

The Dark Side of Social Media for College Student's Life



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Abstract :

There's no denying that ever since Social Networks and Social Media made way into our lives, everything is different. Social Media has shrunk physical distance and has made people closer than ever before. Social Media platform is a widespread adoption by students. The impact of Social network site on academic performance also raised another major concern which is health.

Today social network sites are running the future and career of students. Social network sites were only an electronic connection between users but unfortunately it has become addiction for students. Social networking sites have become a very important aspect in students' life. Daily overuse of these social networking sites tends to have a negative effect on the health of all students as it makes them more susceptible to various health problems in the future.

Keywords : *Social networking sites, Academic performance, Shrink, Negative effects.*

Introduction :

Social Media is arguably, one of the most exciting development in recent history. It helps families, friends and students stay connected, offers a useful tool to look back on

positive memories, and even helps those who are struggling to find support among strangers. Online technology platform including Facebook, Twitter, Instagram, YouTube, Whatsapp, Snapchat etc. all are changing the way of education system's works. Social Media has the role to empower parents, teachers and students to use new ways of sharing information and build a community. Increasing trend of adopting social media by students in college life. They devote a lot of time on social media sites. Distraction have always been a part of college student's life. From parties and movie nights to phone calls and e-mails students have always found away to unwind and connect with their peers.

Students are totally immersed in their smartphones. Browsing their news feed, sharing photos on Instagram, sending, snapchat, whatsapp become a part of their daily routine. Students cannot imagine their single day without their smartphones.

Media culture is stating to expose the relationship between changes in communications integration and culture conflicts.

Nowadays social media is most popular communicational platform used by people for communication and also for entertainment. The most popular social media networking platforms used by people for communication and sharing



are Facebook, Instagram, Linked in Twitter, Whatsapp etc. Mostly college students used these social media sites in their free time. The college students are seen always busy using different social media platforms. They just use social media for chatting with friends, sharing picture and videos, watching other's stories for status etc.

All the things that belong to this world have their advantages and disadvantages. Social Media has a lot of benefits for the students but they should use social media in a limit.

Social Media has become a vital part of college students' life. It's acceptance in daily life is one of the driving force behind these depending prospects and how social media is changing education.

Motivate online Learning-Educational videos on YouTube, Easy assers to e-books, online notes are major aspects that contribute on educational development. Distance learning is one of the best way to learn from reputed organizations by being at any location, social media has made it possible.

Boost Academic performance - Another vital impact of social media is to boost student's academic performance and increase their knowledge through data and information gathering. When students are assigned projects in schools and colleges, they go through several online platforms to collect information so as to find solutions to their assignments.

However these are the benefits of social media, there are also so many negative effects of social media use that students need to be aware of Social Media highly influences college students in the present age. They spend significant time on various social media Apps. College students get addicted to social media, they always want to use social media all day long. They get

distracted from their study, learning and future achievements.

Social media mostly reduced the focus of the college students from their study. They always want to use social media for chatting and sharing pictures and videos etc. and they didn't focus on their study and lectures. Students cannot even imagine a day without posting on social media or chatting with friends by using social media platforms. Social media affects a lot of academic performance of college students who have used social media every time get lower marks because they cannot focus on their studies.

Social media drop the grades and other academic performance of the college students. They prioritize use social media and want to use it every time even in college during lectures. Students didn't pay attention in lectures and by this, they miss lot of important information for their study and learning.

Social Media is also the most time waste element for the college students. They use social media daily for no use. They also use their mobile phones in their study time. By using social media platforms they get distracted from their goals and study. Social media lead the college students to danger.

Students get addicted to the language they use in social media. It's called slang words or the shortened form of words. This affects the student's ability for effective writing. Students reduces command over language, they forgot the spelling of the words used in the language. Before social media, the students are always trying to something new and unique. They always try to study and make new unique things. Excessive use of social media college students lose their creativity. They always want to use social media and keep themselves in social media virtual world and don't want to do something for study and

learning to achieve their goals. College students get distracted from their goals and lack of motivation to do somethings for their life.

Nowadays students are always available on social media rather than doing home work and study. Social media is the most distractive thing for students. They use social media all the time in communicating with friends and watching pictures and videos. Social media distracts college students a lot from the study and learning. College students are connected to their mobile phones and use social media during their study time in college.

Social media is damaging the physical and mental health of college students. Depression to college students is mostly caused by the excessive use of social media. The students do not want to go outside and do some kind of activity and play games which causes the rise of laziness in them. Social media also effects the eyes of the students. It also affects the sleeping routine of the students. Which causes a lot of disorders and problems in their health.

Communication skills are very important for students but they didn't want to go and meet the other people and communicate with them face to face. Social media reduced the communication skills of the college students. They only communicate with social media. Due to the excessive use of Social Media, the students forget communication skills. The gestures, body language and other kind of signs which is very important for communication face to face which the college students forgot. Self-confidence and self-esteem are badly affected by the excessive use of social media. College students feel shy and less confidence in communicating face to face with other people. They communicate each other through fingers even if they are nearby.

Nowadays there is no value for any relationships but these students spend more time on social media believing fake people's relationship and they spoil their life, some students become more addicted to social media and they become mentally and physically weak. Social media addiction is a bad thing for college students and it can easily ruin their future life.

In simple words student's time, energy, concentration, creativity all are being wasted through social media. The effects of social media are not positive in most ways for college student's life.

Methodology :

The method which was adopted for this research was descriptive research design and qualitative data was collected by notes, verbal reports and artifacts such as books or papers. This research based on secondary data and mostly I collected data by internet, newspapers, book and articles.

Conclusion and Recommendation :

The conclusion about social media and its use depends on college students that how they use social networking sites and their impact on college students. One must remember the technology is merely a tool for Communication and connections. How college students use these sites makes all of the different; if they can use in a good way then that's good. But if it is used in a bad way then it is very bad for their life. They should use social media to a limit. Because Social media becomes an integral part of the student's full life, took up most of his spare time.

The Parents have to keep an eye on their Children that how they use social media. This is the most important responsibility of the parents.



They have to train their Children and teach them about good or bad things and keep them away from bad things.

Thus, it can concluded that social media have dual impact on college students life, and it is necessary to approach adolescents use of social networks with ultimate responsibility.

Bases on the conclusions drawn, the following recommendations are hereby offered :

Teachers and peers also need to play a major role by making the college students aware of what is missing out while spending too much time on social media.

The time spend by the respondents on social media stressed that the impact on their academic performance ends up negative. So, the Social media, which also has a familiar name as a social networks or web, chooses students as its potential victims. All kinds of computer

technologies, mobile phones have significantly expanded the scope of the positive and negative factors of the spiritual and intellectual development of the younger generation.

College students should make planner that can help them organize their time effectively. So they can easily proiotize most important tasks stay focused on what they need to achieve. College students should spend less-time on social platforms because the overuse of social media websites by college students and professionals can damage their personal and academic life. It will lead them to compromised life which will hurt them badly in their future.

Finally, college students themselves must realize all the potential harm from excessive use of social networks and responsibly approach the learning process and academic results for their bright future.

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