

IMPACT OF SOCIAL MEDIA

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BONAFIDE CERTIFICATE

This is to certify that the project report entitled “**Impact of Social Media**” submitted by " T. S. Mizba (192110569) and T. Abhinaya (192110497)” to Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences, Chennai, is a record of bonafide work carried out by him/her under my guidance. The project fulfills the requirements as per the regulations of this institution and in my appraisal meets the required standards for submission.

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ABSTRACT

Social media has become the most popular way of communication globally, especially among teenage students. Who uses Twitter, Instagram, and Facebook, most commonly. The technology is advanced much nowadays. Social media evolved with the advancement of technology and has both beneficial and harmful effects on academia. Students are affected by social media. Social Media have many serious problems and lead to significant issues for students, especially regarding their privacy or security, and cause distraction of studies. This paper highlights and finds the social media impact on student studies, social activities, and academic performances and provides awareness among them. Moreover, a survey was conducted in order to evaluate the effects of social media on students.

INTRODUCTION

Social Networking Site is known as the web-based services that allow every individual to create their profile and connect people. The term "SOCIAL MEDIA" is now the most popular and becomes an essential part of everyone's social life. Social media has provided a medium or platform where users can interact, communicate, and share different types of important documents, images, and videos and provide ease of understanding and work. The number of social media increases with growing popularity and advancement among the people, some famous and familiar social media (WhatsApp, Facebook, and YouTube). The Concept of Social media was established in 1978 when the first social media was introduced, called the bulletin board system (BBS). Ward Christensen and Ruby Suess have developed the BBS to share information, arrange meetings, and consider a Personal website in 1995. After that World Wide Web (WWW) was launched, which was surprisingly adopted and used much community; similarly, another social media launched in which Geocities was developed by Beverly Hills Internet (BHI). Six Degrees, introduced in 1997, allows users to create a profile and connect with a random list of close friends and millions of In 2011 Google released Google plus and Hangouts, where users can interact through video calling and chatting. First, Social Scrapbook Pinterest was launched in 2012. Users can create and share an album of photos by using Pinterest, about 10 million users connected with this social network. The above discussion indicates many social media that developed nowadays. The users use these social sites for varying purposes like chatting and sharing the picture, videos, document on social sites for making his/her self up to date with advancement and playing games on social sites. As Social sites are an addiction, youth is getting distracted from their studies. The user gives their personal information to these social sites, leading them to many heinous acts like cybercrime, harassment, etc. The results were conducted regarding different social platforms. The impact of social sites on academia showed in numbers how much it had been affected by academia. As Table 1 shows, the usage of social media around the globe users. In 1999 the concept of Blogger appeared so the number of users can communicate with their friends by using their blog or journal. Friendster was founded in 2002 as a social networking group that provided a platform for communication also. MySpace. With more advancement and development in social media, LinkedIn and WordPress were launched in 2003. The dramatic change was founded on

social media users in 2004 when most known Mark Zuckerberg introduced social site FACEBOOK as social networking for college students. Consecutively next year, in 2005, YouTube was launched by Jawad Karim. A platform of watching and sharing any videos. Twitter was introduced in 2006 and it permits users to share up to 140 characters, a short message known as Tweet.



OBJECTIVES

- Considering the current trend of usage of social media the main objective is to check the cause and effects of increase use of social media.
- To explore the impact of social media on peoples relationships, especially family and friendships.
- Current Scenario
- One of the most popular social media sites, Face-book, has
- 1.4 billion users around the world, nearly a fifth of the world's population, thus helping us to better understand, learn and share information instantaneously.
- Social networks have removed all the communication and interaction barriers, and now one can communicate his/her perception and thoughts over a variety of topics. Students and experts are able to share and communicate with like-minded people and can ask for the input and opinion on a particular topic.

- Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring the positive change in society.
- Social media are used to document memories, learn about and explore things, advertise oneself and form friendships. For instance, they claim that the communication through Internet based services can be done more privately than in real life.
- The New Social Operating System, illustrates that 'networked individuals' are engaged to a further extent regarding numbers of content creation activities and that the 'networked individuals' are increasing over a larger age span.

