed atmosphere or inviting friends and family over for get-together, providing fun, face-to-face social interaction with loved ones. All this will help us to reduce the Negative impact of social media on the students which will in turn benefit our young generation.

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