

## Use of Social Media on Student's Life and it helps to Develop Self Image and confidence in Delhi & NCR

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### Abstract

Due to globalization and vision to be an industrialized nation, Indian IT professionals are going different countries to meet the demands for skilled and professional manpower. This paper reports on a study conducted among a group of expatriates in India. The objective of the study is to understand how the IT professionals perceive the now growing cross cultural environment. The study focuses on assessing the relationship of cultural response with cultural influence that affects the professionals' decision whether they are willing to work in such a cross cultural environment. Cultural clashes between foreign and local values are inevitable in which expatriates experience challenges. In-depth interviews were conducted with 120 both male and female software engineering expatriates worked in different countries. The study highlighted the psychological, socio-cultural and work challenges. Adjustments were based on individual initiatives based on the psychological and mental strengths of the expatriates, combined with efforts of peer expatriates, parent firms and host organizations.

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**Keywords:** Cross-Cultural Management, Cultural Identity, Cultural Values, Multicultural, Cultural Influence, Cultural Behavior.

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### 1. Introduction

A social networking service is an online platform that people use to build social relations with other people who share similar personal or career interests activities, backgrounds or real-life connections. Since the introduction of social network sites years ago, to communicate with friends and family has been easy once you have access to internet. The internet has given us the ability to connect with people from around the globe with a few clicks of a button and you can easily send information to a friend or get information. Social network sites such as MySpace, Face book, YouTube, Skype etc, have attracted millions of users, many of whom have integrated these sites into their daily practices. People consume a lot of time on this sites uploading or downloading, getting information concerning their career or academic work. People are always online every second, chatting with friends, watching online movies, doing research. Social site has become a habit for some people; they find it difficult to study for one hour without login to one network site. Some people have become very smart because of the information they get from this sites, why some have become very poor academically, because it easy to get almost any materials for school assignment.

These days the most commonly utilized method of communication is social media networking. It is being used by individuals belonging to every walk of life. Almost a decade 8 ago, social media was widely accepted by public. There are numerous online networking platforms that include but are not limited to Facebook, twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, snapchat, vine, Tumblr.

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The main purpose of social media is to give access to its clients and users. They can have conversation with individuals and construct social relations on the web. They can likewise share their contemplations and individual data on social media including everyday happenings, suppositions, pictures, recordings and web links. Also, individuals can promote their business and individual aptitudes. The capacity of online networking to spread valuable data quickly has made it the quickest developing method of association. Social media networking has changed numerous businesses, however the most striking impact of it is in the classrooms and the overall education system. Whether it's using private social gatherings, Facebook Pages, classroom Twitter profiles or web journals, school after school has grasped long range of interpersonal communication using some form of social media. With such a high rate of students using social media networking on daily basis, there is a strong need to analyze the extent to which social media is having its impact on students.

There is no doubt that online networking sites specially the social media have conveyed individuals closer to one another more than ever, yet specialists and researchers around the globe have been searching for the weaknesses that might have been faced by its users. The long range interpersonal communication has its consequences for society inside and out for instance, specialized techniques, self expression, disengagement, relations and the sense of humanity. Due to this reason, individuals face various privacy and accountability issues while utilizing online networking. Besides, there have been questions on the quality and dependability of the data that is accessible on the online networking in view of the absence of following back the realities.

Another problem is the effect of social media on generic health conditions of the society. Degrees are the social media that was evolved for the very first time in 1997. Users could create a profile and invite people as friends. This way of communication lasted till 2001.

Around 100 million individuals began to use internet and thus social networking websites, by the start of 2000. It turned out to be common for individuals to be engaged on social media websites. Obviously, then it was thought to be odd. Still, more individuals started to use visit these websites for socializing, dating and educational purposes. MySpace was the very first social networking website using which people could set up a profile and make friends that 10 became inspiration for the next generation social media, including Facebook. Now, MySpace has the least number of users when it is compared to Facebook and Twitter. LinkedIn is another website used for professional people who need to build moderate public image and develop professional public relations. Today, the social media website containing largest number of subscribers is Facebook. It was launched by Mark Zuckerberg in 2004. It was initially released specifically for students belonging to Harvard University. Facebook it currently boasts over a billion users. The second most famous social media website is Twitter which was created by Jack Dorset, Biz Stone, Noah Glass and Evan Williams. Twitter has more than 500 million subscribers. A little while later, there were many different sites giving social media services.

