

**KCES’S MOOLJI JAITHA COLLEGE,JALGAON**

**A project on**

**“Impact Of Social Media Apps On**

**The Students Of M.J. College”**

**SUBMITTED BY**

**JADHAV SHWETA HIRAMAN (Captain)**

**SAPKALE KAMLAKAR HEMRAJ**

**SURYAWANSHI HITESH SHRIKRUSHNA**

**NERPAGAR GOVINDA SANJAY**

**THAKARE DIPMALA DILIP**

**“DEPARTMENT OF STATISTICS”,**

**KCES’S MOOLJI JAITHA COLLEGE,**

**JALGAON - 425 001 (MS)**

**CERTIFICATE**

This is to certify that**Miss. JADHAV SHWETA H., Mr. SAPKALE KAMLAKAR H.,**

**Mr. SURYAWANSHI HITESH S., Mr. NERPAGAR GOVINDA S.,Miss THAKARE**

**DIPMALA D.,** students of**T.Y.B.sc (Statistics)** has successfully completed their project at “

**M.J. COLLEGE JALGAON**.” Under the guidance of Project incharge**Mr.S.J.**

**VISHWAKARMA**Sir.During **25th NOVEMBER to 28th FEBARUARY** and

appeared for the project.

Project Incharge H.O.D.

(Mr. S.J.Vishwakarma sir) (Dr. K. G. Khadse sir)

Examiner

**Declaration**

I hereby declare that the project entitled “Impact of social media on the students of M.J.College , Jalgaon. ”completed and written by me under the supervision of S J VISWAKARMA sir. The present work is original and performed by us and previously not formed the basis for the award of any degree or diploma or other similar titles of this or any other University or examining body.

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Name of student** | **Signature** |
|  | Miss. JADHAV SHWETA H. |  |
|  | Mr. SAPKALE KAMLAKAR H. |  |
|  | Mr. SURYAWANSHI HITESH S. |  |
|  | Mr. NERPAGAR GOVINDA S. |  |
|  | Miss THAKAREDIPMALA D. |  |

Place: Jalgaon Signature & Name of theGuide

Date: ( S J VISWAKARMA )

**ACKNOWLEDGEMENTS**

We would like to express our special thanks of gratitude to our teacherMr. S J Vishwakarma Siras well as our Head of Department of Statistics Dr. K.G. Khadse Sir who gave us the goldenopportunity to do this wonderful projecton the topic “Impact Of Social Media Apps On Students Of M.J.College”,which also helps us in doing small research and we came to know about somany new things.We are really thankful to them .

Secondly we would also like to thanks our friends who helps us a lot infinishing this project within the limited time.We are making this project not only for marks but also to increase ourknowledge.

THANKS AGAIN TO ALL WHO HELPED US.

**Index**

|  |  |  |
| --- | --- | --- |
| SR NO. | CONTENT | PAGE |
|  | Introduction | 6 |
|  | Objectives | 12 |
|  | Review of Literature | 13 |
|  | Study Area | 15 |
|  | Methodology | 16 |
|  | Statistical Analysis | 20 |
|  | Result | 28 |
|  | Limitations | 28 |
|  | References | 29 |
|  | Questionnaire | 30 |

**Introduction**

The extensive use of social sites in India has been on the rise among the new generation youths. In today’s world, life cannot be imagine without FACEBOOK , YOUTUBE , INSTAGRAM , WHATSAPP , TIK TOK or TWITTER account and online handles. The new age social networking culture has been well accepted and has made a enthusiastic response and acceptance. There are reports of culture changes and in the way traditional interactions and social communications are conducted in India. Research studies on this new age social media impact and uses within India have been limited to specific surveys and theories. The objectives of this study is an attempt to investigate target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. This paper is an attempt to analysis the pattern of social networking usage and impact in order to determine the social networking addiction.

As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today’s student success equation. This study examined the usage and implications of social networking sites (SNS) among MJ college students. A survey was administered to a random sample of 350 students on SNS use, perceptions of SNS communications, and awareness of the impacts of SNS in academic performance and personal development. Data were collected from a random sample of students at MJ college students in Jalgaon, during the second semester of 2020. This descriptive, exploratory research study drew a random sample of males and females (N=350) , covering all subject streams , who were administered a student perception questionnaire on how social media affects MJ college students.

[](https://www.bing.com/images/search?view=detailV2&ccid=IPhrsXpp&id=46C4C1EA9FFA4D3CF1ECB00B091EC23866D070C9&thid=OIP.IPhrsXppEd9HvmFZ6iS5wAHaDy&mediaurl=http://www.the74million.org/wp-content/uploads/2017/08/iStock-607266570.jpg&exph=410&expw=800&q=social+media+apps+used+by+students&simid=608010752661455260&selectedIndex=43)[](https://www.bing.com/images/search?q=Popular+Apps&FORM=IRIBEP)

[](https://www.bing.com/images/search?view=detailV2&ccid=Ew8ecZx5&id=B775BFFA56BD164F63FF4DA070ED022198E990CB&thid=OIP.Ew8ecZx56P40gp0JS7UacAHaHl&mediaurl=https://www.midiaresearch.com/app/uploads/2016/01/whatsapp-logo.png&exph=1024&expw=1000&q=whatsapp+logo+image&simid=607993766074123741&selectedIndex=2) **Whatsapp**

