

A Study On Impact Of Social Media Networking Sites Among College Students

Dr. T. Sahaya Poorana Ranjitha¹, Dr. G. Mabel Granapu¹

¹Assistant Professor, PG and Research Department of Commerce, Kamaraj College (Autonomous), Thoothukudi – 628003

ABSTRACT

Social Networking Sites (SNS) have become an integral part of the daily lives of college students, significantly influencing their academic, social, and personal spheres. The present study examines the impact of social media networking sites among college students with special reference to Thoothukudi District. Using a descriptive research design and quantitative survey method, primary data were collected from 380 arts and science college students affiliated with Manonmaniam Sundaranar University through a structured questionnaire. The study analyzes the influence of SNS on various dimensions such as knowledge acquisition, biological and mental health, behavioural patterns, employability skills, time management, and socialization. Statistical tools including percentage analysis, mean analysis, independent sample t-test, ANOVA, and factor analysis were employed to interpret the data. The findings reveal that age does not significantly influence the perceived impact of SNS, while gender and place of living show significant differences in selected dimensions such as health, behaviour, knowledge, and socialization. The study highlights both the positive and negative consequences of SNS usage and emphasizes the need for balanced and responsible use of social media among college students. The results provide valuable insights for educators, policymakers, and students to maximize the benefits of social networking sites while minimizing their adverse effects..

Keywords: *Social Networking Sites, College Students, Behavioural Impact, Mental Health, Socialization*

1. INTRODUCTION:

Social media has transformed communication, enabling people to connect and share information across vast distances. It provides platforms for users to exchange ideas, thoughts, and significant life events, especially among college students, who utilize these networks to maintain connections. The influence of social media in society, particularly among the youth, is profound, as it plays a crucial role in modern communication. While proponents view it as a blessing, others consider it a curse due to negative impacts, such as the facilitation of anti-social behaviors. Social media platforms, including Facebook, WhatsApp, Twitter, and Instagram, have become essential tools for interaction, making it nearly impossible to overlook their societal impact. However, this reliance has created a disconnect in educational settings, where students often feel cut off from their digital connections. Despite being a powerful communication tool dependent on user-generated content, social media has faced challenges, including profitability issues for companies like Facebook and Twitter. The growing use of technology in social media has radically altered interpersonal dynamics, creating both advantages—like global connectivity—and disadvantages, such as privacy concerns and criminal activities. Issues like stalking, fraud, and abuse highlight the urgent need for better regulation to protect users while allowing the positive aspects of social media to flourish. Balancing its benefits and dangers remains a significant topic of discussion.

REVIEW OF LITERATURE

Muhammad Asad Ullah, et al (2021) in their study entitled “Impact of Social Networking Sites on Academic Performance of University Students: A Quantitative Analysis” the aim of this research study is to examine the possible impact of social networking sites on academic performance of university students. The rationale behind the study is to find out whether the daily exposure of the students to social networking sites has effect on their academic performance. Findings also show that exposure to social media has effect on the students as they found to be more engaged in social networking instead of spending time on studies. This paper recommends that student should pay more attention to studies, limit their use of social networking and use it more for educational purpose.

Trina Saha and Fatema Jannat (2021) in their study titled “Influence of Social Media on Brand Positioning and Brand Equity: A Study on Fast Moving Consumer Goods of Bangladesh” this research is based on the relationship among social media, brand positioning and brand equity. The key factors of branding are brand awareness, brand loyalty, perceived quality, brand image, brand equity etc. The results of the study showed that there is positive relationship among social media and brand positioning and brand equity. On the basis of the results it can be suggested that companies should invest more in social media marketing if they don't want to miss a super-fast inexpensive and also an effective way to reach a huge customer base.

STATEMENT OF THE PROBLEM

This study investigates the dual impact of Social Networking Sites (SNS) on college students, particularly

in Thoothukudi. It examines whether these platforms are beneficial or detrimental to youth. The advantages of SNS include opportunities in employment, marketing, personal growth, and information sharing. However, risks such as online predation and cybercrime are also significant concerns. The research highlights the challenge of disengaging from SNS, illustrating a complex relationship between users and their digital engagement. It explores how SNS can be effectively utilized for societal benefit while focusing on the active role of youth. Additionally, the study evaluates the impact of SNS on various aspects of students' lives, including their knowledge acquisition, mental and physical health, behavior, employability skills, time management, and socialization. It provides a comprehensive understanding of how digital platforms influence these areas, ultimately contributing to discussions on the integration of technology in education and social contexts. The findings aim to inform better practices for utilizing SNS positively among college students within Indian society.

OBJECTIVE OF THE STUDY

1. To investigate the socio-economic and cultural effects of social media on college students.
2. To analyze the impact of social networking site usage on college students
3. To ascertain the determinants influencing college students' engagement with social networking sites.

