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## Impact of Social Media on Msw Students Karnatak University

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Ms. Shubhashri Gopalkrishna Kamalapur

Department of Social Work, Karnatak University Dharwad, Karnataka

Corresponding Author - Ms. Shubhashri Gopalkrishna Kamalapur

Email: [shubhagk28@gmail.com](mailto:shubhagk28@gmail.com)

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### Abstract:

The most commonly used method for communication is social media networking. It is being used by individuals belonging to every walk of life. Social media was widely accepted by public. There are numerous online Networking platforms that include but are not limited to Facebook, twitter, Instagram, YouTube, LinkedIn, Google, snapchat, Instagram. The capacity of Social Media networking to spread valuable Data quickly has made it the quickest developing method of association. Social media has changed numerous Businesses; however the most impact of it is in the classroom teaching and the overall education system. The use of digital technology in education has attracted much interest in the recent years. It is a common expectation for Academic staff and administrators to investigate options to ensure the learning environment is modern, relevant and capable of producing graduates with attributes aligned with the work environment and their career Expectations. Students engage with campus life carrying highly sophisticated computing devices in their pockets. Frequently these students have used these devices for a variety of purposes, which are unrelated to learning, thus Highlighting a crucial disconnect exists. Institutes of higher education are concerned that both their staff and Students are digitally literate, in the manner of learning delivery or method of instruction. Social media networking usage refers to online space that is used by students to connect, share, communicate, establish or maintain connection with others for academic and socialization purposes. Social media networking as a Communication medium is rising quickly, mostly in the prosperous development of applications for mobile Devices.

**Key words:** Social media, students, facebook, Instagram, Whatsapp.

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### Social Media in Education:

Social media networking is sharing and generating knowledge, and all of these features are of great value in the Context of higher education. Social media plays an important role in the field of education and student's life. It is Easier and convenient to access the information, provide information and communicate via social media. Teachers and students are connected to each other and can make use of these social media platforms for the Working of their education. Professors are expanding their Social Media usage to host live lectures, offer off-Hours support for students, or even host student debates. Social media helps Teacher Educators to be connected to their students off campus as well as with their ex-students. Teacher Educators use social media as a way of Teaching by creating groups and accounts for students where the information can be accessed. Teacher Educators Can share ideas with each other and point students to Skype, WhatsApp, LinkedIn and Facebook. Teacher Educators create hash tags that allow students to tag their academic posts, and view submissions to see what the Collective has creatively produced.

One of the main reasons behind professors adapting to social media in Classrooms is that they can do teach the students via social media. Not only

they are able to make the work easy but also are developing themselves professionally, creating a name for them in the community. Facebook, Twitter, Blogs and YouTube are the examples where you can see professors doing excel in their work. These social media platforms are highly accessed and hence can help professors in getting the high reputation in their profession. WhatsApp, Blogs and wikis are preferred for teaching and learning process, while Facebook or LinkedIn are used more for social and professional connections. Social Media for Community Building is the Missing piece of the puzzle for Admissions departments, Enrolment Management departments, Public Relations and Student Services departments that are seeking to engage their audiences using social media. In every college and university, social media is being integrated in classroom teaching as maximum as possible, including Admissions, campus life, alumni relations. Student and Teachers are intimately involved with social media at every stage. If academicians are missing onto the usage of social media they will push away a lot of potential Audience. Using it in Higher Education Institutions can prove to be a very effective measure.

### Social Media in Teaching and learning:

Social media, as well as open social practices such as Blogging, are being used in

learning for the purpose of convenient communication with peer group students and potentially with others outside the class such as students of the same topic and subject experts. The fact that these social media are generally open to the world implies a need to carefully consider the risks of openness as well as need for ongoing communication with students in order to address their academic and deal with issues in the use of social media as they arise. These risks are counter-balanced by the academic benefits of open Discussion and academic debate in authentic online environments. A new area of social media is increasing in Popularity that is focused on building relationships with students outside of the classroom.

#### **How Social Media Is Changing Education?**

Social media permeates today's society with millions of us Engrossed, some would argue to the point of unhealthy Addiction, in the latest happenings via apps such as Facebook and Twitter. According to the survey conducted, 85% of all Adults aged 16+ have a profile on at least one social Networking site, and though the report doesn't break down these figures by age group, it's reasonable to assume that Among those of university age, that percentage could Potentially be much higher.

Education is very essential part of any individual's life. For Every teenager, education is more important than anything. Today teenager shows very much interest for using social Networks but unfortunately Social Networks affect education badly. Previous research done has already calculated that more Than 90% of college students use social networks. Technology Has shown a fast development by producing small Communication devices but these small communication Devices can be used for accessing social networks any time Anywhere, these devices include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. Technology is step towards betterment, no doubt but any technology which can provide ease of social networks can be dangerous for social network addicts.

#### **Methodology:**

##### **Statement of Problem:**

To address the issue of the effectiveness of using social Networking, the first question raised in this study is: for what Purpose is the student utilizing social networking? Research On this topic will start to reveal social networking sites are simply part of how students interact with each other with no apparent impact on grades. Thus, the objective of this research is to explore the advantages and disadvantages of students' Use of social networking for study.

#### **Objectives of the Study:**

The objectives of the project are to determine following in order to assist to derived outcome of the research problem.