## 2. History of Social Network Sites

Social networking was born one day in 1971, when the first email was sent. The two computers were sitting right next to each other. The message said "qwertyuiop". In 1978, the BBS—or Bulletin Board System, was created. The BBS hosted on personal computers, where users need to dial in via the modem of a host computer, and exchanging data through phone lines to other users. The BBS was the first system that lets users interact with one another through the internet. It was slow, but it was a good start, and only one user

could log in at a time. Later that year, the very first web browsers were distributed using Usenet, the earliest online bulletin board of the time. Usenet was created by Jim Ellis & Tom Truscott, where users posted news, articles and funny posts. Unlike the BBS and forums, Usenet did not have a 'central server'. This concept soon inspired the 'Groups' feature we know today such as Yahoo! Groups, Google Groups and Facebook Groups. The first ever version of instant messaging was around 1988, called IRC or Internet Relay Chat. IRC was Unix-based then, and thus exclusive only to a few people. IRC was used for communications, as well as link and file sharing. Soon the earliest copies of web browsers were distributed via Usenet. In 1994, the first social networking site was created, Geocities. Geocities allowed the users to create and customize their own web sites, grouping them into different 'cities' based on the site's content. The following year, TheGlobe.com launched to public, giving users the ability to interact with people who have the same hobbies and interests, and to publish their own content. A few years later, AOL Instant Messenger and SixDegrees.com launched in 1997. Instant messaging was born, giving users chat with friends and create a profile. AOL was probably the true precursor to today's social networking sites. The member profiles allowed its users to write a biography and share details about themselves. The profiles were searchable so people could look your profile up. It was the most innovative feature at that time. Many were dating sites, while some were more niche driven. For example, Classmates allowed users to reconnect with old classmates, pals, bullies and crushes. It was a hit immediately, and today Classmates still has some 40,000,000 registered users.

### 2.1 New Millennium: New Era in Social Networking

The first modern social networking site that we define today is Friendster. It also uses the degree of separation concept similar to Six Degrees, but dubbed it 'Circle of Friends'. Friendster was basically a dating site that wasn't all about dating. In the first 3 months, Friendster was able to amass 3,000,000 users. This means 1 in 126 web users were Friendster members at the time. Social Networking went to maturity stage upon the launching of Friendster. Soon MySpace followed suit, who cloned Friendster. It was launched after only 10 days of coding. It soon became more popular than Friendster. MySpace gave users more freedom than Friendster when it came to customization; with music, videos and a hipper online environment. It garnered 90 million registered users—and even if it is no longer the top networking site in the world, it is still a favorite in the USA. The glory days of Friendster have passed, and its popularity is now surpassed by MySpace and Facebook. Today most of Friendster's traffic comes from Asia, especially Indonesia and the Philippines. Another site with considerable success is LinkedIn. It was established in 2003, and took a more professional and business approach to social networking. Other sites focused on getting dates, having friends, and reuniting with old classmates, LinkedIn focused on building business contacts and professionals. Today LinkedIn has 30 million registered members. Keeping in touch with friends and family members is one of the greatest benefits of social networking. Here is a list of the most widely-used websites for building social connections online are Facebook, Instagram, Twitter, Skype, LinkedIn, YouTube, Whatsapp, Google+, Viber, Telegram etc.