**WhatsApp Messenger** or simply **WhatsApp** is a [freeware](https://en.wikipedia.org/wiki/Freeware), [cross platform](https://en.wikipedia.org/wiki/Cross-platform) [messaging](https://en.wikipedia.org/wiki/Messaging_apps) and [Voice over IP](https://en.wikipedia.org/wiki/Voice_over_IP) (VoIP) service owned by [Facebook, Inc.](https://en.wikipedia.org/wiki/Facebook,_Inc.) It allows users to send [text messages](https://en.wikipedia.org/wiki/Text_message) and [voice messages](https://en.wikipedia.org/wiki/Voice_message), make voice and video calls, and share images, documents, user locations, and other media. WhatsApp's client application runs on [mobile devices](https://en.wikipedia.org/wiki/Mobile_device) but is also accessible from desktop computers, as long as the user's mobile device remains connected to the Internet while they use the desktop app. The service requires users to provide a standard [cellular](https://en.wikipedia.org/wiki/Cellular_network) [mobile number](https://en.wikipedia.org/wiki/Telephone_number) for registering with the service. In January 2018, WhatsApp released a standalone business app targeted at small business owners, called WhatsApp Business, to allow companies to communicate with customers who use the standard WhatsApp client.

The client application was created by WhatsApp Inc. of [Mountain View, California](https://en.wikipedia.org/wiki/Mountain_View,_California), which was acquired by Facebook in February 2014 for approximately [US$](https://en.wikipedia.org/wiki/United_States_dollar)19.3 billion.[[51]](https://en.wikipedia.org/wiki/WhatsApp#cite_note-wsj20140220-51)[[52]](https://en.wikipedia.org/wiki/WhatsApp#cite_note-fb-buyout-52) It became the world's most popular messaging application by 2015, and has over 2 billion users worldwide as of February 2020. It has become the primary means of electronic communication in multiple countries and locations, including [Latin America](https://en.wikipedia.org/wiki/Latin_America), [India](https://en.wikipedia.org/wiki/India), [Pakistan](https://en.wikipedia.org/wiki/Pakistan) and large parts of [Europe](https://en.wikipedia.org/wiki/Europe), including the [United Kingdom](https://en.wikipedia.org/wiki/United_Kingdom), [Spain](https://en.wikipedia.org/wiki/Spain), and [France](https://en.wikipedia.org/wiki/France).

[](https://www.bing.com/images/search?view=detailV2&ccid=cu1waCcI&id=0ADCF061FAA5462FB55D990617CA7D73B496F4D8&thid=OIP.cu1waCcIPpXtsMxTw501MQHaHa&mediaurl=https://upload.wikimedia.org/wikipedia/commons/thumb/e/e7/Instagram_logo_2016.svg/1024px-Instagram_logo_2016.svg.png&exph=1024&expw=1024&q=instagram+logo+image&simid=608035289841271003&selectedIndex=0) **Instagram**

**Instagram** (also known informally as **IG** or **Insta**[]](https://en.wikipedia.org/wiki/Instagram#cite_note-11)) is an American [photo](https://en.wikipedia.org/wiki/Image_sharing) and [video-sharing](https://en.wikipedia.org/wiki/Online_video_platform) [social networking service](https://en.wikipedia.org/wiki/Social_networking_service) owned by [Facebook, Inc.](https://en.wikipedia.org/wiki/Facebook,_Inc.) It was created by [Kevin Systrom](https://en.wikipedia.org/wiki/Kevin_Systrom) and [Mike Krieger](https://en.wikipedia.org/wiki/Mike_Krieger), and launched in October 2010 exclusively on [iOS](https://en.wikipedia.org/wiki/IOS). A version for [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) devices was released a year and half later in April 2012, followed by a feature-limited [website interface](https://en.wikipedia.org/wiki/Web_application) in November 2012, a [Fire OS](https://en.wikipedia.org/wiki/Fire_OS) app on June 15, 2014 and an app for [Windows 10](https://en.wikipedia.org/wiki/Windows_10) tablets and computers in October 2016. The [app](https://en.wikipedia.org/wiki/Mobile_app) allows users to upload photos and videos to the service, which can be edited with various [filters](https://en.wikipedia.org/wiki/Photographic_filter), and organized with [tags](https://en.wikipedia.org/wiki/Hashtag) and [location information](https://en.wikipedia.org/wiki/Geotag). An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can [like](https://en.wikipedia.org/wiki/Like_button) photos and follow other users to add their content to a [feed](https://en.wikipedia.org/wiki/News_feed).

The service was originally distinguished by only allowing content to be framed in a square (1:1) [aspect ratio](https://en.wikipedia.org/wiki/Aspect_ratio_(image)) with 640 pixels to match the display width of the [iPhone](https://en.wikipedia.org/wiki/IPhone) at the time. These restrictions were later eased in 2015, with an increase to 1080 pixels. The service also added [messaging](https://en.wikipedia.org/wiki/Messaging_apps) features, the ability to include multiple images or videos in a single post, as well as "Stories"—similar to its main competitor [Snapchat](https://en.wikipedia.org/wiki/Snapchat)—which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each. As of January 2019, the Stories feature is being used by 500 million users daily.