LITERATURE SURVEY

Rouis, Limayem, & Salehi- Sangari (2011)

EFFECT OF USING FACEBOOK ON ACADEMIC PERFORMANCE

The effects of using Facebook on academic performance of undergraduate students at Lulea University of Technology Sweden in relation to their personality traits. The proposed research model tests how Facebook usage effects performance of students with different personality traits. In addition the research tries to justify the relationship among the three i.e. Facebook usage, personality traits and academic performance. Their analysis of 239 students' data reveals very significant results. This research establishes that using Facebook has strong negative impact on academic performance of students with extrovert personalities. However, factor of self-regulation among students greatly reduces this negative impact as they have high level of effective self-control while using social media platforms. Cognitive absorption, which defines extent of deep involvement, is another personality factor taken into consideration while undertaking this research.

Junco, R. (2012)

IMPACT OF SOCIAL MEDIA PLATFORMS

investigates the impact of Facebook being a social medium on students' performance on academic courses. The research analyzes data from 1839 respondents studying 4 years degrees in residential institutes of northeastern USA to find trends on frequency of Facebook visits and activities, time spent on Facebook, time spent on class preparation and academic grades of the students under research. Analysis of the collected data reveals that time spent on Facebook and frequency of visiting Facebook are negatively related to students' performance in terms of their GPA. However, there is slightly negative correlation between time spent on this widely used social medium and the time spend in studying for class. He further adds that although time spent on social media and academic performance are negatively correlated but, this relationship in real world scenarios does not seem to be a major hurdle in academic success.

Yang & Tang (2003)

IMPACT OF USING SOCIAL MEDIA FOR EDUCATIONAL PURPOSE

conducted a research study on forty (40) graduate students studying a course in Advance Management Information Systems (AMIS) in a university in Taiwan to investigate the impact of using social media for educational purpose on the academic performance of the students. Students were grouped into 14 teams to discuss various questions based on MIS cases in an online forum specifically set up for the purpose. The students had to come up with summaries of the discussions made on the forum. At the end of the course, data was collected from the forty students on a self-administered questionnaires for the purpose of this particular research. The objective of the study was to find correlations among friendship, advice and adversarial factors and student academic performance.

Gupta (2013)

IMPACT OF SOCIAL MEDIA ON THE PERFORMANCE OF STUDENTS

research is specific to impact of social media on the performance of students in distance education. This research is more significant due to the fact that distance learning is totally dependent on social networking technologies. This study is concerned with the respondents' psychology towards using technology for the educational purposes and identification of suitable tools and technologies to achieve academic goals and objectives. This research analyses responses of 572 students enrolled to study a postgraduate course in management. The course delivery and management is online and utilizes information and communication technologies for this purpose.

Hamat, Embi, & Hassan (2012)

USE OF SOCIAL NETWORKING PLATFORMS

Studied the use of social networking platforms among undergraduate and postgraduate students of Malaysian institutes of higher education. This qualitative research collected data on 6358 student respondents through a self-administered questionnaire and analyzed this data to make observations on the use of social networking sites among them. The study also collects opinion of students about the impacts of social medium on their academic performance. One of the very significant findings of the study is about the use of social networking sites for the purpose of learning. Majority of the respondents agree that they use SNSs as informal learning tool and that it helps them connect to their friends and peers to get help regarding their studies. However, in case of interaction with teachers, an equal split of opposite opinions exist.

IMPACTS OF SOCIAL MEDIA

The Impact of Social Media on Politics A new study from Pew Research claims that about one in five U.S. adults gets their political news primarily through social media. The study also finds that those who do get their political news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims than people who get their news from traditional sources.



In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in 2003, then in the election of the first African-American president in 2008, and again in the Twitter-driven campaign of Donald Trump.

The Impact of Social Media on Society Almost a quarter of the world’s population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.



Thanks to the internet, each person with marginal views can see that he’s not alone. And when these people find one another via social media, they can do things create memes, publications, and entire online worlds that bolster their worldview, and then break into the mainstream.

The Impact of Social Media on Commerce The rise of social media means it’s unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.



Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. These functions are important in traditional brick-and-mortar businesses and, obviously, in the world of e-commerce.

The Impact of Social Media on the World of Work Social media has had a profound effect on recruitment and hiring. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.

The Impact of Social Media on Training and Development Job candidates who develop skills in the latest and most advanced social media techniques are far more employable.

A 2020 survey by OnePoll on behalf of Pearson and Connections Academy asked 2,000 U.S. parents and their high-school aged children about the “new normal” of high school. Sixty-eight percent of students and 65% of their parents believe that social media will be a useful tool and part of the new high school normal.

scroll. It will curtail any unintended usage. If you are in dire need, you can always check back on a PC / laptop. Using the Freedom app to block websites for the deleted apps can come handy if you want to be in absolute control.

