Ìmpact of Social Media on the Minds of the Student of Higher Secondary Schools

Mrs. Neha Rajput

Assistant Professor, RGMCE, Kathua

Abstract

Social Networking sites provide a platform for discussion on burning issues that has been over-looked in today's scenario. This research is conducted to check the impact of social networking sites in the changing mind-set of the students of higher secondary schools. It is survey type research and data was collected through the questionnaire. A sample of 100 students was taken from the Kathua district from different schools. The main objectives were to evaluate the influence of social media on students life, to assess the beneficial and preferred form of social media for students and suggestions to incorporate certain aspects to improve the impact of social media. Collected data was analyzed in terms of frequency. Findings show that the majority of the respondents show the agreements with the influences of social media. Respondents opine Instagram as their favourite social media form, and then they like Snapchat as second popular form of social media. The study reveals that the students face main problem during use of social media is unwanted messages, wastage of time. Social media is beneficial for students in the field of education, Social media deteriorating social norms, social media is affecting negatively the study of students. Use of social media is deteriorating the relationship among the individuals.

Keywords: Social media, Networking sites, Facebook, WhatsApp, Instagram Impacts

INTRODUCTION

Social media refers to online platforms and tools that allow people to create, share, and exchange information, ideas, and content in virtual communities and networks. These platforms enable users to connect with others, communicate, and engage in a wide range of activities, including posting text, images, videos, and links, as well as participating in discussions, following trends, and joining groups or communities with shared interests. Examples of social media platforms include Facebook, Twitter (now X), Instagram, whatsapp, Snapchat and YouTube. Social media has become a significant part of modern communication, influencing culture, politics, business, and social interactions worldwide. Educators often define social media as a set of digital tools and platforms that facilitate communication, collaboration, and the sharing of resources in educational contexts. They highlight its role in connecting students, teachers, and educational communities, enabling interactive learning experiences beyond the traditional classroom setting. Social media can be seen as a means to:

1. **Enhance learning:** By providing access to a broad range of content, multimedia resources, and diverse perspectives, social media can enrich the learning experience.
2. **Promote Collaboration:** It allows students and educators to collaborate on projects, share ideas, and engage in discussions, fostering a sense of community and teamwork.

3. **Extend Educational Reach:** Social media helps educators reach students outside the classroom, offering opportunities for continued learning, engagement, and support.
4. **Professional Development:** Educators use social media to connect with peers, share best practices, and stay updated on the latest educational trends and research.

Overall, social media as a tool that can support and challenge traditional educational methods, offering new possibilities for teaching, learning, and professional growth. The study was design to analyzed the impact of social media on the minds of the students of higher secondary schools, how social media is influencing students in different aspects of social life, political awareness, religious practices, educational learning, trends adopting, sports activities and so on.

SIGNIFICANCE OF THE STUDY

The significance of studying the impact of social media on the mindsets of students lies in its ability to shed light on the profound effects that these platforms have on young people's cognitive, emotional, and social development. Here are key points that illustrate:

1. **Mental health and well being:** Social media can influence students' self-esteem, anxiety levels, and overall mental health. Understanding this impact can help educators, parents, and policymakers develop strategies to mitigate negative effects, such as cyber-bullying or the pressure to conform to unrealistic standards
2. **Academic Performance:** By examining how social media affects students' focus, motivation, and time management, researchers can offer insights into its impact on academic success. This is crucial for developing guidelines that help students use social media in a balanced way.
3. **Socialization and Identity Formation:** Social media plays a significant role in how students form their identities and social connections. The study can reveal how these platforms influence their values, beliefs, and behaviour, which is essential for understanding the modern social landscape.
4. **Digital Literacy:** As social media becomes an integral part of students' lives, it's important to assess their digital literacy. Studies can identify gaps in their ability to critically evaluate information, protect their privacy, and engage in responsible online behaviour.
5. **Policy and Educational Reforms:** The findings from such studies can inform policies related to social media use in schools, contributing to the development of educational programs that promote healthy online habits and critical thinking skills.
6. **Cultural and Social Influence:** Social media often reflects and amplifies cultural and social trends. By understanding its impact on students, researchers can gain insights into broader societal changes and how they affect younger generations.

Overall, this type of research is crucial for ensuring that the benefits of social media can be maximized while minimizing its potential harms, particularly in the formative years of students.