### 2.3 Social Media Develop Confidence and Self Concept

Conventional communication is involving a face to face interaction. In social media, communication occurred when someone is responding or commenting on others status or initiating conversation with someone else. Since the boom of social media, the online communication has taken over some of people's

communication. The main reason of students engaging with social media is to maintain the relationship with their friends and families. It provides a convenient, easier and faster way for students to communicate with their family and friends. Social media help improved the quality of relationship between users. Most of their time of surfing social media simply to read others news feed and profile. Despite the benefits, there are some impacts due to social media addiction such as insomnia, physical changes, inferiority, loss of concentration and less productivity. There are also certain cases involving a personality conflict. Out there, a person who is actually is a quiet person can be aggressively communicated in the cyberspace which also known as a keyboard warrior. The rise of this phenomenon shows the personality disorder in their communication.

The development of self concept is essential in someone's life. It could be differs with or without the involvement of online social media. A study revealed that the student life could become public with the social media when the connection with parents could threaten their self concept. Posting pictures and updating status or profile is one of the main approaches the person to obtain any attention and became popular in online social media. This 'show-off 'trend is a way to reveal their identities, and they want others to perceive them. It is a way to enhance their self concept by producing an attractive profile or updating a sensational status. A positive responds or comments from their social media friends can give the satisfaction of personal and interpersonal desire. Thus, it can improve their self concept as well. Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely in educational field also.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. Twitter, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson (2007), named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like Facebook and MySpace and virtual environments like Second Life and World of Warcraft have become online meeting spaces where users members, residents, or players can interact and express themselves. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch colleagues met at conferences, for instance, or friends met through the online community itself. Sites like YouTube and Flickr represent another forum for online message that is centred on sharing, preference, and popular culture.

### 3. Review of Literature:

Folorunso (2010) conducted a survey among students of the University of Agriculture, Abeokuta in Nigeria and tested the attributes of Diffusion of Innovations (DOI) theory towards usage pattern of Social Networking Sites. Demographic data of the study revealed that majority of users were college students. The five constructs i.e. Relative Advantage, Complexity, Compatibility, Observability and Reliability were used to test the impact on the attitude and trust regarding Social Networking Sites and to determine how attitude would impact on the intention to use it. The study (2010) concluded that the attitude of university students towards Social Networking Sites does positively affect the intention to use the technology. Miller, Parsons and Lifer (2010) conducted a survey among students, about the use of social

networking sites and the appropriateness of the content that they post. The responses indicate that students routinely post content that is not appropriate for all audiences, especially potential employers. Considering how extensively the press has covered the negative impacts of inappropriate posting, the fact that students know of continuing the practice is surprising. Petter Bae Brandtzaeg and Jan Heim (2009) in their study state that there are many motivational reasons for using Social Networking Sites among people and college students particularly. Brandtzaeg and Heim draw their findings, after the investigation on peoples' subjective motivational reasons for using Social Networking Sites, by performing a quantitative content analysis for 1,200 qualitative responses from Social Networking Sites users. Further, the study (2009) made several attempts to understand the choice, use, diffusion, adoption and acceptance of Social Networking Sites among college students.

In addition, Mikolaj Jan Piskorski (2009) in his study, "Understanding the Uses of Social Networks", cites that people love to look at pictures, which is the killer application of all online Social Networking Sites. Piskorski hypothesizes that people who post pictures of themselves can show they are having fun and are popular without having to boast. Another attraction of photos is that they enable a form of voyeurism. Social networks enable a very delicate way to pry into someone's life without really prying. The study also postulated deep gender difference in the use of sites. The biggest usage category is men looking at women they do not know. Nicole Ellison's study (2008) on Social Networking Sites provides very thought provoking insights. According to this study, 85 % of the respondents use one or more social networking sites. Most of the respondents aging 18 and 19 years old use Social Networking Sites (95%), yet only 37% aging 30 years and above utilizes these networking sites. The majority involving 18 and 19 years old, have more than 200 friends while those aged 30 and above have more or less 25 or lesser friends on these sites. Consequently Facebook is the most commonly used Social Networking Site, with MySpace as the second choice. It was also found that about half of these users utilize just one Social Networking Site, having only one profile, and participate in one to five groups within Social Networking Sites. The majority of the users of Social Networking Sites spend 5 hours or less per week.