Limit Yourself

Rationing time for use of social media or mobile device can go a long way in cutting down our levels of addiction. So, its best to set a timer when you start to use social media say one hour in a day (or seven hours in a week) and be absolutely resolute in not adding extra time once the timer goes off.

Avoid sleeping with mobile

Many of us have the odd habit of sleeping with our devices in bed / close by which may lead us to checking social media before sleeping or in the middle of the night. This is unhealthy. Experts advise keeping digital devices away for at least one hour before sleep to allow your nerves to soothe.

Remove your phone from your morning routine

Surveys done in India have found that 84 per cent of those surveyed check their phones within first 15 minutes of waking up. To nip such practices, keep your mobile phone for charging in a hard to access place and reach for it only once you are through with your morning chores. Pick up your phone when you are and settling down for the morning / starting work.

Have one family meal without phones

As you seek to realign and reorient your life away from the lure of social media, it can be a welcome change to refocus on your family. And what better way to connect and re-engage with all members of the family than over a family meal ? At least one meal in the day can be with full family sans any devices on the table or within accessible distance.

Purge your “friends” and “follow” lists

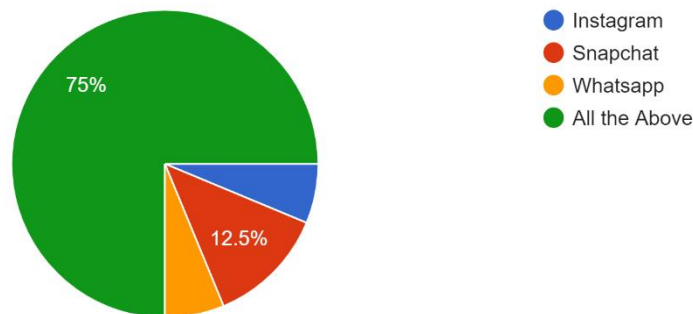
It's a useful practice to go through your social media contact lists and remove all alleged “friends” who doesn't mean much to you in real life. These people probably don't add positive

value to your life and often trigger you into unnecessary conversations in social media. Just hit the “delete,” “unfriend,” or “unfollow” button to help your long-term health and well-being. Though one may not interact / engage much with such contacts, but their posts may be spamming one’s mobile and filling up the memory. To avoid getting into any unwanted interaction which doesn’t add value, trimming friend lists can be a great way to go.

SURVEY

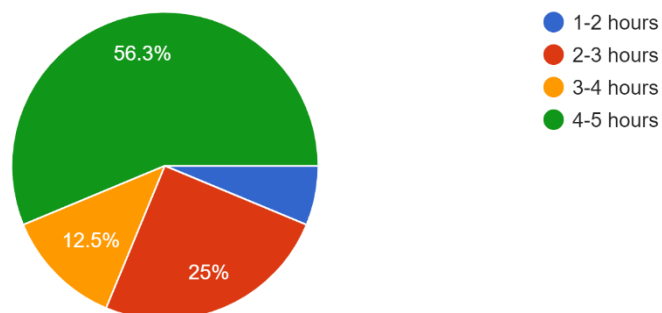
What social networking sites do you use?

16 responses



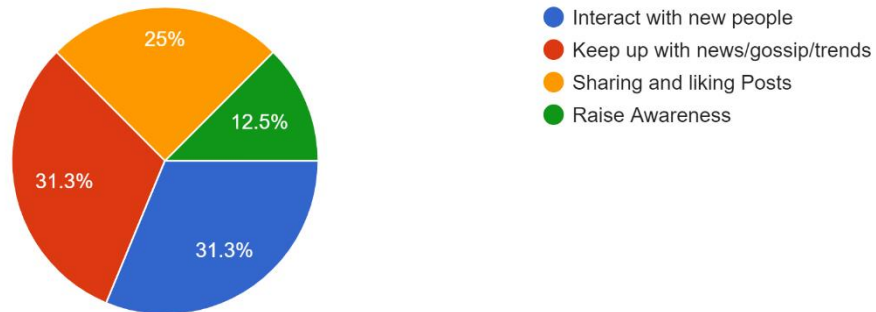
How many hours a day do you spend on these sites?