REVIEW OF RELATED LITERATURE

Andres Kaplan (2010) explained in his study that social media is a set of internet based application that constructs on the ideological and technological foundation of wed and that permit the design and exchange of user generated content (Chukwuebuka, 2013). Social media is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks (Shrestha lucky, 2013). Whereas Anthony J. Bradley (2009) he defines Social media is an inevitable for the vast majority of organizations worldwide. He says this predictability is not assurance

of success. He says many organizations fail in social-media efforts because they do not deliver their products on the six core principles that set social media apart and bring about its unique value. And these Six Core Principles of are social media collaboration. Social media network site define social media as: it is an online location where people can interact with others about information, entertainment, news and which will be on their own choice and creation (Turow, 2011).

OBJECTIVES OF THE STUDY
The main objectives of the study were:-
1. To assess the influence of social media on students life.
2. To evaluate the beneficial and preferred form of social media for student.
3. Suggestions to incorporate certain aspects to improve the impact of social media

DELIMITATION OF THE STUDY
The study was only confined to Kathua District. The questionnaire was designed based on research objectives. The study was conducted on 100 students studying in higher secondary schools of kathua District J&K UT of India.

METHODOLOGY
This research adopts a qualitative approach to explore the impacts of social media on the mind sets of students of higher secondary schools. Semi-structured interviews were conducted with a purposive sample of students enrolled in higher secondary schools.

POPULATION AND SAMPLING METHOD
The research sample comprised all the students belonging to the 11th and 12th classes (session 2023-2024) studying in private schools in Kathua district of J&K UT of India. The sample was collected by using simple random sampling technique from different private schools of Kathua district. Sample included 100 students studying in private schools in kathua district of J&K UT of India.

TOOL USED
The survey method was used for the collection of data.A questionnaire was prepared in Google form format and shared through Whatsapp with the participants to get the information about the impact of social media on the mind sets of students of higher secondary schools. The questionnaire consists of 15 items. Each item of the scale possessed 5 answers. Students had either to choose strongly agree, agree, neutral, disagree and strongly disagree for their responses for the particular question. They were also asked to share their suggestions to incorporate in certain aspects to improve experiences of students towards social media.

DATA -ANALYSIS AND INTERPRETATION
1. FORMS OF USING SOCIAL MEDIA

Forms of social media	Number of students	Percentage of students
Facebook	12	12%
Whatsapp	5	5%
Instagram	58	58%

| Snapchat	20	20%
Youtube	5	5%

Forms of social media
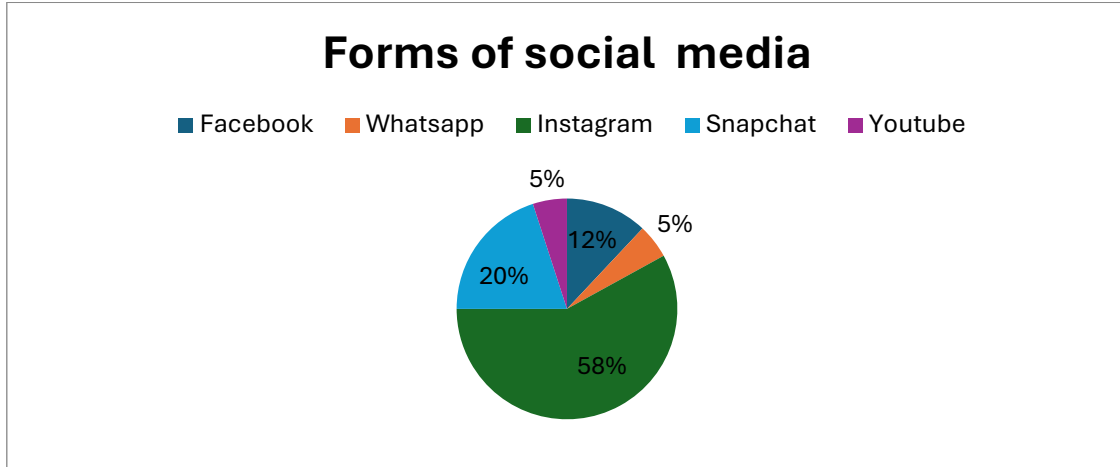
Interpretation

From the above pie-chart, it is inferred that 58% of students like Instagram as their favourite form of social media because they like to spent times on watching reels and sometimes they create reels on instagram to gain followers which is the latest trend among the adolescents, while 20% of the students like Snapchat as their favourite form of social media to share streaks among their respective groups, 12% like facebook to share their messages among their groups and they only use facebook for connecting people ,5% of the students like whatsapp to share the pictures, documents among their groups. They only use whatsapp as their school share official information on whatsapp groups, and another 5% like youtube as the form of social media for watching the shorts and video lectures.