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion as of May 2019. In April 2012, Facebook acquired the service for approximately [US$](https://en.wikipedia.org/wiki/United_States_dollar)1 billion in cash and stock. As of October 2015, over 40 billion photos had been uploaded to the service. Although praised for its influence, Instagram has been the subject of criticism, most notably for policy and [interface](https://en.wikipedia.org/wiki/User_interface) changes, allegations of censorship, and illegal or improper content uploaded by users.

[](https://www.bing.com/images/search?view=detailV2&ccid=KQ0chxXD&id=7B6A09364A3DC86E88DEE026CE9689F2D6C66E57&thid=OIP.KQ0chxXDux0rDnj9C5NRCgHaHa&mediaurl=https://noaanhc.files.wordpress.com/2013/05/facebook-logo-1.jpg&exph=1200&expw=1200&q=facebook+logo+image&simid=607990609263657537&selectedIndex=4) **Facebook**

**Facebook** is an American online [social media](https://en.wikipedia.org/wiki/Social_media) and [social networking service](https://en.wikipedia.org/wiki/Social_networking_service) based in [Menlo Park, California](https://en.wikipedia.org/wiki/Menlo_Park,_California) and a flagship service of the namesake company [Facebook, Inc.](https://en.wikipedia.org/wiki/Facebook,_Inc.) It was founded by [Mark Zuckerberg](https://en.wikipedia.org/wiki/Mark_Zuckerberg), along with fellow [Harvard College](https://en.wikipedia.org/wiki/Harvard_College) students and roommates [Eduardo Saverin](https://en.wikipedia.org/wiki/Eduardo_Saverin), [Andrew McCollum](https://en.wikipedia.org/wiki/Andrew_McCollum), [Dustin Moskovitz](https://en.wikipedia.org/wiki/Dustin_Moskovitz) and [Chris Hughes](https://en.wikipedia.org/wiki/Chris_Hughes).

The founders initially limited Facebook membership to Harvard students. Membership was expanded to [Ivy League](https://en.wikipedia.org/wiki/Ivy_League) universities, [MIT](https://en.wikipedia.org/wiki/Massachusetts_Institute_of_Technology), and [higher education institutions in the Boston area](https://en.wikipedia.org/wiki/List_of_colleges_and_universities_in_metropolitan_Boston), then various other universities, and lastly high school students. Since 2006, anyone who claims to be at least 13 years old has been allowed to become a registered user of Facebook, though this may vary depending on local laws. The name comes from the [face book](https://en.wikipedia.org/wiki/Face_book) directories often given to American university students.

The Facebook service can be accessed from devices with [Internet](https://en.wikipedia.org/wiki/Internet) connectivity, such as [personal computers](https://en.wikipedia.org/wiki/Personal_computer), [tablets](https://en.wikipedia.org/wiki/Tablet_computer) and [smartphones](https://en.wikipedia.org/wiki/Smartphone). After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which is shared with any other users that have agreed to be their ["friend"](https://en.wikipedia.org/wiki/Friending_and_following), or, with a different privacy setting, with any reader. Users can also use various embedded apps, join common-interest groups, buy and sell items or services on Marketplace, and receive notifications of their Facebook friends' activities and activities of Facebook pages they follow. Facebook claimed that it had more than 2.3 billion monthly active users as of December 2018.

**Others**

[](https://www.bing.com/images/search?view=detailV2&ccid=b4BHa6V2&id=C84C9D5668B294F5C7703E9C4931D5240F27E0B3&thid=OIP.b4BHa6V24GglnRQJmIwPkwHaHa&mediaurl=http://martinliebermandotcom.files.wordpress.com/2013/03/twitter_logo.jpg&exph=1024&expw=1024&q=twitter+logo+image&simid=607997476905880554&selectedIndex=5) **Twitter**

**Twitter** is an American [microblogging](https://en.wikipedia.org/wiki/Microblogging) and [social networking](https://en.wikipedia.org/wiki/Social_networking_service) service on which users post and interact with messages known as "tweets". [Registered users](https://en.wikipedia.org/wiki/Registered_user) can post, like, and retweet tweets, but unregistered users can only read them. Users access Twitter through its website interface, through Short Message Service ([SMS](https://en.wikipedia.org/wiki/SMS)) or its mobile-device [application software](https://en.wikipedia.org/wiki/Application_software) ("app").**Twitter, Inc.** is based in [San Francisco, California](https://en.wikipedia.org/wiki/San_Francisco), and has more than 25 offices around the world.[[16]](https://en.wikipedia.org/wiki/Twitter#cite_note-16) Tweets were originally restricted to 140 [characters](https://en.wikipedia.org/wiki/Character_(computing)), but was doubled to 280 for non-Asian languages in November 2017.

Twitter was created in March 2006 by [Jack Dorsey](https://en.wikipedia.org/wiki/Jack_Dorsey), [Noah Glass](https://en.wikipedia.org/wiki/Noah_Glass_(Twitter)), [Biz Stone](https://en.wikipedia.org/wiki/Biz_Stone), and [Evan Williams](https://en.wikipedia.org/wiki/Evan_Williams_(Internet_entrepreneur)), launched in July of that year. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion [search queries](https://en.wikipedia.org/wiki/Web_search_query) per day. In 2013, it was one of the ten [most-visited websites](https://en.wikipedia.org/wiki/List_of_most_popular_websites) and has been described as "the SMS of the Internet". As of 2018, Twitter had more than 321 million monthly active users.

