

Influence of Social Media on Higher Education Students – A Sociological Study

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Abstract: Present days multitasking has become a common phenomenon in our lives. It is a wonder how we manage it all. We depend on our electronic devices for work, our personal, school, and social lives. The internet has become a significant part of our daily lives. So too has social media. The term social media is new concept to the society. Before digital era, the means of communication was different. The social media has undoubtedly changed the way we communicate, the way we live, and the way we interact with each other. The impact of social media on the society is unexplainable. Especially the teens of the society have influence more. The whole world is immensely depended on these virtual media. The present research paper intends to find out the impact of social media on higher education, especially in Chitradurga district with a sociological point of view.

Keywords: Multitasking, communication, social media, education.

1. Introduction

Man is a creative animal, through his creative mind invents wonders, and among them social media are those, impacts enormously on the society. Social media are interactive technology that facilitates the creation and sharing of information, ideas, interests and other forms of expression through virtual communities and networks. In the present scenario social media playing vital role with influencing each one of this world. It has brought people closer and helped them connect with each other in many ways that were never before. It is now becoming one of the largest means of communication and rapidly gaining popularity. Social media is quite popular in these days. Millions of people using various social media platforms in the world.

2. The Concept of Higher Education

Higher education is territory education leading to the award of an academic degree. Higher education imparts in depth knowledge and understanding to advance the students to new for tiers of knowledge. Higher education provides opportunities for lifelong learning allow people to upgrade their knowledge and skills from time to time based on societal needs.

A. Aims of Higher Education

The main aim of higher education is to bring changes in political, social, economic, social reforms, making endeavor for the success of democracy and creating awareness of national

discipline, international awareness, intellectual development, justice, freedom etc. Along with these the production of qualified human resource building the right kind of teaching learning environment are the key objectives of higher education. Hence the present study attempting to enlighten the impact of social media on higher education. As early mentioned, the whole world lagging behind social media. Digitalized entire world making youth to fell behind the social media. The Chief purpose of the present study to hash out how social media influence on higher education with a sociological point of view. Importance of the study.

The present research paper intends to find out the influencing factors of social media on higher education. After covid -19 the whole world faced vivid situation. Various segment of the society including education system inebriated many challenges. Proper running of classes the education system initiated new model of online classes for the students. It provides digital platform to the students as well. At the same time, usage of mobile and other electronic devices made students to know other online apps. Such a s virtual media, viz Facebook, instagrem, YouTube, twitter, etc. These social media or virtual media make an impact on the students especially to the higher education learners. However, the present research paper attemptsto find out how these social media influence on higher education system with a sociological point of view.

3. Objectives of the Study

To achieve new insights of the social media impact on higher education students the following objectives will be needful

- To find out the social media impact on higher education students
- To describe the socio – economic condition of the students in the study area
- To analyze the challenges of higher education students

4. Study Universe and Sample

The present study selects Chitradurga district for the research purpose. In which 20 respondents been selected in Chitradurga taluk adapting simple stratified random sampling method

Chitradurga is one of the most backward districts of Karnataka state. People of this place predominantly active in agriculture and large number of people working as agricultural

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laborers. Keeping this in mind the present research paper looking forward to bring out, how students use social media, what are the impact factors, what are the uses of social media; these are key issues has to be discussed.

5. Analysis of Data

Bases on the primary data collected from the various students in the following way.

A. Caste of the respondents

Caste perhaps the reality of Indian society. For the proper understanding of Indian society have to understand caste system. Because the Indian society is defined somehow by the caste system. The whole tradition, rituals, culture of Indian society influenced by caste system. Hence, the following table will be providing caste of the respondents.

Table 1
Caste of the respondents

Caste	Frequency	Average
Sc	03	15%
St	03	15%
OBC	05	25%
GM	05	25%
Others	04	20%
Total	20	100%

The above table indicate that 15% of the respondents belong scheduled caste, another same percentage of students belong scheduled tribes, 25 of the respondents belongs OBCs and General Category respectively and others belong 20%. The data shows that 25% of the OBCs and General category students are using social media platform rest of the 50% used by SC, ST and others.

B. Religion of the Respondents

Religion plays vital role in building individual personalities. The following table shows the religion wise distribution of the respondents.

Table 2
Religion of the respondents

Religion	Frequency	Average
Hindu	16	80%
Islam	02	20
Christian	01	10%
Jain	01	10%
Others	00	00%
Total	20	100%

The above table reveals that the religion of the respondents. In which 80% of the respondents were from Hindu religion, another 20% from Islam and 10% were from Christian and Jain's respectively. In the present study, the Hindu students were using social media in larger number.

C. Influence of Social Media

The following data reveals that what are the major influencing areas of social media on higher education students. The main aim of the present study is to find out how social media influence on higher education and what are the major consequences being faced by the students while studying.

Table 3
Influencing factors

Factors	Frequency	Average
Education	03	15%
Finance	02	10%
Time	06	30%
Family	07	35%
Others	02	10
Total	20	100

The above table reveals significant information regarding social media influence in higher education sector. In which 35% of the respondents stated that social media impact badly on family bonding and 30% of the respondents stated that social media impacted on their education rest of the 20% opined that there will be impact on finance and other reason. The above data clearly shows that many students lost their family bonding due to social media with spending lots of time.

D. Opinion about Social Media

The below table reveals that the opinion about social media, especially advantages and disadvantages of virtual media. It is very important to find out the using social media is good or bad for the students. The following information shows the opinion about social media.

Table 4
Opinion

Opinion	Frequency	Average
Good for the society	12	60%
Not Good for the society	08	40%
Total	20%	100

According to the above table the narrow students opined positively about the uses of social media. In which 60% of the respondents opined that the social media is good for the society, especially using in a proper way. 40% of the respondents stated that social media is not good for the society.

The present study also finds out that Facebook, Instagram, and YouTube, are the most common social media apps, which used by the higher education students.

6. Findings of the Study

Based on the primary data the findings of the study are as follows

- The above data shows that 25% of the students belongs to General and others, rest of the 50% were from Sc, St, and OBC respectively.
- 80% of the respondents belong Hindu religion and 20% of the respondents were from different religious background, such as Islam, Christian, Jain etc
- 35% of the students opined that the social media influenced badly on family bonding and 30% of the respondents stated that social media badly on their precious time
- The present study reveals that the students have positive opinion about social media. In which 80 % of the students stated that social media is good for the society.

7. Conclusion

Unfoundedly the social media has both negative and positive impact on higher education students. Yet it depends on the user at the end. The students must create balance between academic, physical and social media. If students addict or excess use might hamper their education career and excess use social media is harmful sometime it. Therefore, all the students must strive to live a balanced and satisfying life with the right choice.

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