



Impact of social media on rural college students in Nadia district, West Bengal

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Abstract

Today social media plays a very important role for development in rural area. Social media refers to the web-based tools and media that allow users to personally and informally interact, create, share and exchange information and ideas in virtual community and network. Social media are web-based site that allow people to interact with each other. Social media includes social networking site, blogs, micro blogs, online forums, discussion boards and groups, videos, and many more. The researcher has conducted his study on rural college students in Nadia district of West Bengal. Researcher interviewed 100 rural college students using the purposive sampling method. This paper shows that how these media will effect on college students in rural area.

Keywords: Social media, Rural area, information, Social networking site

Introduction

Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. Social media refers to website and application that designed to allow people to share any content very quickly and in real time. Social media are computer mediated technologies that facilities the creation and sharing of information ideas, interest, and other forms of expression. But some people defined social media as apps on their smart phone and tablet. Actually, the truth is this communication tool started with computers.

Globalization has a great influence on the media, its visible effect is wide spread communication. Newspaper, Magazine, and internet, TV has extremely helped to spread information and has helped people to come together from all over world. After globalization during the last two decades in India particularly has witnessed for remarkable changes in Information Technology (IT). The advancement in IT led to emergence of Social Networking Site (SNS). Media is very fast and powerful communication. Media plays an important role to develop our nation.

According to M.K Gandhi, 'The true India is to be found not in few cities, but in its seven hundred thousand villages, if the village perish India will perish too'.

Indian society is complex society with multi culture, multi tribes and caste and the great difference between urban and rural people. After independent India has grown as nation as economy rapidly with a major growth from the education to the public health and from the communication sector to the IT filed and much more.

Social networking site is an important part of social media. It has been defined by different authors in several ways. Social networking site can be broadly defined as an internet based social space which is designed to simplify communication, collaboration and content sharing across network of contacts. Social networking site generally made up for other individual and they might also include various events, companies, and even political parties. People use

social networking site for various type of activity. They use to connecting to the more people, making friendship, viewing various type of content and they use it to find information, creating and customizing profiles and so on. Social Networking Site have gained popularity very quickly. Human nature by default has been programmed to be socially active to certain content. Some people are more active while others are less so. People have always been looking for way to connect and network with each other and in this age of digitisation people have found a way to be socially active on the internet. This type of activity is possible with the emergence of the social networking platforms and apps. Now, even relationship begins with social media and it grows and ends on social media. People no longer need a face to face interaction; they are habituated with virtual social interaction.

A collection of individuals linked together by a set of relation called social network. In Social Networking Site individual are linked with each other virtually, who may or may not know each other. They exchange idea, knowledge, information and collaborative communication through text, audio and video also. Boyd and Ellison define Social Networking Site as: "web-based services that allow individuals to i) Construct a public or semi-public profile with in a bound system. ii) Articulate a list of other users with whom they share a connection and iii) view and traverse their list of connections and those made by others within the system.

Review of literature

This section is a review of appropriate literature, which is a framework for the presented study. In the following review of existing studies on the related topic provide us a base to go ahead in the pursuit of understanding the pattern and uses of social media by Indian college student.

In the age of digital networks, students use social media platforms as social devices to communicate and to facilitate communication (Joosten, 2012; Martinez *et al.*, 2009). Agresta and Bough (2011) ^[1] described social media as

simply a method of communication, while Joosten (2012:6) said social media is an online way “everybody and anybody can share anything, anywhere, anytime”. The key goal of social media communication is sharing items with people with whom an individual associate quickly (Agresta & Bough, 2011)^[1]. Junco, Heiberger and Loken (2011:119)^[3] defined social media as “a collection of Internet websites, services and practices that support collaboration, community building, participation, and sharing”.

Social media connects others in a simple and easy way so the user can fulfil his or her relationship (Agresta *et al.*, 2011:3)^[1]. Currently, 82% of online teens between the ages of 14 and 17 use social media platforms and 62% visit these sites daily (Lenhart *et al.*, 2010). Sharing personal thoughts and stories, as through social media platforms, creates a sense of familiarity as sharing these personal qualities facilitates the need to create an online identity (Booth, 2010; Watkins, 2009). Even smaller, not-so-popular social media platforms are growing (Joosten, 2012). In regard to social media platforms, “these tools may have the potential to reshape communication patterns among their users by enabling online communication and lowering the barriers of face-to-face interaction” (De Andrea *et al.*, 2012:15). Although at the dawn of the 21st century, email was the primary source for teacher and student to communicate, instant messaging and social media platforms have quickly evolved to the primary source of communication (Watkins, 2009).

The study entitled ‘The Influence of Social Networking Sites on the Interpersonal Relationships of College Students’ explores how today the importance of Social Networking Sites is increasing. Many SNS developers like Facebook, My Space, Twitter and others are competing to give the best features in terms of socialization, interaction, privacy and even entertainment.

A study was conducted in the United States with Asian international students, all from Korea, who were not raised in a western culture. Respondents in the study used SNS in various ways and the tools played an important role in their adaptation to a new life in the United States. The findings of the study clearly show that the respondents benefitted from their use of social networking sites and that the interactions helped to decrease their anxiety in the new culture by providing them with a means of connecting to their parents and friends in Korea. At the end it also emphasises on the fact that more research is needed to identify the potential of SNS to contribute to the affective and cognitive adaptation for international students including the connection between Internet use and academic achievement.