[](https://www.bing.com/images/search?view=detailV2&ccid=PLNeFmBv&id=08834B8CB693747652BCB6E98EAFFE04548B935C&thid=OIP.PLNeFmBvkhzh3BhUVWSvNAHaFj&mediaurl=https://qph.fs.quoracdn.net/main-qimg-3cb35e16606f921ce1dc18545564af34&exph=451&expw=602&q=tik+tok+logo+image&simid=608007153446094634&selectedIndex=0) **Tik-Tok**

**TikTok** is a [video-sharing](https://en.wikipedia.org/wiki/Online_video_platform) [social networking service](https://en.wikipedia.org/wiki/Social_networking_service) owned by [ByteDance](https://en.wikipedia.org/wiki/ByteDance), a Beijing-based company founded in 2012 by [Zhang Yiming](https://en.wikipedia.org/wiki/Zhang_Yiming). It is used to create short lip-sync, comedy, and talent videos. The app was launched in 2017 for [iOS](https://en.wikipedia.org/wiki/IOS) and [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) in markets outside of China. ByteDance had previously launched **Douyin** for the China market in September 2016. TikTok and Douyin are similar to each other, but they run on separate servers to comply with [Chinese censorship restrictions](https://en.wikipedia.org/wiki/Internet_censorship_in_China). The application allows users to create short music and [lip-sync](https://en.wikipedia.org/wiki/Lip_sync) videos of 3 to 15 seconds and short looping videos of 3 to 60 seconds. The app is popular in Asia, the United States, and other parts of the world. TikTok is not available in China; its servers are based in countries where the app is available.

TikTok was the most downloaded app in the US in October 2018, the first Chinese app to achieve this. As of 2018, it is available in over 150 markets and in 75 languages. In February 2019, TikTok, together with Douyin, hit one billion downloads globally, excluding Android installs in China. In 2019, TikTok was declared the 7th most downloaded mobile app of the decade, from 2010 to 2019.

**TikTok** is a [video-sharing](https://en.wikipedia.org/wiki/Online_video_platform) [social networking service](https://en.wikipedia.org/wiki/Social_networking_service) owned by [ByteDance](https://en.wikipedia.org/wiki/ByteDance), a Beijing-based company founded in 2012 by [Zhang Yiming](https://en.wikipedia.org/wiki/Zhang_Yiming). It is used to create short lip-sync, comedy, and talent videos. The app was launched in 2017 for [iOS](https://en.wikipedia.org/wiki/IOS) and [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) in markets outside of China. ByteDance had previously launched **Douyin** for the China market in September 2016. TikTok and Douyin are similar to each other, but they run on separate servers to comply with [Chinese censorship restrictions](https://en.wikipedia.org/wiki/Internet_censorship_in_China). The application allows users to create short music and [lip-sync](https://en.wikipedia.org/wiki/Lip_sync) videos of 3 to 15 seconds[[5]](https://en.wikipedia.org/wiki/TikTok#cite_note-5)[[6]](https://en.wikipedia.org/wiki/TikTok#cite_note-6) and short looping videos of 3 to 60 seconds. The app is popular in Asia, the United States, and other parts of the world. TikTok is not available in China; its servers are based in countries where the app is available.

TikTok was the most downloaded app in the US in October 2018, the first Chinese app to achieve this. As of 2018, it is available in over 150 markets and in 75 languages. In February 2019, TikTok, together with Douyin, hit one billion downloads globally, excluding Android installs in China. In 2019, TikTok was declared the 7th most downloaded mobile app of the decade, from 2010 to 2019.

[](https://www.bing.com/images/search?view=detailV2&ccid=/9EeW7lw&id=CA970ACE6545DAFAD528068CE79C01268D2AA6E1&thid=OIP._9EeW7lwR3gjvOKxE9NcowHaHa&mediaurl=https://upload.wikimedia.org/wikipedia/commons/thumb/8/82/Telegram_logo.svg/600px-Telegram_logo.svg.png&exph=600&expw=600&q=telegram+logo+image&simid=608022877354462768&selectedIndex=0) **Telegram**

Telegram is a [cloud](https://en.wikipedia.org/wiki/Cloud_computing)-based [instant messaging](https://en.wikipedia.org/wiki/Instant_messaging) and [voice over IP](https://en.wikipedia.org/wiki/Voice_over_IP) service. Telegram [client](https://en.wikipedia.org/wiki/Client_(computing)) apps are available for [Android](https://en.wikipedia.org/wiki/Android_(operating_system)), [iOS](https://en.wikipedia.org/wiki/IOS), [Windows Phone](https://en.wikipedia.org/wiki/Windows_Phone), [Windows NT](https://en.wikipedia.org/wiki/Windows_NT), [macOS](https://en.wikipedia.org/wiki/MacOS) and [Linux](https://en.wikipedia.org/wiki/Linux).[[15]](https://en.wikipedia.org/wiki/Telegram_(software)#cite_note-teleapps-15) Users can send messages and exchange photos, videos, [stickers](https://en.wikipedia.org/wiki/Sticker_(messaging)), audio and files of any type.