According to Vitak (2008) there are various reasons as to why individuals use a social networking site. The first reason is for them to meet strangers and become friends. The majority of respondents of her research paper (57%) said that they were initially introduced to those "friends" through mutual friends, which increased the likelihood of such relationships developing into strong ties. While a significant portion of respondents stated that they have at least a few online friends, 85% said that they do not communicate with most of their online friends, and the majority of respondents said that they considered those friendships as strong ties. Through social networking sites users tend to maintain their interpersonal relationship with their online friends because of easy communication. Therefore they can use private messaging, chat rooms, and other methods of communication provided by the website. Kristen Tarantino, Jessica McDonough, Ma Hua, 2013: In this study the authors reviewed various studies. The research has discussed the relation between students' involvement in social media and their learning. They also discussed how it can affect peer connections, collaborations and information creation. The authors claimed that since females utilize social media more than males, gender might have a great influence to the extent to which students are occupied with academic efforts through social media. Sabeen Jamil, Falak Zehra Mohsin, Rabab Naqvi, Shelina Bhamani this study has been done in 2013 in order to investigate the effect of Facebook usage on academic grades of the private college students.

Gender contrasts in the use of Facebook were likewise considered and examined. It was speculated that there will be a critical effect of Facebook use on college students' grades and that there will be a noteworthy

thy gender contrast regarding Facebook usage. Quantitative technique was chosen for this study. In the study, almost 80% students were undergraduate students. Since their study is often full-time, they focus on extracurricular activities after school time. Utilization of social media networks can be thought of as part of it. Among all the activities students exhibit while using Facebook, status updating was the top priority. The paper (Samir N. Hamade,2013) focusses on the recognition and utilization of social networking among college students in Kuwait, and study their positive and negative effects. According to the authors, the best advantage of social networks was a better connection with family and companions and more association in social, political and social exercises. Munienge Mbodila, Clever Ndebele and Kikunga Muhandji, 2014: The goal of this study was to find the effect of the utilization of social media networking on academic grades of students, particularly, the level of engagement and cooperation between them while utilizing Facebook. This paper inferred that social networking can be utilized as an instructive device to help students to work together and connect with and suggests that colleges grasp the application of social media networking for educating and learning. However, the subject university understudy lacked an e-learning system due to which it was not possible for the students to cooperate and work together through social media. The authors made an effort to solve this issue by creating a blog using

### 3.1 Statement of Problem

The rapid progress of media technology has had a great force on the way people communicate on a daily basis. Over the years, social media are becoming more and more popular. It is ways to different students are connect with each other. Social media is a way that helps people they are interconnect to a community. Due to the increased popularity of it, different economists and faculties, parents, society start asking question that really these sites effecting /not effecting to the academic carrier of students who are spending more time on these sites. We also want to analyse how social networking sites are effecting personality(self image & self confidence) of a student .Choney, (2010), MehMood & Taswir, (2013), Kist (2008), Jacobsen & Forste, (2011), believe that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely. Many parents and guardians are worried that students are spending too much time on facebook and other social media sites and have not enough time to study. Though parents, teachers are worried about students' constant use of the social media sites, many students continue to utilize these sites on a daily basis/hourly bases. It is against this background that this study is being conducted to determine the impact of students' use of social media sites on their academic work.

### 4. Objective & Scope of the Study

The objective of the study is to analysis how many and how long social media is being utilized by students and how it will be helpful in academic growth. Analysis of the student's perspective regarding use of social media and Privacy, Physical health, Reason for using social media and to understand the relationship between self image/self confidence and their use of social media for their personal and professional use. The scope of the study is to know the use of social media by students and their relationship of time spend on social media and self concept/self confidence. The learning helps to know the extent of using social media by students and reason for using it. It helps to know whether privacy is present in social media or its help in growth of good educational performance which is considered as one of the important factor while using social media.

#### 4.1 Hypothesis

H1. There is relationship between time spent on

Social media and development of self image and self confidence.

