A Study on Students Perception towards Social Media

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Abstract

The study of this research aims to create an immense level of awareness among the youth exposed to such social networking sites and findings will not only bear results as to how adversely and positively is the youth affected by the usage of these sites but also will help the youth to understand the usage of these networking sites efficiently. Facebook, My Space, Twitter, LinkedIn, Skype and Ning are a few such sites that attract maximum of the youth to tune in to them and thereby embodies their own merits and demerits that desperately need to create an actual picture among the youth. It has now become an evident and usual sight to face individuals being insensitive to chat in worshipping places, homes when relatives and guests are around, highways, schools, colleges and social gatherings wherein they are so preoccupied and engrossed into their phones that they do not even bother to look up as to where they are which results in their inability to prioritize as to what is important and what isn't. Attention has thus been shifted from real to virtual world and visible to invisible friends.

Keywords

Social networking; Facebook; Twitter; Internet

Introduction

Social Networking sites are termed to as web based services that give an opportunity to individuals to create their own personal profile with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing. People spend more than usual hours on social networking sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another. These sites have held an addiction to the youth wherein they find it difficult to concentrate on their work and prefer logging in and jumping across one site to another. Some have derived benefit out of these sites whereas some have become academically challenged by the use of these websites. Individuals have set their own limits as to when and when not to access these websites but we witness very few out of the lot who does not access or make use of these sites at all.

Evaluating the amount of research that surrounds the usage of social networking sites in the education system, it is important to determine whether or not, have these sites led to any impact on student engagement and achievement. This paper will be therefore able to review the available literature to study and present both the positive and negative impacts of online networking on the most high in demand segment of our society (The youth).

Literature Review

Impact of social networking websites on the education of the youth

The researcher tries to portray, social networking sites such as Facebook, MySpace and Twitter are gaining popularity with the pace of time and due to their attractive features the youth of today's generation is fascinated towards them. The study argues against the notion claiming that due to the rapid popularity of social networking sites the youth tends to distract themselves from their studies and professions but on the contrary is also developing friendly and social ties with the world that revolves around them [1].

Objectives

• To determine the usage of specific social networking sites by the youth.

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• To analyze the credibility over the information received from social networking sites.

• To study the influence of social networking sites on the personal and professional life of the youth.

Limitations

The popularity of the social networking sites increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teens used it extensively to get global access. These social networking sites such as Twitter and Facebook have become a raging craze for everyone nowadays.

The negative effects of these social networking sites overweigh the positive ones. These sites have caused some potential harm to society. The students become victims of social networks more often than anyone else. This is because of the reason that when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work

Impact of social networking sites on students

This study establishes the fact that out of all the respondents targeted, nearly 55.4% of the total population from people ranging in the age group 15 to 25 use social networking sites and also states that most of the users from the same age group use these sites as a medium to seek entertainment. In terms of gender division, male users are more as compared to female users wherein male users generally derive knowledge based information from these sites. It focuses on the fact that most of the youth uses these sites due to influence of their friends and just because their friends have been using and accessing these sites. This also illustrates the academic performance of students using social networking sites. Students acquiring 3.0 to 3.5 GPA in examinations are most inclines to these sites for entertainment [3].

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Conclusion

The primary objective of the research undertaken was to throw light on how effectively has the usage of social networking sites affected the youth by evaluating both of its positive and negative aspects. With reference to the study it was evidently figured out how smart, intelligent, witty and aware the youth is in the current era. The youth today is not only aware of what fits in best for them but are also keen and enthusiastic to draw their own priorities and fix on to which ones are most important and how. Similarly these sites serve to their purpose of connecting them with people all across the globe by not hampering their work hours and schedules. However, social networking sites offer them a platform to connect with new people, share experiences and gain exposure. The youth comes to terms with gaining relevant and quick information about what goes around in their near and dear ones' lives through the source of social networking sites offering them a ground to updates. The youth

can thus discriminate between the real and virtual world and admits to the fact that social networking sites do not provide an opportunity to build stronger contacts with people than in person. The level of trust and faith weighs higher on their contact building in the real world than in virtual for the plain reason of cybercrimes still attacking a significant number of people which has thereby been justified in the findings.