2. BENEFITS OF USING SOCIAL MEDIA

| Beneficial for students in	Percentage of students
Time saving	25%
Providing more information	25%
Effective communication	5%
Social status	5%
In the field of education	40%

Beneficial for students
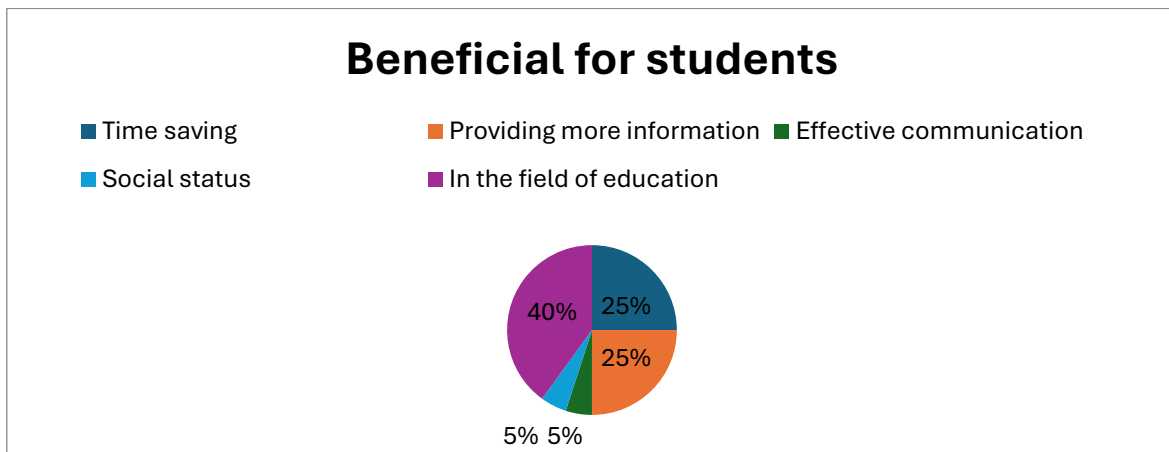
Interpretation

From the above pie chart, it is inferred that there are alot of benefits of using social media as 40% of the students responded the benefits of using social media in the field of education as after the Covid-19 Pandemic there is shift from offline learning process to online learning and it leads the students to use social media in more effective way, while 25% responded social media as providing more information in respect to other sources as today information is more accessible on social media, 25% responded social media as time saving as we can exchange our information easily. Students can share a message on social media and within few seconds it reaches to masses, while 5% responded that social media is very useful for effective communication as students with distinct background interact with each other without any hesitation and it will enhance their communication skills and while 5% responded that students uses the for the social status due to the peer pressure they open their social media account on different apps and they frequently updated about themselves on these apps like where they are going, travelling pictures etc.

3. STATE OF MIND USING SOCIAL MEDIA

| Parameters	Percentage
Motivation & Inspiration	27%
Happiness	24%
Boost self esteem	17%
No fear of left alone	12%
Curosity	20%
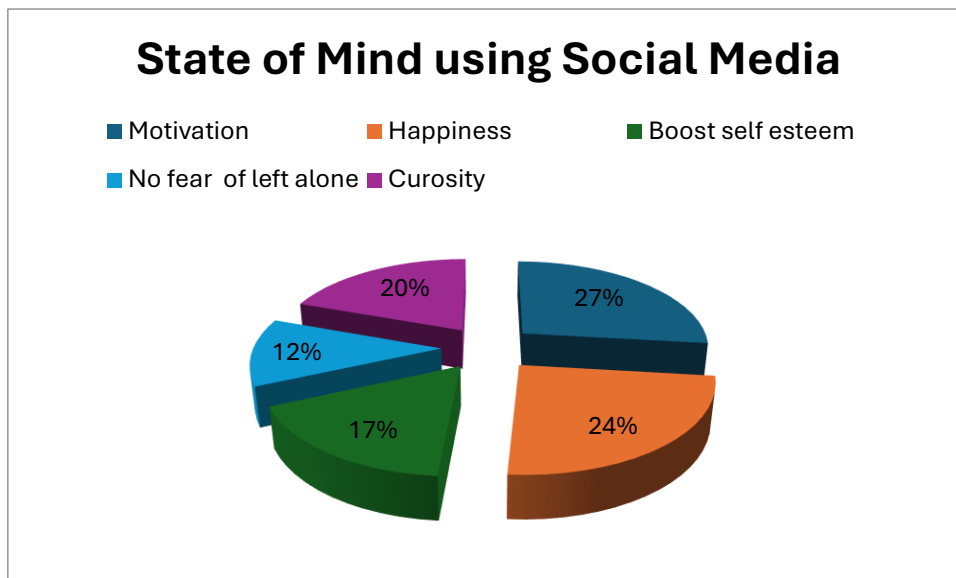
Interpretation