Telegram's client-side code is [open-source software](https://en.wikipedia.org/wiki/Open-source_software) but the source code for recent versions is not always immediately published,whereas its server-side code is closed-source and proprietary.The service also provides [APIs](https://en.wikipedia.org/wiki/Application_programming_interface) to independent developers. In March 2018, Telegram stated that it had 200 million [monthly active users](https://en.wikipedia.org/wiki/Monthly_active_users).

Default messages and media in Telegram are encrypted when stored on its servers, but can be accessed by the Telegram service provider, who holds the [encryption keys](https://en.wikipedia.org/wiki/Encryption_key). In addition Telegram provides optional [end-to-end encrypted](https://en.wikipedia.org/wiki/End-to-end_encryption) "secret" chats between two online users, yet not for groups or channels.

The client-server communication is also encrypted.The service provides end-to-end encryption for voice calls.

[](https://www.bing.com/images/search?view=detailV2&ccid=ETAopq2Z&id=43A4C57E3D04C08D9D0673CFEE433FBCB57C7C04&thid=OIP.ETAopq2ZWIX1qT256cO74AHaHa&mediaurl=https://upload.wikimedia.org/wikipedia/en/thumb/c/c4/Snapchat_logo.svg/600px-Snapchat_logo.svg.png&exph=600&expw=600&q=snapchat+logo+image&simid=607986610672566429&selectedIndex=2) **Snapchat**

Snapchat is a [multimedia](https://en.wikipedia.org/wiki/Multimedia) [messaging app](https://en.wikipedia.org/wiki/Messaging_app) used globally, created by [Evan Spiegel](https://en.wikipedia.org/wiki/Evan_Spiegel), [Bobby Murphy](https://en.wikipedia.org/wiki/Bobby_Murphy_(businessman)), and Reggie Brown , former students at [Stanford University](https://en.wikipedia.org/wiki/Stanford_University), and developed by [Snap Inc.](https://en.wikipedia.org/wiki/Snap_Inc.), originally Snapchat Inc.

One of the principal features of Snapchat is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients. The app has evolved from originally focusing on person-to-person photo sharing to presently featuring users' "Stories" of 24 hours of chronological content, along with "Discover", letting brands show ad-supported short-form content. It also allows users to keep photos in the "my eyes only" which lets them keep their photos in a password protected space.

Snapchat has become known for representing a new, mobile-first direction for [social media](https://en.wikipedia.org/wiki/Social_media), and places significant emphasis on users interacting with virtual stickers and [augmented reality](https://en.wikipedia.org/wiki/Augmented_reality) objects. As of October 2019, Snapchat has 210 million daily active users.Snapchat is known to be popular among the younger generations, particularly those below the age of 16, leading to many privacy concerns for parents.

In January 2020, Snapchat acquired AI Factory, a computer vision startup, to give a boost to its video capabilities.

**OBJECTIVES**

1. To find whether gender and usage of apps is independent.
2. To find which faculty students use social media the most.
3. To find purposes and age of the students are using social networks are independent.
4. To find average time spent on social networks by M.J.College students.

**Review Of Literature**

Social networking sites are websites that allow users to connect to one another based on shared interests, activities, or characteristics. Users can post their personal information and pictures on a profile page, which displays a list of the user’s connections, also known as “friends” (Junco & Cole-Avent, 2008; Junco & Mastrodicasa, 2007). These sites allow various forms of communication between users, such as wall posts, comments, pictures, and private messages as well as ways to tag photos in order to identify those in the picture (Junco & Cole-Avent, 2008; Junco & Mastrodicasa, 2007). Even as far back as 2007, 94% of firstyear students reported spending time on online social networking websites during a typical week (Higher Education Research Institute, 2007). Beyond the social networking sites themselves, the popularity of mobile technology with cell phones has provided another layer of impact on college students. Having near-constant mobile access provides opportunities for access to the Internet from any location, anonymous communication, instant sharing of information, and quick ways to take and share photos. Students are not using social media sites only at home on a computer; they are also using these sites via their cell phones. Facebook is the most popular social networking site as of 2012, with 90% of college students using it (Dahlstrom, deBoor, Grunwald, &Vockley, 2011; Junco, 2011a). The most recent data showed that of the 90% of students who use social networking websites, 97% said they used Facebook daily (Smith & Caruso, 2010). In one recent study of 5,414 college students, Junco (2011a) found that students checked Facebook a mean of 5.75 times per day. Students spent about 1 hour and 40 minutes per day on Facebook according to two recent studies (Junco &Cotten, 2012; Junco, 2011a). Junco (2011a) compiled various activities on Facebook and distilled them to a 14-item list, and then used a large sample of college students to determine activities in which they participated. This list represents the best summary of activities on Facebook for college students at this time. See Figure 1. For the college administrator, understanding the amount of time and the type of activities for which college students use them is what makes the difference with social media sites (Ellison, Steinfield, & Lampe, 2011; Henry, 2012; Junco, 2011a; Junco, Heiberger, &Loken, 2010). For example, Junco (2011a) showed that time spent on Facebook commenting about, creating, or RSVP’ing to events is positively predictive of time spent in cocurricular activities, while playing games on Facebook is negatively predictive. Similarly, other studies have shown that using Facebook (Ellison et al., 2011) in certain ways leads to better psychosocial outcomes, and that using Twitter (Junco et al., 2010) in certain ways leads to better academic outcomes.