1. To find out the Use of Social Media have any Impact on Academic Performance of the Students.
2. To find out the difference between Time Spent on Social Media and Academic Performance of the Students.
3. To find out the difference between Using Time of Social Media and Academic Performance of Students.
4. To find out the difference between most use of Social Media Platform and Academic Performance of Students.
5. To find out the difference between Purpose of Using Social Media and Academic Performance of Students.
6. To find out the difference between Impact of Social Media on Education and Academic Performance of Students.

#### **Scope of the Study:**

The study was conducted in Karnataka University Dharwad.

#### **Universe of the Study:**

MSW 1<sup>st</sup> year and 2<sup>nd</sup> year students

#### **Research Design:**

"In this study the researcher used Explorative research design"

#### **Sampling Method:**

**Sampling size:** Total 50 students taken as respondents for this study.

**Sampling Unit:** In this study, the sampling unit consists of both the male and female MSW students of Karnataka University Dharwad

**Sampling Design:** In this study the researcher used stratified random sampling design.

#### **Results:**

1. The above table shows that about 54 percent of respondents are female and 46 percent of respondents are male.
2. The above table shows that about 46 percent of respondents are using WhatsApp and 30 percent are using Instagram, 16 percent of respondents are using YouTube, 4percent of respondents are using telegram and 4 percent of respondents are using facebook.
3. The above table shows that about 43 percent of respondents are spending 2-3 hours on social media 25 percent of respondents are spending less than 1 hour on social media, 22 percent of respondents are spending 3-5 hours on social media and 10 percent of respondents are spending more than 5 hours
4. The above table shows that about 68 percent of respondents are using social media more than 3 years, 18 percent of respondents are using social media 2-3 years, 12 percent of respondents are

- using social media 1-2 years and 2 percent of respondents are using social media less than 1 years.
5. The above table shows that about 40 percent of respondents are attracted to using educational site, 22 percent of respondents are use to communicating with friends, 22 percent of respondents are sharing and posting links, and lastly 16 percent of respondents are use to play games.
  6. The above table shows that about 94 percent of respondents are positively affected by social media and 6 percent of respondents are negatively affected by social media.
  7. The above table shows that about 72 percent of respondents are not addicted to social media and 28 percent of respondents are addicted to social media.
  8. The above table shows that about 64 Percent of respondents are says that social media is not a waste of time and 36 percent of respondents are says that social media is a waste of time.
  9. The above table shows that about 56 percent of respondents are affected on their concentration power and 44 percent of respondents are not affected on their concentration power.
  10. The above table shows that about 58 percent of respondents are distracted from studies and 42 percent of respondents are not distracted from studies
  11. The above table shows that about 90 percent of respondents are social media site for academic assignment and 10 percent of respondents are not using social media site for academic assignment.
  12. The above table shows that about 46 percent of respondents are says that website is useful sites for academic assignment, 30 percent of respondents are says that browser is useful for academic assignment, 14 percent of respondents are says that apps [application] is useful sites for academic assignment and 10 percent of respondents are says that video is useful for academic assignment.
  13. The above table shows that about 52 percent of respondents are has irritation in eyes due to usage of mobile and 48 percent of respondents are not has irritation in eyes due to usage of mobile.
  14. The above table shows that about 56 percent of respondents are not feeling strained from continuous usage of mobile and 44 percent of respondents are feeling strained from continuous usage of mobile.
  15. The above table shows that about 58 percent of respondents are facing back pain problem due to usage of social media and 42 percent of respondents are not have any back pain problem due to usage of social media.
  16. The above table shows that about 58 percent of respondents are affected on ears due to continuous usage of earphones and 42 percent of respondents are not affected on ears due to continuous usage of earphones.
  17. The above table shows that about 62 percent of respondents are not frustrated by social media and 38percent of respondents feeling frustrated by social media.
  18. The above table shows that about 52 percent of respondents are deprived of extracurricular activities and 48 percent of respondents are not deprived of extracurricular activities.
  19. The above table shows that about 94 percent of respondents are experiencing good learning in social media and 6 percent of respondents are not experienced good learning in social media.
  20. The above table shows that about 55 Percent of respondents are not postponing their academic task from usage of social media and 45percent of respondents are postponing their academic task from social media.
  21. The above table shows that about 62 percent of respondents are facing difficulty in finding extra information in social media and 38 percent of respondents are not facing difficulty in finding extra information in social media.

#### **Conclusion:**

According to our findings, social media has a significant impact on students. Almost all the students' shows the positive Impact of social media on their academic performance it means their academic grade improve after using various social media platforms. And more than half of the total respondents use the WhatsApp social media platform. Social networking is appealing because it is not Only provides college students with another environment in which to make friends, but it also provides an excellent way to relieve stress. It has a significant impact on the life of students, particularly their grades.

This study also suggests that strategy for properly balancing the interaction between social media and academic learning is required. As a result, students should place a greater Emphasis on the balancing equation and academics. According to the findings of this study, social networking sites have become a phenomenon in recent decades. WhatsApp and Facebook have risen to Prominence as the most popular websites, and their popularity has only grown. Friends and relatives can communicate with one other in new ways thanks to these websites. Computer mediated communication provides individual with easier and faster ways of communication. Social networking websites also offer new and Innovative ways to communication with other people in a timely manner. Furthermore, people are increasingly using and Browsing Social media websites. This research contributes to a better

understanding of how college students use social media and how it affects their grades.

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