H2 There is a relationship between time spent on social media and growth of academic performance

H3. There is relationship between the use of social media and excellent academic performance

#### 5. Research Methodology:

The population size of the research is the students of schools and colleges which includes the both graduation and post graduation students of any course. The two main sources of data for the present study which are used Primary data and Secondary: The researcher made use of primary data, which was collected using structured questionnaire distributed to the 200 respondents through google form and out of that only 152 questionnaires were used to analysis of the data. Secondary data: In study the sources of secondary data were websites, internet, books and journals. Secondary data was used to have an understanding about the basic concepts about the social networking sites and to understand the pros and cons of social media. As far as data collection tools were concerned there are two types of methods i.e. qualitative and quantitative method. In this research qualitative data is used, the conduction of the research involves the use of structured questionnaire, which was used to collect the response of respondents. The questionnaire consists of 19 questions and distributed to the respondents. The questionnaire consists of both open ended and close ended questions. There are two types of sampling techniques i.e. probability and non-probability sampling method. The sampling technique used in the research study is Stratified convenience sampling- Considering the nature and extent of the study and with the time constraints a sample size of 152 respondents has been taken. The total questionnaire requested to fill is 200 out of that 48 was not filled properly by the respondents and 19 questionnaires were not completely filled by the respondents. The respondents consist of school students, graduated and post-graduate students. In the view of Kumekpor (2002), "social survey may be said to be an objective, quantitative approach to the study of the social processes within a well-defined area at a given time through one or more institutions by means of an interview schedule, a questionnaire, and the data thus obtained related statistically". Social survey aims at understanding some specific problems at a particular time and so study opinion attitudes towards major social, economic and political problems and issues. The impressive response rate was obtained because the data was collected during lecture hours in the various departments. Respondents were given between 30- 35minutes to complete the questionnaires.

We represent the data in different ways first demographic profiles of respondents, social networking responses, Student Adolescence Behaviour Response and Individual Thought of Respondents about Social Media to study the self confidence, self image of the students who are using social media

#### 6. Data analysis and finding:

##### 6.1 (Data collection in Dec-April 2018) TableNo-1.1 Demographic profile of Respondent Interpretation

According to figure no-1.1 the demographic profile of respondents are only 54% are female & 46% are males and their age under 18-20age only 27% and 20-25age only 67%. When we analyse the qualification

of respondent till class 12<sup>th</sup> are 27% and graduation 48% ,Social media used by both male & female and 20-25 and 18-20 age population use more social media.

**Table 1.** Demographic Profile of Respondents:

Sr.No.	Items	Response	Frequency
1	Gender	Male	54%
		Female	46%
2	Age	18-20years	27%
		20-25years	67%
		More then 25years	6%
3	Educational Qualification	Class 12	27%
		Graduation	48%
		Post Graduate	25%

**Table2 :** Social Networking Responses:

Sr.No.	Items	Response	No of Responses
1	Use social networking sites	Yes	149
		No	3
2	For social networks do you created a personal profile	Facebook	56
		Twitter	21
		YouTube	44
		My space	5
		Instagram	16
		Other:	3
3	How many social networking websites do you use?	1-2	55
		2-5	79
		5-10	15
		More	3
4	How many hours do you spend on social networking site daily?	1-2 hr	44
		2-5 hr	77
		5-8 hr	18
		More than 8 hr	13
5	How long have you been using social networking site?	Less than 6 months	10
		6 months- 1 year	15
		1 year-5 year	53
		More than 5 year	74



**6.2 (Data collection in Dec-April 2018) TableNo-1.2 Social Networking Responses Interpretation:**

According to research 99% respondents use the social networking sites in their life and 61.3% respondents have their profile on face book, 18.8% respondent has their profile on twitter, 59.4% respondents have profile on YouTube, and 46.8% respondents have profile on instagram.57% respondents use 5-8 hours students spend in networking sites , 35% respondents use 1-2 social networking sites , 5% respondents use 5-10 sites and where is there are 3% respondents who uses more than 10 networking sites.53% respondents use 1-2 hr on the social networking site daily where as 35% and 49% respondent spends 5-8 hr daily and only 24% respondents spend more than 8 hr daily on the social networking site.54 respondents are using social networking sites from more than 5 years, 43 respondents are on SNS from the last 1-5 years, so according to data 99% use social media, face book and twitter, YouTube are used by most of the students.These respondents use 5-8hours and more than 8 hours daily. This is not good for their health