Figure 1. Percentage of students who somewhat frequently (75% of the time) or very frequently (100% of the time) participate in these activities on Facebook (Junco, 2011a).

|  |
| --- |
| Checking up ....................................(37%) |
| Viewing photos ...............................(37%) |
| Commenting ...................................(34%) |
| Chatting on Facebook .....................(23%) |
| Updating a status ............................(16%) |
| Posting photos ..................................(11%) |
| Playing games ...................................(9%) |
| Tagging photos .................................(8%) |
| Private messages ..............................(8%) |
| Sharing links .....................................(6%) |
| Alerting to events ..............................(4%) |
| Posting videos ...................................(3%) |
| Viewing videos .................................(3%) |
| Tagging videos .................................(2%) |

Twitter is more commonly used in the classroom because it is a microblogging and social networking platform that allows users to post 140-character updates to provide for more discussion (Junco, Elavsky, &Heiberger, 2012). The youngest age demographic (18–29 years) is most represented on Twitter at 29% of their user base (Pring, 2012). Bingham and Conner (2010) offered support for microsharing, such as in the use of Twitter in 140 character bursts, as a way to support a healthy culture. By following others who offer value and controlling the list by eliminating those who do not, a user can participate in the modern version of “water cooler chat,” which “offers clues to those around us, leading us to know, trust, and help one another” (p. 84). There is a vast volume of users for these primary social media sites of Facebook and Twitter, and nearly a quarter of the time Internet users spend online (22.5%) is in social networking. As of September 2012, Facebook had 950 million active users and more than 2 billion registered users, compared to Twitter’s more than 500 million registered users, but only 140 million active users. Other popular social media sites that are available include LinkedIn, which provides for career networking, and Instagram, which connects users who post photos (Pring, 2012). However, thisarticle will only discuss Facebook and Twitter use due to their overwhelmingly popular usage among college students.

**Study Area**

To determine impact of social media apps on students of M.J.College , Jalgaon , we prepared questionnaires. Data collection is done from M.J.College campus, Jalgaon. The questionnaires were distributed to total 4035 people, out of which we got 350 filled questionnaire responses. Here we used simple random sampling without replacement to collect samples. In simple random sampling without replacement , each sample unit of the population has only one chance to be selected in a sample. For example , if one draws a simple random sample such that no unit occurs more than one time in the sample , the sample is drawn without replacement.

**METHODOLOGY**

**Data Collection**

1.1 Selection of participants and sample size

The samples are composed of M.J. college and surrounding area. We got the list of hostel students and permanent staff of college. Since the strata defined are much different; we used stratified random sampling for the selection of sample. The sample size is determined by the Krejcie & Morgan formula,

Where,

= required sample size,

= z value (e.g 1.96 for 95% confidence level)=1.96

= population size =4035

P= population proportion (assumed to be 0.5) (50%)=0.5

= degree of accuracy (5%) expressed as a proportion (0.05); it is margin of error =0.05

We draw the sample size for each type using proportional allocation.

Where ni= sample size for stratum,

n= total sample size,

= population size for stratum.

**2.2 Some basic concepts of Statistics:** Treatment of data by applying appropriate statistical measure is must to justify the objective of the study. The some basic concept and Statistical tools are used for the analysis of the data are discussed.

**a) Null Hypothesis**:

* It is a tentative statement about the unknown population parameter.
* It is to be tested based on the sample data.
* It is always of no difference between hypothesized value and the actual value of sample statistics.
* It is to be tested, for possible rejection under assumption that it is true.
* It is usually denoted by “Ho”

**b) Alternative Hypothesis:**

* Any hypothesis, which is complementary to Null Hypothesis, is called as Alternative Hypothesis.
* It is usually denoted by “H1”

**c) Level of Significance:**

* There is no standard and universal level of significance for testing hypothesis.
* In some instances, a 5% level and 1% level are used.
* However, Choice of the level of significance must be at minimum.

**d) Test Statistics**:

* A Statistical test is conducted by means of test statistics for which the probability distribution is determined by the assumption that the null hypothesis is true.
* It is based on the statistic, the expected value of the statistics (Hypothesized value assumed in Ho) and standard error of the statistic.
* The value so obtained as test statistic value based on the observed data is called observed value of test statistic, let it be Z and we used this value for arriving conclusion.

**e) Chi-square test of independence**:

Suppose that the given data are classified into ***r*** levels of attribute ***A*** denoted by ***A1,A2,….,Ar*** and s level of attribute B denoted by B1,B2,….,Bs .Then the different Class frequencies (cell frequencies) denoted by ***Oij.***

***Oij***: Observed value of *i*th level of attribute A and jth level of attribute B

***H0***: Attribute A and B are independent Vs

***H1***: Attribute A and B are dependent

Test statistics for independence test:

Rejection Criteria:

If then reject at level of significance. We can also give rejection criteria based on p-value which **.**

**Test for independence of age and usage of apps:**

H0 : Age and usage of apps are independent.