From the above pie chart, it is inferred that 24% of students feel happy while using social media because students watches reels ,videos and other motivating videos that make them happy, 17% of the students said that it boosts self-esteem because it creates a supportive environment and using strategies that help them to develop self confidence and a positive image, 27% of the students felt motivated and inspired because it gives them exposure and they can inspire from social media after watching the motivational videos, access to educational content and innovative learning tools, 12% of the students felt

no fear of being left alone as social media makes it easier for students to say connected with each other and they enjoy company of social media itself and 20% of the students got curious while using social media as it can be a source of curiosity for students to use and spent time on networking sites.

4. CHALLENGES FACED WHILE USING SOCIAL MEDIA

Challenges	Percentage of students
Time consuming	45%
Network issues	25%
Costly	15%
Non availability of smart phone	15%
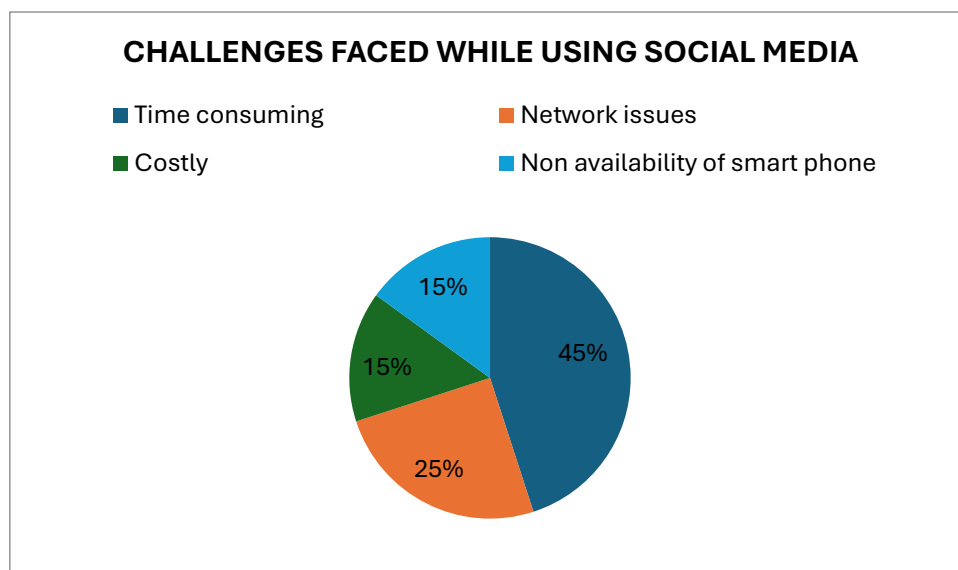
Interpretation

From the above pie chart it depicted the challenges faced by students at the time of social media. Students uses the social media on routine basis and 45% students said that use of social media is time consuming because sometimes they faces the network issues while sometimes the sites not working properly which lead to make them exhausted and tiring, while 25% students said network issue is a big challenge faced while using social media as they lived in rural areas where still the connectivity plays a major hindrance in network, 15% said to use social media is costly because most of the telecom companies has change their plans and make them costly as compare to previous one and in most of the families parents can't afford costly packs for each child and 15% said smart phone is not easily available to them for using social media as parents can't afford individual smart-phone to individual in the house sometimes parents are having low income this impacted on purchase of smart-phone in the houses.

FINDINGS AND RECOMMENDATIONS

The study examined the impact of social media on minds of the students of higher secondary schools. Results revealed that 40% of the respondents said that they have benefits/ positive impact of learning from social media and another 25% of the respondents got benefits of providing more information from social media, 20% of the respondents feel happy while using social media like entertainment and fun,

and so on. Results also depicts that students face multiple challenges while using social media like network issues, time consuming, costly and non availability of smart phones. The research notes that 22% of students felt more motivated and 14% experienced enhanced self esteem through their interactions on social media. These platforms allow students to express their identities, connect with peers who share similar interests, and receive affirmation, which can be crucial during the formative years of adolescence. The study highlights a significant concern 45% of students reported that social media is a major time sink. This overconsumption leads to procrastination and reduced focus on academics, which can have a detrimental effect on their educational outcomes. While using social media, students have to remember the cultural values and social norms.