HYPOTHESES OF THE STUDY

1. H0: There is no significant mean difference among the respondents with different age on the impact of social networking sites.
2. H0: There is no significant mean difference between male and female respondents on the impact of social networking sites.
3. H0: There is no significant mean difference among the respondents from different place of living on the impact of social networking sites.

METHODOLOGY

The study adopts a descriptive research design using a quantitative survey approach to examine the impact of social media networking sites among college students in Thoothukudi district. Primary data were collected through a structured questionnaire containing closed-ended and Likert-scale questions that measured demographic characteristics, social media usage patterns, purposes of use, and perceived impacts on knowledge, behaviour, health, and attitudes. The population comprised 34,340 arts and science college students affiliated with Manonmaniam Sundaranar University, and a statistically determined sample of 380 respondents was selected using stratified random sampling across four educational levels—UG, PG, MPhil, and PhD—to ensure adequate representation. The study followed a cross-sectional time horizon, with data collected over a six-month period from December 2022 to May 2023. Secondary data were sourced from books, journals, theses, reports, and online publications to support the theoretical framework. The collected data were analyzed using descriptive statistics

such as percentage, mean, and ranking analysis, along with inferential tools including independent sample t-tests, ANOVA, and factor analysis (using KMO and Bartlett's test) to draw meaningful conclusions about the impact of social media on college students.

FRAME WORK OF ANALYSIS

ANOVA - Age on Impact of Social Networking Sites on the College Students		Age			F value	P Value
		Less than 20 Years	20 Years to 25 Years	More than 25 Years		
Impact on knowledge	Mean	3.75	3.67	3.85	0.779	0.460
	S.D .	0.92	0.95	0.96		
Impact on Biological and Mental Health	Mean	3.91	3.84	3.83	0.651	0.522
	S.D .	0.63	0.64	0.69		
Behavioural Impact	Mean	3.93	3.85	3.78	1.060	0.347
	S.D .	0.69	0.74	0.75		
Impact on Employability Skills	Mean	3.94	3.86	3.81	0.677	0.509
	S.D .	0.78	0.81	0.81		
Impact on Time Management	Mean	3.99	3.94	3.87	0.686	0.504
	S.D .	0.64	0.65	0.67		
Impact on Socialization	Mean	4.02	4.01	3.91	0.494	0.610
	S.D .	0.77	0.65	0.67		

Source: Primary Data

Note: * denotes significant at 5% level of significance.

Interpretation

Table presents the ANOVA results showing the mean differences among respondents of different age groups regarding the impact of social networking sites. The analysis indicates that for all the considered factors impact on knowledge ($F = 0.779$, $p = 0.460$), biological and mental health ($F = 0.651$, $p = 0.522$), behavioural impact ($F = 1.060$, $p = 0.347$), employability skills ($F = 0.677$, $p = 0.509$), time management ($F = 0.686$, $p = 0.504$), and socialization ($F = 0.494$, $p = 0.610$) the p values are greater than the 0.05 level of significance. This clearly indicates

that there is no statistically significant mean difference among respondents of different age groups with respect to the various impacts of social networking sites. Hence, the null hypothesis is accepted for all dimensions, and it can be concluded that age does not significantly influence the perceived impact of social networking sites on college students across the studied factors.

t-Test - Gender on Impact of Social Networking Sites on the College Students

Factors	Gender				T val ue	P Va lue
	Male		Female			
	Me an	S.D .	Me an	S.D .		
Impact on knowledge	3.77	0.89	3.66	1.02	1.126	0.261
Impact on Biological and Mental Health	3.60	0.61	3.92	0.70	3.392	0.034*
Behavioral Impact	3.91	0.67	3.61	0.81	3.193	0.043*
Impact on Employability Skills	3.91	0.75	3.85	0.87	0.665	0.506
Impact on Time Management	3.96	0.61	3.94	0.71	0.327	0.744
Impact on Socialization	3.71	0.71	4.38	0.69	4.489	<0.01*

Source: Primary Data

Note: * denotes significant at 5% level of significance.

Interpretation

Table reveals the results of the independent sample t-test examining the mean difference between male and female respondents on the impact of social networking sites. The findings show that there is no significant difference between male and female respondents with respect to impact on knowledge ($t = 1.126$, $p = 0.261$), employability skills ($t = 0.665$, $p = 0.506$), and time management ($t = 0.327$, $p = 0.744$), as the p values are greater than 0.05, leading to the acceptance of the null hypothesis for these factors. However, significant differences are observed in the dimensions of biological and mental health ($t = 3.392$, $p = 0.034$), behavioural impact ($t = 3.193$, $p = 0.043$), and socialization ($t = 4.489$, $p < 0.01$), where the null hypothesis is rejected. The results indicate that female respondents are more affected than male respondents in terms of biological and mental health (Mean = 3.92 for females and 3.60 for males) and socialization (Mean = 4.38 for females and 3.71 for males), whereas male respondents show a higher behavioural impact (Mean =

3.91) compared to female respondents (Mean = 3.61). Overall, the analysis suggests that gender significantly influences certain dimensions of the impact of social networking sites, while its influence is not evident across all factors.