**Table 3.** Student Adolescence Behavior Response:

Sr.No.	Items	Response	No of Responses
1	Which social networking site is best for communication?	Whats app	86
		Facebook	33
		Twitter	12
		Skype	10
		My Space	11
2	In how many days you update your on-line profile?	1-7 days	19
		In a week	26
		In a month	39
		More than a month	68
3	Are you feeling that if you are not to participate in social media network you would be missing out?	Yes	51
		No	28
		Maybe	24
4	Do you think using social networks helps in your studies by any means?	Strongly agree	7
		Agree	68
		Neutral	59
		Disagree	9
		Strongly disagree	9
5	What kind of communities do you subscribe to on social networking sites?	Educational	22

		Entertainment	56
		Informational	60
		Other	15
6	How do you access your social network account?	PC	25
		Mobile phone	100
		Laptop	27
7	Do you think privacy policies are effective in social networking sites?	Strongly agree	38
		Agree	63
		Neutral	34
		Disagree	9
		Strongly disagree	8
		A lot	10

**6.3 (Data collection in Dec-April 2018) TableNo-1.3 Social Networking Responses Interpretation**

According to table no 1.3 the Majority respondents thinks whats app is the best networking site for communication, next respondent think face book is the best one to communicate, and skype and twitter few people are using. If about upgrading the online profile in one month and in week more respondents are updating their profile. Rest update the profile within a day to 7 days.50% of respondents are feeling that if you are not to participate in social media network you would be missing out something in their life. The subscribe the social network entertainment and information are the main source. Through mobile and laptop more students are using social networking sites. The privacy policy is one of the important parameter to keep all detail in social network so only 63 respondents are agree and 38 are strongly agree for privacy issue which is one of the important issue for social networking.

**6.4 Testing Hypothesis:**

H1. There is relationship between Educational Performance and development of self image and self confidence.

H2 There is a relationship between time spent on social media and growth of Educational performance

H3. There is relationship between the use of social media and Educational performance.

H1. There is relationship between Educational Performance and development of self image and self confidence.

**Table 4.** Correlations between Variables Development of self confidence & self image and educational performance

Variable		educational performance	Development of Self Image& confidence
educational performance	Pearson Correlation	1	.758**
	Sig. (2-tailed)		.028

	N	152	152
Development of Self Image& confidence	Pearson Correlation	.757**	1
	Sig. (2-tailed)	.028	
	N	152	152

**6.5 (Data collection in Dec-April 2018)**

In respect to Table1.4, there a strong and positive relationship between educational performance and the Development of Self Image& confidence to 0.01 levels. In other words, the more use of social media, the less educational performance students will record. This implies students who focusing more on Personality Development of Self Image& confidence frequently turn to perform better academically. So self development and academic growth are inter related to each other.

H2 There is a relationship between time spent on social media and growth of Educational performance

**Table 5.** Correlations between Variables time spent and educational performance

Variable		Time Spent	educational performance
Time Spent on social media	Pearson Correlation	1	.954**
	Sig. (2-tailed)		.026
	N	152	152
Growth of educational performance	Pearson Correlation	.953**	1
	Sig. (2-tailed)	.027	
	N	152	152

**6.6 (Data collection in Dec-April 2018) Interpretation**

From Table no-1.5, there is a strong positive relationship between the dependent variable (Growth of educational performance) and the independent variable (time spent) at a significant of 0.01 level. This indicates that more time spent on social media networking affects excellent academic performance. Therefore spending much time on social media contributes to low academic performance and bad result because they are more focus on sites then their studies. Choney (2010), in looking at the time spend on Facebook and its effect on academic performance said a user of Facebook has an average “GPA of 3.08, while non users have an average GPA of 3.92”.