16 responses



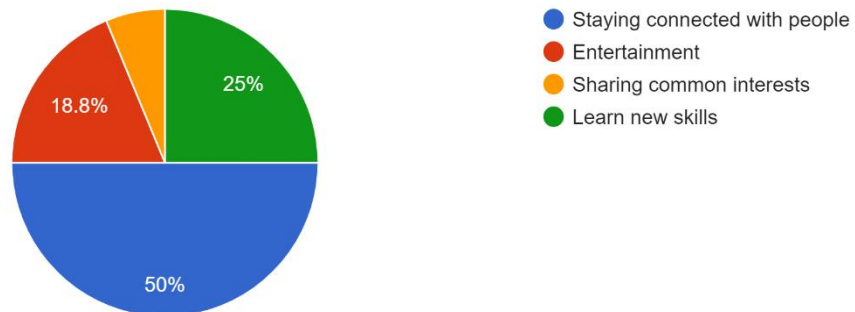
Why do you use these social networking sites?

16 responses



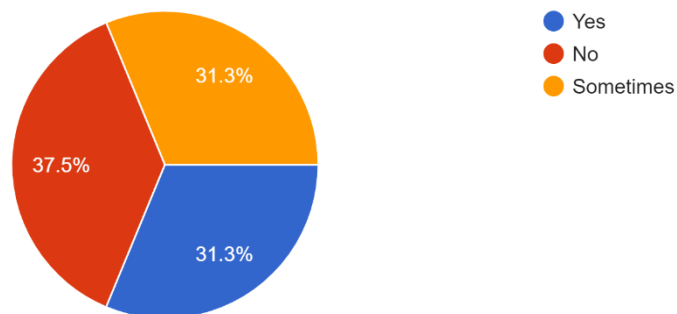
What are personal benefits of using social networking sites?

16 responses



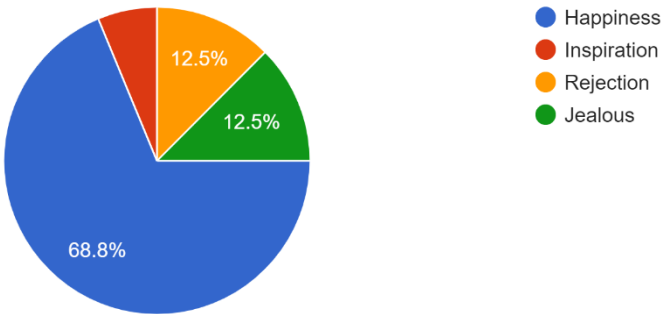
Do you accept strangers who try to friend you on social networking sites?

16 responses



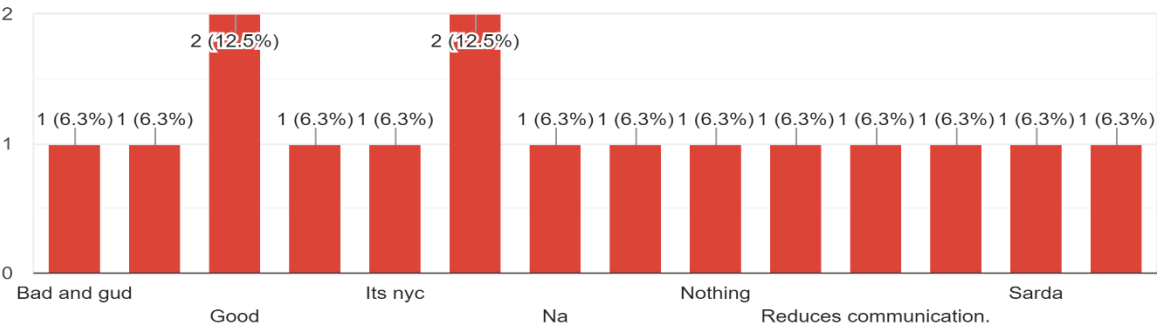
What emotions do you experience when using social networking sites?

16 responses



How do these emotions impact on your overall wellbeing?

16 responses



CONCLUSION

The use of social media has both negative and positive impacts on our youths today. In this paper, I aim to bring to light the impacts of social media specifically to the youth of this generation. Even though social media sites seem to connect more people and make them stay up to date, it leads to isolation socially according to a BBC News report. It reduces the number of face-to-face interactions amongst the youths because they normally spend most of their time on these online social platforms. An evaluation from a number of studies done by various scientists show that social isolation can cause a number of effects such as physical, emotional, mental and psychological issues in these youths. This can in turn lead to depression, anxiety and many other problems. It also leads to misspelling of words and misuse of words and tenses through the use of short forms and abbreviations. This has a high negative impact more so on students because it affects their language capabilities directly and this lead to poor grades in languages.



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