H1 : Age and usage of apps are dependent.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **AGE** | **FACEBOOK** | **INSAGRAM** | **WHATSAPP** | **OTHERS** |
| 16-18 | 12 | 44 | 53 | 13 |
| 19-21 | 10 | 55 | 79 | 36 |
| 22-24 | 6 | 7 | 21 | 9 |
| 25above | 0 | 0 | 2 | 0 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Oi** | **Ei** | **(Oi-Ei)** | **(Oi-Ei)^2** | **(Oi-Ei)^2/Ei** |
| 50 | 57.80645 | -7.80645 | 60.94069 | 1.054219 |
| 93 | 85.16129 | 7.83871 | 61.44537 | 0.721518 |
| 9 | 9.290323 | -0.29032 | 0.084287 | 0.009073 |
| 24 | 22.19355 | 1.806452 | 3.263267 | 0.147037 |
| 62 | 54.19355 | 7.806452 | 60.94069 | 1.124501 |
| 75 | 81.29032 | -6.29032 | 39.56816 | 0.486751 |
| 9 | 8.709677 | 0.290323 | 0.084287 | 0.009677 |
| 29 | 20.80645 | 8.193548 | 67.13424 | 3.226607 |
| **Total** | 339.4516 | 11.54839 | 293.461 | **6.779382** |

Inverse cumulative distribution function.

Chi square distribution with 3 DF.

Calchisq=6.779382

Tabchisq=7.814

DF=3

Calchi sq < Tabchi sq value , hence accept H0.

**Test for comparison of gender and usage of social media apps:**

H0:There is no significant difference between gender and usage of apps.

H1: There is significant difference between gender and usage of apps.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Study** | **Entertainment** | **To meet new friends** | **Other purpose** |  |
| **Male** | 50 | 93 | 9 | 24 | **176** |
| **Female** | 62 | 75 | 9 | 29 | **175** |
|  | **112** | **168** | **18** | **53** | **351** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Oi** | **Ei** | **Oi-Ei** | **(Oi-Ei)^2** | **(Oi-Ei)^2/Ei** |
| 12 | 9.84438 | 2.15562 | 4.64669584 | 0.472015064 |
| 44 | 37.26801 | 6.731988 | 45.3196688 | 1.216047407 |
| 53 | 54.49568 | -1.49568 | 2.23705039 | 0.041050052 |
| 13 | 20.39193 | -7.39193 | 54.6406415 | 2.679522696 |
| 10 | 14.5245 | -4.5245 | 20.4710611 | 1.409416312 |
| 55 | 54.98559 | 0.014409 | 0.00020763 | 3.776E-06 |
| 79 | 80.40346 | -1.40346 | 1.96969496 | 0.02449764 |
| 36 | 30.08646 | 5.913545 | 34.9700105 | 1.1623174 |
| 6 | 3.469741 | 2.530259 | 6.40221246 | 1.845155916 |
| 7 | 13.13545 | -6.13545 | 37.643706 | 2.865810881 |
| 21 | 19.20749 | 1.792507 | 3.21308208 | 0.167282743 |
| 9 | 7.18732 | 1.81268 | 3.2858092 | 0.457167519 |
| 0 | 0.161383 | -0.16138 | 0.02604456 | 0.161383285 |
| 0 | 0.610951 | -0.61095 | 0.37326113 | 0.610951009 |
| 2 | 0.893372 | 1.106628 | 1.22462607 | 1.370791113 |
| 0 | 0.334294 | -0.33429 | 0.11175244 | 0.334293948 |
| **Total** |  |  |  | **14.81770676** |

Inverse cumulative distribution function.

Chi square distribution with 3 DF.

Calchisq=14.81770676 , Tabchisq=7.814

DF=3

H0 : Age and usage of social media apps are dependent.

H1 : Age and usage of social media apps are independent.

Calchisq > Tabchisq value , hence accept H1.

**STATISTICAL ANALYSIS**

1. **Streamwise distribution of students.**

**Table no. 1**

|  |  |
| --- | --- |
| **Stream** | **Frequency** |
| Arts | 26 |
| Sci | 250 |
| Commerce | 69 |
| Others | 5 |

**Fig .1**

**Conclusion:** From the above figures we conclude that science stream students use social media apps more frequently than other stream students.

1. **Whether they have personal computer or laptop.**

**Table no. 2**

|  |  |
| --- | --- |
| **Response** | **Frequency** |
| Yes | 126 |
| No | 223 |

**Fig no. 2**

**Conclusion:** From the above figures we conclude that more than 63% students have their personal computer or laptop.

1. **Number of social media sites students have account with.**

**Table no. 3**

|  |  |
| --- | --- |
| **No. of social media sites** | **Frequency** |
| 1 | 71 |
| 2 | 81 |
| 3 | 89 |
| More than 3 | 109 |

**Fig no.3**

**Conclusion:** From the above figures we conclude that more than 30% students have account on more than 3 apps.

1. **Social media sites used the most.**

**Table no. 4**

|  |  |
| --- | --- |
| **Apps** | **Frequency** |
| Facebook | 26 |
| Instagram | 110 |
| Whatsapp | 150 |
| More than one | 63 |

**Fig no. 4**

**Conclusion:** From the above figures we conclude that more than 42% use whatsapp.

1. **Timing spent on social media per day.**

**Table no. 5**

|  |  |
| --- | --- |
| **Timing** | **Frequency** |
| Less than 30 minutes | 91 |
| 30-60 minutes | 90 |
| 1-2 hours | 72 |
| 2hrs+ | 97 |