H3. There is relationship between the use of social media and Educational performance.

**Table no-1.5** Correlations between Variables Development of self confidence & self image and use of social media network

Variable		Development of Self Image& confidence	Use of social Media Network
Development of Self Image& confidence	Pearson Correlation	1	.933
	Sig. (2-tailed)		.029
	N	152	152
Use of social Media network	Pearson Correlation	.933	1
	Sig. (2-tailed)	.028	
	N	152	152

**6.7 (Data collection in Dec-April 2018) Interpretation**

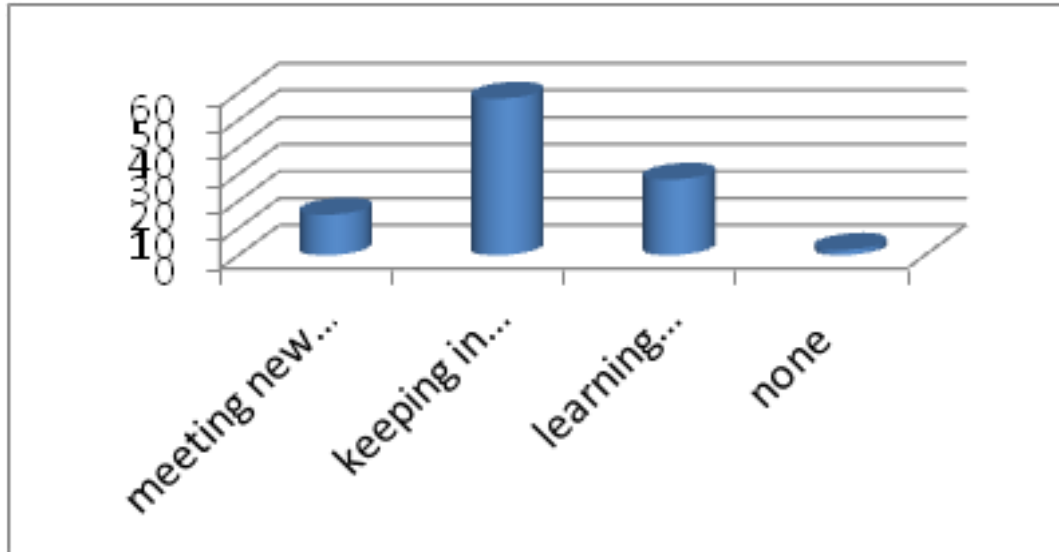
In respect to Table no-1.5, there a strong and positive relationship between Development of Self Image& confidence and the use of social media to 0.01 level. In other words, the more use of social media, the concern to self image and confidence are less in students personal life. This implies students who use the social media sites frequently turn to reduce the confidence and self . San Miguel (2009), focused on the relationship between the use of Facebook and the self image, confidence of students. The findings indicated that more use of Facebook result in lower grades. In his study, the average Facebook user had a GPA of 3.0 to 3.5, while the non Facebook user had a GPA of 3.5 - 4.0. Also, the average Facebook are focusing less on their personality development and other development for about 1 – 7 hours per week, while the non Facebook user focusing more on their personality development about 12 – 16 hours per week.

**Advantage of social networking sites.**

Sr.No.	Items	Frequency
1	Meeting new people can help you socialize	15
2	Keeping in touch with friends is convenient and getting updates	57
3	Learning technology becomes easier	26
4	None	2

**6.8 (Data collection in Dec-April 2018) Table no: 1.6 Advantages of Social networking sites**

**Interpretation:** According to table no-1.6 and figure no-1 after analysing the data the 57% of respondents thinks Keeping in touch with friends is convenient and fine your old friend is the major advantage of the social networking sites, 26% respondents thinks they learn technology became easier to get and share is the best advantage of the social networks, 15% respondents thinks meeting with the new people is the best advantage of the social networking sites. If students use social media in positive ways for sharing ,learning, and friendship with your old and new friends are the advantages of these sites.



