

# Uttarakhand Undergraduates' Influence on Social Networking Sites

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## ABSTRACT

There are possible motives for using student social media platforms - keeping in touch with friends, sharing amusing videos, and staying currently aware, building professional contacts just to feel 'inside the loop'. The maximum quantity that is usually determined due to the use of social media has changed to 'keeping the latest information'. The second most common reason for using a social media platform has been 'fun,' 'useful' communication 'and' voice. This paper aims to focus the role of students in popularizing this social media sites.

**Keywords:** social media, Facebook, Instagram, Networking, Snapchat.

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## INTRODUCTION

One of the most significant activities for students these days is to use a social media platform or a social networking site. With the development of digitalization in the world and individuals adopting modern technology, they got more and more interested in connecting, expressing thoughts, and learning about what is going on in the world. The era of reality has resulted in an upsurge in interpersonal communication. During his confinement, the social networking platform helped everyone, including college students. However, people are becoming accustomed to utilizing social media for a few social media at the same time, as social media is here to highlight anything from basic daily routine to certain spectacular occasions, from school to political news.

The advantages and disadvantages of using social media are similar to those of any other undertaking. It is the only venue in the area that caters to college students' thirst for diversions, and it also serves as a nexus for exchanging information and seeking solutions to problems. Students do this for a variety of reasons, one of which is to use social media. Many people's daily lives today include the usage of social networking sites such as Facebook, Twitter, and YouTube. This is especially true for those who have the opportunity to engage with people of various ages. Adults who use social networking sites like LinkedIn frequently rate the ability to build meaningful connections as the most significant factor. Even if it is difficult to foretell what will happen in the future, this is the case.

## **LITERATURE REVIEW**

Kaya [1] learned that Facebook is a community where people can connect and share their lives through the mediums of music, images, and tales. Not only that, but their Facebook profile picture is front and center for all to see. It's encouraging that you see swearing as improper behavior. The results of the study indicate that students are able to keep their identities secret within their local communities since the information they share on Facebook is not available to the public. By not using Facebook, they also show that they value the privacy of their friends.

Kassens [2] and Al-Bahrani and Patel [3] conducted studies on the management of social networking sites and found that children use these sites while at school. In this study, we investigate college students' perspectives on social media, the frequency with which they log in, and their impressions on the quality of information and engagement they may find there.

In her work titled "The Impact of Central Courts on Student Performance," Selvaraj [4] summarized the results of a survey of one hundred people who had taken standardized tests. A recent study of college students found that 72% of all social media users are men. Among college students, males are more likely to be avid users of social media. Regular information-seeking on social networking platforms is a habit among men. The overwhelming majority of social media users (68%) claim they participate because of the influence of their friends. A social media analysis of academic performance found that 69% of students regularly use social networking sites, with the entire student population earning 60% to 80% of the population. Grade point averages between 60% and 80% tend to attract students who are enthusiastic about using social networking sites.

Most college students enjoy utilizing social media and spend considerable time doing so, as shown by studies by Wang, Chen, and Liang [5]. There is little room for debate on the effect that using social networking sites has on a student's academic performance. Teachers, who should care deeply about these matters, should exert considerable effort to discover more effective solutions. While this guide is written from a pedagogical perspective, the ideas it presents are applicable to studies of communication technology use across a wide range of contexts and demographics, including but not limited to classrooms, homes, workplaces, and communities of all ages and stages. The ideas are also transferable to studies of how people use various forms of communication technology outside of the classroom, such as at home or in the job. Moreover, studies by Shokery and Nawi [6] found that the telecommunications platform has become an important commercial development, providing a medium through which student entrepreneurs can market their wares and interact with customers. Telecoms as a platform led to this realization. The study's objective is to learn what influences student entrepreneurs in Malaysia to use social media. Past social media workshops have centered on showing students how to implement social media in their own classrooms. But there hasn't been much study of how people like students and small business owners utilize social media to run their operations.

