



Social Media and its Impact on Arts and Science College Students in Virudhunagar District

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Abstract – Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. The study was conducted to examine the impact of students' use of social media networks. The study revealed that majority of the respondents had mobile phones with internet facility and had knowledge of the social media networks. As a result they visit their social media networks and spend between one to two hours every day. In addition, the study revealed that the use of social media had affected academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance.

Keywords: Social media, Impact, Arts and science college students.

1. INTRODUCTION

Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and facebook as key tools for news, journalists and their organizations have performed a high-wire act. These network sites have become a day to day routine for the people. Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship".

2. REVIEW OF RELATED LITERATURE

Jocabsen and Forste, found a negative relationship between the use of various media, including mobile phones, and self-reported GPA among first year university students in the United States. In Taiwan, Yen at el., identified

an association between mobile phone use and respondents and report that respondents have allowed phone use to interfere with their academic activities. Similarly, Hong et al., reported that daily use of mobile phones is correlated with self-reported measure of academic difficulty among a sample of Taiwanese university students. In a survey of Spanish high school students Sanchez-Martinez and Otero, found a correlation between "intensive" mobile phone use and school failure. Ahmed Qazi, Hanqittai Hsich, Pasek and Hanqittai, conducted on the same topic revealed no correlation between social media and students' academic performance. A study conducted at Whittemore school of Business and Economic on one thousand, one hundred and twenty seven students revealed that there is no correlation between how much time is spent on social networking sites.

3. METHODOLOGY

The present paper is based on both the secondary and primary data collected relating to the social media and its impact on arts and science college students. The secondary data collected provides background and supportive information relating to the study. Primary data are also collected through a statistical survey with various arts and science colleges in Virudhunagar district. A formal enquiry was made by using interview schedule designed for the purpose, from 250 arts and science college students selected conveniently.

4. ANALYSIS AND DISCUSSION

The respondents were asked whether they have mobile phone, out of the total respondents of 250, all the college students have a own mobile phones. A follow up question as to whether the respondents had internet facility on their phones showed that a