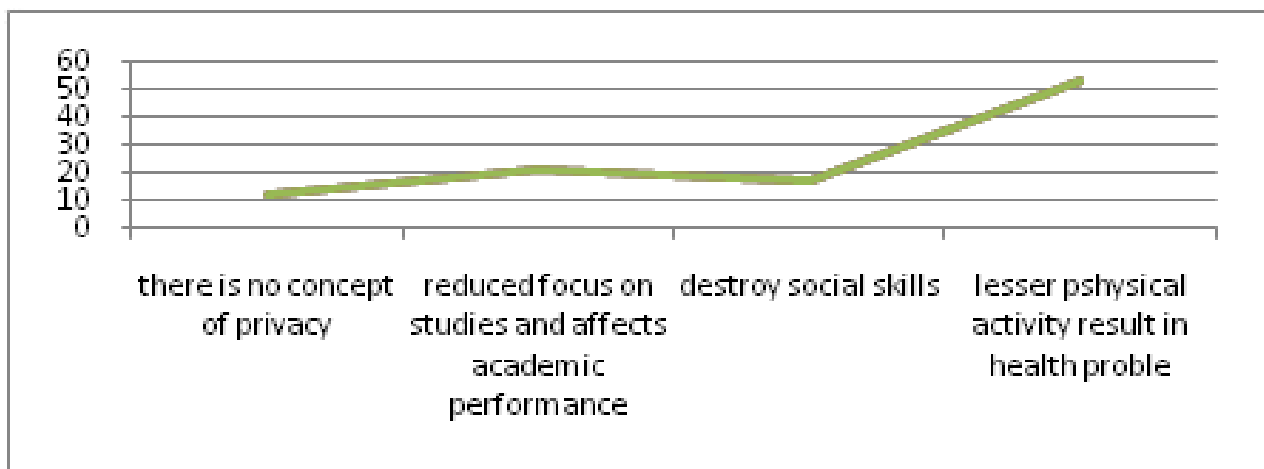
**Figure no-1:** Advantages of social networking sites

The disadvantage of social network usage.

Sr.No.	Items	Frequency
1	There is no concept of privacy	12%
2	Reduced focus on studies and affects educational performance	21%
3	Destroys social skills	17%
4	Lesser physical activity result in health problems	50%

**6.9 (Data collection in Dec-April 2018)**

Table no: 1.7 Disadvantages of social network



**Figure no: 1.5** Disadvantages of social network

**Interpretation:** According to table no-1.6 and figure no-1 after analyzing the data the 50% of respondents think social sites are reducing our physical activities and it directly affects the health of the students. So this is the major disadvantage of the social networking sites, 21% of respondents think they reduce focus on studies and it affects their academic results. Poor results mean a poor career for their life. 17% of respondents think they are destroying their social skills like they don't know how to behave in groups, manners & etiquettes are the basic problems in today's generation. These social sites give them virtual life and students imagine this is original life but that's their illusion. The realities in lives are different from imaginative or virtual life. 12% of the students worried about social privacy. Social networking sites are creating lots of problems in personal and professional life of students and adults also. That's why before using or discussing any details about you or your friend please be alert every time.

## 7. Conclusion

After doing the research it can be concluded that majority of the people use the social networking sites and they access them mostly with their own mobile phones. The most trending and easy communication social networks are WhatsApp, Facebook, Instagram and Twitter. Most of the people have their accounts only on 2-3 social sites and they update their profiles mostly after a week. Only 1-2 hours are spent by the people on the social networking sites and they consider WhatsApp is the best among all social sites to communicate with the family, relatives, employees and others. Social networks are mostly used to make new friends and interact with them. People think if they do not participate in the social networking sites they would be missing out. Social networks always help in studies to the student whether they are school going or college going and students always use the social sites for educational purposes more as compared to other purposes. Today's social networks are also becoming more and more secured. The privacy policies are very effective as compared to the earlier time. Social networks do not have any effect on the real life of people and it always depicts the reality of life.

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