Tapscott (1998)^[9] described that, children grew in digital environment and digital literacy gave liberty to children in relation with adolescent in the world. Children had confidence on internet. Digital media had provided opportunities to contribute with those countries that have ICT (Information Communication Technology). According to Livingstone and Bober (2003)^[7], social media was the main cause of generation gap in several ways like lack of awareness, recognition of domestic rules, and in what kids were really acting and what were parents’ opinion about their children’s doing. People forgot their rituals and traditions because of social media.

Methodology

This paper attempts to understand the impact of social

media among the Indian college students. Researcher uses the method a combination of quantitative and qualitative method or mixed method. This study will analyze the data collected through quantitative analysis also, because statistical analysis gives the scholar the chance to get expressive information through mean output (Carrol, 1991)^[2]. Percentage will help to survey if the mean is in line with the view (Saunder *et al.*, 2007)^[8].

Study Area

This survey was conducted on rural college student. According to the aim of the study it emphasises on rural college student and ignored those colleges which are located in urban area. This study was in rural colleges of Nadia District of West Bengal.

Sample Size

For this study researcher uses purposive sampling. Because through this sample he focuses on particular characteristic of a population that of are interest, which will best enable to answer the research question. Researcher purposively selected 100 college students to conduct this study.

Data collection

The survey was done by questionnaires personally. It was conducted 1st to 3rd year rural college students. Data was collected from 100 students through questionnaires which was prepared on various impacts of social media.

Result and Discussion

Table 1: Personal profile of the respondents

		Sample	Percentage
Gender	Male	38	38
	Female	62	62
	Total	100	100
Age	16-17	03	03
	18-19	70	70
	20-21	14	14
	Above 22	13	13
	Total	100	100
Education	1 st year	73	73
	2 nd year	20	20
	3 rd year	07	07
	Total	100	100
Family	Nuclear Family	69	69
	Joint Family	31	31
	Total	100	100

The Table 1 shows that majority (62%) of respondents are female and the age of the majority (70%) of respondent ranged from 18 years to 19 years. 73% of them 1st year students and majority (69%) of them belong in nuclear family.

Table 2: Purpose of using social networking sites (SNS)

Reason to Register in SNS	Respondents (N=100)
Keeping in touch with family	19
Keeping in touch with friends	33
To meet new people	08
Just for fun and entertainment	27
To be in because it is popular today	07
Other	06
Total	100

Table 2 shows that 19% of respondent using social networking site for keeping in touch with family and the majority (33%) of respondent using for keeping in touch with friends and only 8% respondent using social networking site for to meet new people and 27% using for just fun and entertainment, just 7% respondent using SNS because it is popular today, and 6% respondent using this for other reason.

Table 3: Distribution of Respondents who actively use one or more than one Social Media in everyday life

Number of social media they use actively	Respondents (N=100)
One	08
Two	37
Three	38
Four	17
Total	100

Respondents are actively connected social media one or more than one. This table (Table 3) shows that 8% of respondent use one type of social media and 37% of respondent actively uses two type of social media and majority (38%) of respondent actively connected with three type of social media and 17 % respondent connect with four type of social media.

Table 4: Distribution of respondent according to their uses of mobile phone for the purpose of social media.

Response	Respondent (N= 100)
Yes	88
No	12
Total	100

The Table 4 shows that the majority (88%) of the respondent using mobile phones for the purpose of social media and 12% of respondent not using mobile phone they use computer and tablet.

Conclusion

The media has always had an impact on its audiences, either positively or negatively. (Baker, 2011; Khan, 2012) [5]. Some believe that the media has a direct and controlling effect on its audiences as its influences their behaviour. (Katz & Lazarsfeld, 1995) [4].

This study reveals that there are both positive and negative impacts are follows on students. It shows that the maximum students (69%) are using social media are connecting to the known people, specially to the friends. Most of them (82%) use their social networking account for daily and 32 % students think that social media not decreasing our emotions. Most of respondent (76%) connect with social network with their family member, like brother and sister, they avoid their parents on social media and maximum students (92%) shows that their parents are not involve in any social network or social media. Their parents are not able to conduct any smart phone or a computer due to proper technological education. Positive things that 79% respondent uses social media for education purpose, like collect the information about admission, class, examination etc. YouTube also play an important role to provided lots of information to the rural college student. Even they regularly follow YouTube class for academic class purpose. This study also shows that Whats app is a very popular and useful mobile application for providing instant messaging

service in smart phone and through this application they can easily share various study documents. Social media has increased the quality and rate of collaboration for students, with the help of social media they can communicate and share information very easily and quickly with each through various social networking site s like Facebook, Instagram, You Tube etc.

The negative effect of social media on students include attention-distracting and resulting in poor academic performance. Present study found out that 87% of students active on social media are aged between 16-21 years. In this study respondents agreed that spending relatively more time on social network like Facebook, Instagram and YouTube for fun, gossip and spending more time chatting on WhatsApp negatively affect student’s academic work. A student said “sometimes I was not able to finish my homework, because I spent more than 8 hours on chatting and gaming”. This study also shows that the maximum students (71%) are realize that social media negatively impact on their study due to more time spending on social media. Not only academic study due to more time spending its negative impact on their game (like football, cricket) and also health. Most of them (69%) are not interested to find life partner on social media.

Recommendation

Based on the response of the respondents for this study, it is recommended that-

- Parents must be aware of negative impact of social media and supervise their children and regulate the time on social media use.
- College must organise a workshop on social media use and the negative impacts on students to conscious the student.

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