Rasiah [7] His research will evaluate how different kinds of social media might be used to enhance education in settings where students work together on projects. Incorporate Facebook into your classroom as a means of digital technology, group work, and direct teaching. Students participate in a variety of student-centered learning initiatives, such as poster displays and technology forums, as

part of an effort to provide a comprehensive reading experience as part of the curriculum. Both constructivism and social learning serve as cornerstones of the overarching theoretical framework of this investigation. Reviewing the students' Facebook postings and showcase portfolios allowed for an evaluation of their experiences and motives. Content analysis allowed us to do this. The research results unequivocally showed that working in groups benefited both the students' learning and their sense of drive. The student-centered learning environment, in which students are pushed to successfully engage with one another and their abilities are bolstered through "academic experiences," has found an ally in Facebook, which has been widely praised as an innovative and effective tool. Reason being, in such an environment, students are better able to "create topic-related relationships" and gain from "academic experiences." Because it allows teachers to apply the digital learning methods that students prefer, including Facebook into a system of group-based instruction has drastically increased student engagement and learning. This is because Facebook facilitates educators' adoption of students' favored forms of online instruction.

In their research, Ngu, Xiong, Jiang, Song, and Wang investigated the connection between excessive use of social media and negative outcomes for college students' psychological well-being and academic performance [8,]. Also explored were the effects of therapies to lessen the dependency on and potential harm from communication, as well as the impact of self-confidence as a relationship mediator. The first study indicated that there was an association between communication addiction and mental health, finding both good and negative effects of addiction on students' mental health and academic performance. Surely, the peacemaker said. In the second experiment, a two-part self-help program is developed and tested. In order to test the efficacy of the intervention, researchers recruited a sample of adolescents from different schools who all exhibited signs of communication addiction.

According to Hawi [9], the proportion of the world's population that makes regular use of social media has grown to approximately one-third. In fact, data from a wide range of social media sites shows that the total number of users grows by around 10% per year. Researchers have long been intrigued by the prospect of investigating this phenomenon and its effects on various elements of user health due to the shocking numbers that have been accumulated. The purpose of this research was to provide insight into the problem by exploring the connection between social media addiction, one's sense of self-worth, and health-related happiness.

## **RESEARCH METHODOLOGY**

The purpose of this research is to determine the extent to which students are hooked on social networking sites, the amount of time they spend on these sites, and whether or not they use this time productively. For fun, the study will also check in on how much time young people spend on social media. The findings of this study highlight the potential benefits of social media for students and their future careers, revealing both the positive and bad aspects of this phenomenon.

## **DATA ANALYSIS AND DISCUSSION**

In Dehradun, a questionnaire is used to collect the bulk of the study's data. As stated before, the primary focus of this study is on students' participation and contributions on social networking sites.

Standard methods have been used to assess the data. The following table displays the frequency distribution of the answers:

**Table 1: Demographic Profile of Respondents**

Item	Options	Frequency (in %)
Age	Below 15	4.8%
	15-20	23.8%
	20-25	71.4%
	Above 25	0
Gender	Male	46.8%
	Female	53.2%
Education	School	10.4 %
	Undergraduate	78.4%
	Post-graduate	11.20%

Following questions were also a part of the questionnaire and are important to draw some conclusion-

**4.1.1 How many social media Accounts do you have?**

Row labels	count of social media accounts
1	26.20%
2	23.80%
3	24.60%
4	11.10%
5	11.90%
more	2.4%

According to the data collected, people are dealing with 1, 2 or 3 accounts on social media. However, some of the students are running more the 3 accounts also but number is less. It may be as it is difficult and time consuming to handle more than 3 accounts on social media as well as it is difficult to update on time.

**4.1.2 Among all these apps, which one you used more often?**

Facebook	1.60%
WhatsApp	27%
You tube	7.90%
Instagram	57.10%
snapchat	4.80%
twitter	1.60%

This demonstrates that, when it comes to social media apps, Instagram is the most popular, followed by WhatsApp and Snapchat. WhatsApp evolves into a powerful information-sharing tool.