**Fig no.5**

**Conclusion:** From the above figures we conclude that more than 20% students spend more than 2 ours on social media.

1. **When did they access social media.**

**Table no. 6**

|  |  |
| --- | --- |
| **Social media access** | **Frequency** |
| During free time | 244 |
| Meal time | 14 |
| During social occasions | 13 |
| Any spare moments | 79 |

**Fig no. 6**

**Conclusion:** From the above figures we conclude that near about 70% students use social media during their free time.

1. **Purposes of using social media.**

**Table no. 7**

|  |  |
| --- | --- |
| **Purposes** | **Frequency** |
| Study | 115 |
| Entertainment | 174 |
| To meet new friends | 18 |
| Other purpose | 43 |

**Fig no. 7**

**Conclusion:** From the above figures we conclude that near about 50% students use social media for the purpose of entertainment.

1. **Whether the students are self addicted to social media.**

**Table no. 8**

|  |  |
| --- | --- |
| **Addiction** | **Frequency** |
| Yes | 106 |
| No | 242 |

**Fig no. 8**

**Conclusion:** From the above figures we conclude that 69% students are addicted to social media.

1. **Is studies are affected by usage of social media.**

**Table no. 9**

|  |  |
| --- | --- |
| **Affect** | **Frequency** |
| Yes | 100 |
| No | 242 |
| Not sure | 31 |

**Fig no. 9**

**Conclusion:** From the above figures we conclude that 69% students believe that studies are not affected by the use of social media.

1. **What do you believe are the disadvantages of using social networking sites?**

**Table no. 10**

|  |  |
| --- | --- |
| **Disadvantages** | **Frequency** |
| Headaches-eye problem | 137 |
| Less social interaction | 120 |
| Time consuming | 106 |
| Other | 6 |

**Fig no. 10**

**Conclusion:** From the above figures we conclude that 39% students believe that headaches-eye problem is the main disadvantage.

1. **To what extent do you think social networking sites are impacting your overall well being.**

**Table no. 11**

|  |  |
| --- | --- |
| **Impact** | **Frequency** |
| Positive impact | 137 |
| No impact | 51 |
| Negative impact | 127 |
| Both Positive and Negative impact | 35 |

**Fig no. 11**

**Conclusion:** From the above figures we conclude that 39% students say that social media apps are having positive impact on students.

1. **Emotions experienced by students when using social networking sites.**

**Table no. 12**

|  |  |
| --- | --- |
| **Emotions** | **Frequency** |
| Rejection | 76 |
| Happiness | 66 |
| Motivation | 25 |
| Inspiration | 0 |

**Fig no. 12**

**Conclusion:** From the above figures we conclude that 56% students experience happiness when using social networking sites.

**Result**

1. Gender and apps usage is independent
2. Science faculty students use social media the most.
3. Purposes and age of the students using social networks are independent
4. Most of the students of M.J.College spend more than 2 hours on social media.

**Limitations**

* The sample was collected using sample technique formula. As such result may not give exact representation of population.
* Shortage of time is also reason for incomprehensiveness.
* The view of some people are biased therefore it doesn’t reflect true pictures.

**REFERENCES**

1. <https://www.slideshare.net/maheshkodit1/finalreport-44985120>
2. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=5020&context=libphilprac>
3. <https://www.academia.edu/25101597/A_Literature_Review_On_The_Impact_Of_Social_Media_And_Its_Role_In_Marketing>
4. [www.google.com](http://www.google.com)
5. S. J. Vishwakarma sir
6. Fundamental of Mathematical Statistics – V.K.Kapoor and S.C.Gupta
7. Fundamental of Applied Statistics – V.K.Kapoor and S.C.Gupta

**SOFTWARE USE**

* R-Software
* MINITAB
* EXCEL

**Questionnaire**

***Impact of Social Media Apps On Student of M.J .College***

***Name of student :-……………………………………………………………..***

***Age :-………………………………………………………………***

***Gender*** *:-………………………………………………………………….*

1. What is your stream?

a)Arts b) Science c) Commerce d) Other

2.Do you have personal computer or laptop?

a) Yes b) No

3. How many social media sites do you have account with?

a)1 b) 2 c) 3 d) More than one

4. Which social media sites you use the most?

a) Facebook b) Instagram c) Whatsapp d) More than one

5. How much time do you spend on social media per day?

a)Less than 30 minutes b) 30-60 minutes

c) 1-2 hours d) 2 hours +

6. When do you access social media?

a) During free time b) Meal time

c) During social occasions d) Any spare moments

7. For what purpose do you social media?

a) Study b) Entertainment c) To meet new friends d) Other purpose

8. Do you consider yourself addicted to social media?

a) Yes b) No

9. Do you think studies are affected by your use of social media?

a) Yes b) No c) Not sure

10. What do you believe are the disadvantages of using social

networking sites?

a)Headaches-eye problem b)Less social interaction

c)Time consuming d)Other

11. To what extent do you think social networking sites are impacting your overall well being ?

a)Positive impact b)No impact

c)Negative impact d)Both positive and negative impact

12. What emotions do you experience when using social networkingsites?

a)Rejection b) Happiness c) Motivation d) inspiration

Thank you……