ANOVA – Place of Living on Impact of Social Networking Sites on the College Students

Factors		Place of Living			F value	P Value
		Rural	Semi-Urban	Urban		
Impact on knowledge	Mean	3.70 ^a	3.89 ^a	4.28 ^b	3.665	0.015*
	S.D	0.97	0.77	0.90		
Impact on Biological and Mental Health	Mean	3.85	3.98	3.90	0.607	0.545
	S.D	0.67	0.55	0.60		
Behavioral Impact	Mean	3.67 ^a	3.78	3.94 ^b	4.655	<0.01*
	S.D	0.75	0.68	0.66		
Impact on Employability Skills	Mean	3.90	3.69	3.93	1.049	0.351
	S.D	0.79	0.80	0.80		
Impact on Time Management	Mean	3.95	3.94	3.97	0.053	0.948
	S.D	0.65	0.64	0.66		
Impact on Socialization	Mean	4.36 ^b	4.27 ^b	3.86 ^a	5.515	<0.01*
	S.D	0.70	0.59	0.76		

Source: Primary Data

Note: * denotes significant at 5% level of significance.

Interpretation

Table presents the results of ANOVA analysis showing the mean differences among respondents from different places of living (rural, semi-urban, and urban) on the impact of social networking sites. The analysis reveals a significant mean difference with respect to impact on knowledge ($F = 3.665$, $p = 0.015$), behavioural impact ($F = 4.655$, $p < 0.01$), and socialization ($F = 5.515$, $p < 0.01$), leading to the rejection of the null hypothesis for these factors at the 5 per cent significance level. The Duncan multiple range test indicates that, for impact on knowledge, respondents from rural and semi-urban areas significantly differ from those living in urban areas, while for behavioural impact, rural respondents differ significantly from urban respondents. Similarly, in the case of socialization, urban respondents significantly differ from rural and semi-urban respondents. However, no significant mean differences are observed among respondents from different places of living with respect to biological and mental health ($F = 0.607$, $p = 0.545$), employability skills ($F = 1.049$, $p = 0.351$), and time management ($F = 0.053$, $p = 0.948$), as the p values exceed 0.05 and the null hypothesis is accepted for these factors.

2. CONCLUSION

This research examines the effects of Social Networking Sites (SNS) on college students in Thoothukudi, focusing on whether these platforms are beneficial or detrimental. It highlights the advantages of SNS, such as employment opportunities, marketing, personal growth, and information sharing, while also acknowledging the dangers, including online predators and cybercrimes. The study stresses the significant influence of SNS on Indian youth, revealing challenges in disengagement from these platforms despite their accessibility. It investigates effective SNS utilization for societal benefits, particularly among students, who predominantly own smartphones and engage with social media for various purposes beyond academics. The research also explores various dimensions impacted by SNS: knowledge acquisition, biological and

mental health, behavioral changes, employability skills, time management, and socialization. It assesses how SNS affect academic learning, health outcomes, daily routines, skill development for the job market, and social interactions. By adopting a comprehensive approach, the study aims to provide an in-depth understanding of the multifaceted role of SNS in the lives of Indian college students, contributing to important discussions on integrating digital technology in education and society..

.. REFERENCES

1. Agwi Uche Celestine et al., (2018) "Impact of Social Media on student's Academic Performance" *International Journal of Scientific & Engineering Research* vol-9 Issue-3 ISSN 2229-5518
2. [2]. Zahid amin et al., (2016) "Impact of Social Media of Student's Academic Performance" *International Journal of Business and Management Invention* vol-5 Issue-4 ISSN 2319-8028
3. [3]. Suraj sharma, sunita godiyal, 2016, 'A Study on the Social Networking Sites Usage by Undergraduate Students', *Online International Interdisciplinary Research Journal*, ISSN 2249-9598, Volume-VI, Issue-III.
4. [4]. Khurana N, 2015, 'The Impact of Social Networking Sites on the Youth', *Journal of Mass Communication & Journalism*, Volume 5 , Issue 12, ISSN: 2165-7912.
5. [5]. Tawfeeq Nazir ,2014, 'use of social networking sites by the secondary and higher secondary school students of srinagar, kashmir', *international journal of digital library services*, vol. 4, issue—33, issn:2250-1142.
6. [6]. Tufekci, Z. (2014). Big questions for social media big data: Representativeness, validity and other methodological pitfalls. In *Eighth International Conference on Weblogs and Social Media (ICWSM-14)*.