**4.1.3 How much time did you spend on social networking sites?**

Row labels	less than 5 hours	5-10 hours	more than 10 hours
average time spent on social networking sites	78.60%	19.80%	1.60%

People spend a considerable amount of time on social media. In most cases, people spend less than 5 hours each day on social media.

**4.1.4 How many times you post on social media?**

Row labels	Very Often	Sometimes	Rarely	Never
frequency of posting on social media	31.50%	48.40%	15.30%	4.80%

From this data, it can be easily seen that their significant number of people who post often on social media, may be there day to day updates while there are very less number of people who never visited these social sites which means that social media is very popular nowadays.

**4.1.5 How many days can you go without social media?**

No. of Days					More
How many days can you go on without social media?	20%	90%	70%	30%	4%

Out of the total respondents 48.4% people can go without social media for more than 4 days but 51.6% people are there who cannot go without social media for more than 4 days because some of the people are in habit of using the social media regularly for their work, while for other's it is a part of their daily life.

**4.1.6 Have you ever forwarded a message without checking its authenticity?**

Have you ever forwarded a message without checking its authenticity?	Yes	No	May Be
Answer	14.4 %	57.6%	28.0%

Out of the total responses, 57.6% respondents never checked accuracy and source of message before forwarding it which shows careless attitude of people towards information sharing because of which sometimes a wrong information is being shared. On the other side, people also use to share that information which is of no use now.

#### 4.1.7 Have you ever Donated anything on/through social media?

Donated	Students who are activists or donators on social media
Have donated	39.80%
Have not donated	60.20%

Out of the total responses received 39.8% people donated in one or the other way on social media which shows a positive impact of social media on the life of the people. Through advertising on social media, someone in need may get help from others.

#### 4.1.8 Should fake ID on social media be punished?

Yes	87.90%
No	11.30%

Out of the total respondents, 87.9% people are of the opinion that fake IDs should not be there on social media and there should be some kind of check on these fake ID to maintain the genuineness of social media sites.

#### 4.1.9 Which punishment do you think for fake and unethical accounts?

Banned	59.30%
Fined	25.20%
Temporarily blocked	15.40%

Out of the total responses received, 59.3% of the people are of the view that these fake IDs should be banned to taught a lesson to unethical users of social media sites. While 25.2% of the people are of the view that these people should be fined, as sometimes a monetary fine is necessary to be levied.

### Conclusion

Students represent a substantial demographic of social networking site users, and as literate adults, they are fully capable of making use of these platforms to their full potential. For this reason, student use of social networking sites has increased. As it is not just the authorities who are to fault for the issues that are occurring in the social networking world, the users are also to blame, and they are aware of the issues that are occurring on social networking sites and are willing to take corrective actions. The significance of student participation on social networking sites was highlighted in this research. The vast majority of students do not suffer from social media addiction, as evidenced by the facts presented above.

Volunteering and monetary gifts are only two ways that students give back to the world. The young people are using social media to spread the word about immoral behavior. The kids know that

cyberbullying happens and are trying to stop it. Most students are careful to verify the veracity of information before spreading it among their classmates.

## **SUGGESTIONS**

Students have very little recourse other than to report the offender. Further, they can also resort to following ways to keep their social media accounts in check and safe:

- check the origin details of a viral message;
- permanently ban an account with a single click;
- verify data before posting it;
- have access to strong passwords;
- have their accounts deleted if they haven't been used in over a year;
- keep their business and personal lives separate; and
- not be forced to use the same account for both.

## **LIMITATIONS:**

The sample contains a disproportionately low number of students, and hence, it is highly likely that they did not read the entire article and instead chose responses at random. The current state of affairs in India is the sole topic of discussion in the responses. Some of those who responded chose not to answer the question because they felt it was too complicated. Although there are many people who are interested in learning more about social networks, only students are able to take classes on this topic.

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