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Peer Reviewed International Refereed Research Journal



Rayat Shikshan Sanstha's
R.B.NARAYANRAO BORAWAKE COLLEGE,

Shrirampur, Dist. Ahmednagar

NAAC Reaccredited 3rd Cycle 'A+' Grade (CGPA:3.44)

(ISO Certification 9001:2015)

DST-FIST Sponsored College

Two Day

STATE LEVEL SEMINAR

On

**Impact of Social Media on
Psycho-Social Behavior**

20th and 21st January 2020



Sponsored by

Planning and Development, Quality Improvement Programme,
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Department of Psychology

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USE OF SOCIAL MEDIA AND ACADEMIC ACHIEVEMENT

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Abstract

It is the fact that change is the base of life and every change affects on life. Today the age of technology and we are part of this. Social media is the most powerful form of media nobody disagree. Our youth are very much familiar with social media. Social media change the overall life of human being. Our all system affected positively and negatively with the effect of social media. We have lot of friends on Facebook but are they really help you? This is the big question mark. Education system is mostly affected by social media. The use of social media is increasing day by day with high rate in all over the world. All this things definitely affect mentality and mental health of person. In the present study researcher want to understand the use of social media and academic achievement of college going students. The finding shows that the student who used social media shows lower academic achievement than the students who not used social media.

Introduction:

Through the Social media we are joining each other and transfer thoughts, information and ideas all over the world. day by day the the use of technology and social media is increasing. Shrestha luky, (2013) described that social media is useful to connect the people through they create, ideas and transfer information in virtual

communities and networks. American psychologist Alison Doyle define social media to share information, text, audio, video, images, and other multimedia communication. Anthony Bradly(2009) define that social media is an inevitable for the vasst majority of organizations worldwide. Ghulam Shabir and other(2014) conducted the study on impact of social media on youth. Collect the information from 300 respondents and found that majority agree that they are influenced by social media. 46 percent responded connect in social media in educational institution computer lab and social media is useful for youth in educational field but social media declining social norms. Social media is affecting negatively on study of youth. ,social media is playing important role to create political awareness among youth.True education should equip the students to cope adequately with life, with what lies ahead of them so that they may become worthy participants in the adventure of life (J.P. Vaswani). Student must know the meaning of education. Education, to be complete, must be humane. It must include not only the training of the intellect, but the refinement of the heart and the discipline of the spirit (Dr. S. Radhakrishnan).

It is the fact that change is the base of life and every change affects on human being . Today the use of technology is routine and we are part of this. Social media is the most powerful form of media but many finding indicates that social networking create the feeling of disconnect, depression and negative impact on self-esteem. Cause them to be inattentive and can get cyber bullied.

Today the use of android mobile is part of life. The latest survey conducted by Zee News channel and find that Indians are use 1800 hour mobile in year means 2.5 months in year. These all findings are very surprising. India is the most mobile user in the world. Various disorders are produced due to excessive use of mobile, television and internet. According to Pew Survey

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conducted during 2014-15 shows that 94 percent teens use mobile and use multiple social platform such as Facebook, Instagram, Snapchat and 71 percent teen says they use more than one social site.

India is one of the youngest country in the world because more than 65% population of the Indians are young. The proper use of social media is always beneficial to Nation. Social media is easier and convenient to access information, sharing thoughts, provide information and communication.

Use of the social media is beneficial for learning to students if they utilized properly. Student must understand that How and why they should use it? Social media has the two perspectives one is positive and other is negative. Constructive and proper use of social media is helpful to youth for their advancement. Facebook, Instagram, Orkut are useful to communicate or share ideas quickly with each other and students to do some practical work. Social media enhance the knowledge level of students. Social media is also helpful to teachers to post the class activities, school events, homework assignment for students. Instead this positive perspectives it has negative perspectives eg. Student lose ability to engage direct face to face communication. Many social sites spread the wrong information leads to destroy the educational system.

Objectives:

Find out use of social media in college students.

To assess the effect of social media on academic achievement of college going students.

Statement of problem:

To find out relationship between use of social media and academic achievement of college going students.

Hypothesis of the study:

Use of social media is beneficial to academic achievement of college going

students.

Sample :

For the present study selected 120 senior college students randomly. The sampling method was simple random sampling. The sample was consisted in Art faculty only. All students selected from Malegaon city.

Tools:

Data was collected with the help of questionnaire method. Self-constructed questionnaire was administered and collect data. The test consist 10 sentences related to social media.

Results and Discussion:

In the present survey researcher try to find out the effect of use of social media and the academic achievement of college going students. The result shows that use of social media affect the academic achievement of students. The students who use social media such as Facebook, WhatsApp, Instagram having average percentage of marks was 51.89 and students who not use social media and having very poor knowledge of social media having average marks was 62. 53%. this result indicates that use of social media affects academic performance. Excessive use of Facebook, WhatsApp, Instagram, Twitter students are seen addicted. They are thinking of social media post and forget their study and not serious of future. The aim of education should be to teach us how to think rather than what to think to improve our minds so as to enable us to think for ourselves than to load the memory with the thoughts of other men (Bill Beattie). Swami Vivekananda says education is the manifestation of the perfection already in man. No doubt social media is part of life but limited and proper use is beneficial and don't be addicted.

Conclusion:

It can be concluded that use of social media affects academic performance of college going students. Excessive use of social media decline the academic performance of college

going students.

Limitations:

1. This study is restricted to particular region of Maharashtra i.e. Malegaon city.
2. The finding of study is related to only Arts students.
3. Paper pencil test has its unique limitations.
4. The sample size was small.
5. The intelligence and abilities are not considered

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Social Media Addiction

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Introduction – Problematic social media use also known as social media addiction or social media addiction or social media overuse, is a proposed form of psychological or behavioural dependence on social media platforms, similar to gaming disorders, internet addiction disorder, and other forms of digital media overuse. Social media addiction is a behavioural addiction that is defined by being overly concerned about social media and devoting so much time and effort to social media that impairs other important life areas.

The present paper throws light on nature of social media addiction , causes of social media addiction and how to cure social media addiction.

Nature of Social Media Addiction-

Social media addiction is not a formal clinical diagnosis, it is fair to say that many people spend for too much time on social time on social media and may at the very least describe themselves as being "obsessed", if not addicted. In recent years the mental health community has become increasingly interested in the impact that modern technology has has on our lives-both positive and negative. On the positive side, technologies such as skype, instagram, and face-book allow us to stay in contact with family and friends on the other side of planet. Yet, unfortunately people spend hours everyday updating their status, uploading pictures, commenting on walls, playing face-