Suggestions for further research

- It is suggested that social media users have to remember the purpose of using social media and stay remained use the informative sites and also aware of privacy issues involved in the use of apps.
- Adolescence should use their time wisely on social media for better networking instead of wasting their precious time on informal chats and posts on WhatsApp, Instagram ,snapchat, Facebook, and YouTube
- To secure the future of children, teachers and parents should check out what they actually are doing on social media.

DISCUSSION

The findings of the research paper brings to light a nuanced understanding of its dual-edged nature. The research reveals that while social media can be a powerful tool for education and socialisation, it also has the potential to disrupt mental health, academic performance, and cultural values. By examining both positive and negative impacts, the research sheds light on the multifaceted role that social media plays in the cognitive, emotional and social development of the students. Social media platforms are increasingly becoming valuable resources for students. With 40% of respondents recognising its educational benefits, it's clear that these platforms enable access to a wealth of information, facilitate collaborative learning, and provide opportunities for continuous education beyond the classroom. For students in remote areas or those with limited access to traditional educational resources, social media can be a lifeline, offering them updated educational content and interactive learning opportunities. Platforms like Insatagram and Snapchat are not just about sharing photos or messages, they also play a critical role in social and emotional development. The research also sheds light on practical challenges faced by students, such as network issues, cost, and the unavailability of the smart phones, which can exacerbate the digital divide. To address the negative impacts of social media, the study offers some recommendations. Promoting responsible use. Students should be encouraged to maintain a healthy balance between online and offline activities. Parental and educational involvement that can help students for the use of social media in a way that enhances rather than detracts from their development.

CONCLUSION

It is evident from the studies that social media provides a valuable understanding of the complex role that it plays in the lives of higher secondary students .While these platforms offer significant educational and social benefits, they also pose risks to mental health, cultural values, and academic performance. By promoting responsible use, encouraging a balance between online and offline activities, and implementing educational reforms, the positive aspects of social media can be harnessed, and its

negative effects minimised. This approach is crucial in ensuring that social media serves as a tool for empowerment rather than a source of harm for students during their formative years.

REFERENCES

1. Aamoth. D. (2011). *Brief History of Skype.* New York: Oxford University Press.
2. Ahn, J.(2012). Teenager and social network sites do of line inequalities predict their on line social networks. USA: University of Maryland.
3. Berson, I. R., &Berson, M. J, Challenging (2005). Online Behaviours of Youth Comparative Analysis of Young People in the United States and New Zealand. *Social Science Computer Review, 23*(1), 29-38.
4. Brady, K. P., Holcomb, L. B., & Smith, B. V, (2010). The use of alternative social networking sites in higher educational settings: A case study of the e-learning benefits of Ningin education *Journal of Interactive Online Learning, 9*(2),151-170.
5. Basit, A. D. (2013). Side Effects of Social Media and Pakistani Young Generation Pakistan: Pakistan News.
6. Bassem, E., &Maamari. E.B, (2013). The Impact of Social Media on the PoliticalInterests of the Youth in Lebanon, Lebanon: Hala El Zein Published.
7. Beattie, A. (2013). Social media and its effects on our emotional well being. Canada:INSIGHT Planner at Metro and Freelance Film Journalist.
8. Berkman, S. (2007). Why youth hearts social network sites, Berkman Center for Internet and Society, Harvard University, USA.
9. Chmielewski et al., (2009). How MySpace fell off the pace, USA: Los Angeles Times.
10. Dan, S. (2013). The hidden impact of social media. USA: Bigger Big Data Dan Sandler.
11. [DeLisi, P.S. (2012). The Harmful Effects of Social Networks and Other Electronic Media, Santa ClaraUniversity.
12. Elaheebocus, R. M. S. (2013). Impact of online social networking on Youth: Case study of Mauritius, Engineering Department University of Mauritius.
13. Kalpidou, M., Costin, D., & Morris, J,(2011). The relationship between Facebook and the wellbeing of undergraduate college students. *Cyber psychology, behaviour, and socialnetworking, 14*(4), 183-189.
14. Livingstone, S. and Bober, M., UK children go online: Listening to young people's experiences [online]. London: LSE Research Online. Available at: http://eprints.lse.ac.uk/388/, 2003s
15. Lusk, B,(2010). Digital natives and social media behaviours: An overview. The Prevention Researcher, 17(5), 3-6.
16. Tapscott, D, Growing up digital: The rise of the net generation. New York: McGraw- Hill Companies, 19