



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 5, Issue 6)

Available online at: www.ijariit.com

Study of social media and their impact on performance of college staff and student

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ABSTRACT

This research examined the impact of social media on Staff and College students, their mental health and academic performance and reducing social media addiction from youth. For this we recommend attachment towards Library, reading books, actively participating in sport, cultural activity, meditation and Yoga. In this study, we used the Survey method. We collect different types of information from College Staff and final Year students and we found that most of the candidates spent their valuable time with social media. This affected their academic performance, mental health and relation with the community. Due to loneliness, physiological effects are observed and frustration that leads to wrong habits. Candidates give unnecessary importance to social media and the overall negative impact is visible. In this research, we have classified these candidates and the new experiment was done on them. We obtained good results.

Keywords— Social Media, WhatsApp, Facebook, Twitter, Instagram, Yoga, Mediation

1. INTRODUCTION

Social media is a virtual community. It is an interactive technology through which people are connected to each other and share information and ideas. It has an advantage like we can get connected to that community which is distant from us. Geographical distance doesn't matter, anytime, anywhere they can get in touch with each other. In this case, social media plays an important role to save time, money and hard work. It's a gift of technology from old to a new generation. It could be available through mobile, computer, tablet, etc. Due to the development and easy availability of materials, social media expands rapidly, popularity grown day by day. It gives a platform to educated as well as uneducated persons to show their performance. Like a coin, it also has another face. Along with work some time we use it unnecessarily and our valuable time go waste. If this happened from time to time, then it gets converted into an addiction. The behavior of people to act obsessively as they aren't able to stop themselves from constantly doing activity is called addiction. In this research, we are going to study how people get affected and controlled by Yoga and meditation.

1.1 METHODS

To study social media we have used the survey method. Working efficiency, academic performance, mental health and physiological condition are the study point. Two groups are considered separately to collect information about Android Phone users, internet users, social media users, social sites, how much time spent per day and for which purpose they used official or pass time.

1.1.1 Group-I

In this case, we involved teaching and non-teaching staff of the college. A total of 52 people gave their responses. They are highly educated and settled. We found that 99 percent of people are the use of android phones and the same numbers of people use social media through android phones or computers. On average, each staff spent 2hours30 min. on social sites per day (24H). What's App and Youtube are the most used sites. Utilization of this site during free time, sometimes using social sites during official time, as they are necessary for official work like E-mail and what's App because official Notices and documents are circulated through these sites among the Staff.

Table 1: Average times spent on each site by Staff

Name of the Networking site	Face book	What's App	Instagram	You tube	E-mail	Twitter	LinkedIn
Time in min	23.50	63.02	6.34	45.00	9.00	1.40	4.10

Table 2: Percentage of Staff user

Networking sites	% User
Facebook	20
What's App	23
Instagram	06
You tube	25
E-mail	22
twitter	01
LinkedIn	03

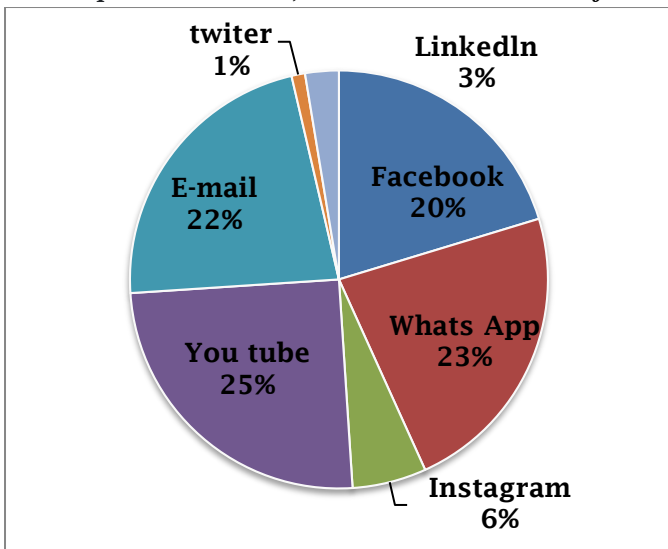


Fig. 1: Percentage Staff User (Pie graph)

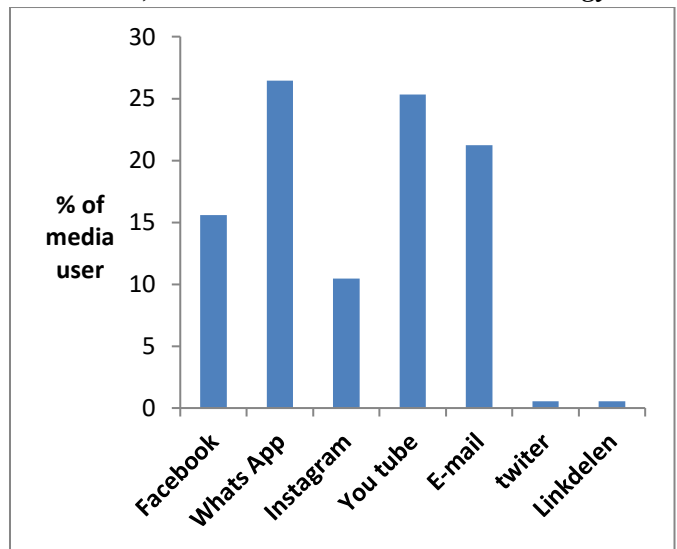


Fig. 2: Percentage of student User

1.1.2 Group-II

In group-II, for the study, we selected the last year's 100 Science Graduate students (48 Boy and 52 girls) of average age between 19-21 years. They are youth, matured and educated. They are well aware of social media. When and how to use this. How much time to give? What is the purpose of use? How much Importance to be given? The Last year is most important in student life. This is the turning point of student carrier. In this period students might focus on academic performance. The survey report notes that above 99 percent of students used an android phone, they spent much time on social media. On average each staff spends 2hours51mins.on social sites per day (24H). What's App and Facebook are popular social networking site among them. They use these sites for chatting, watching video and SMS. Some students use this for getting Information, Knowledge, and new opportunity. Most of the students use this only for entertainment and lose valuable time. Another problem that comes in focus is due to the cheap availability of high-speed internet data, they are found online continuously even in class and Laboratory. They ignore their prime duties and this is not the desired end.

Table 3: Average times spent on each site by students

Name of the Networking site	Face book	WhatsApp	Instagram	You tube	E-mail	twitter	LinkedIn
Time in min.	16.45	66.95	15.57	59.37	14.24	0.19	0.216

Table 4: Percentage of student's user

Networking sites	% User
Facebook	15.6
What's App	26.44
Instagram	10.46
You tube	25.34
E-mail	21.21
twitter	0.55
LinkedIn	0.55

The graphical study clearly focused on students strongly habited to use the social site. This effect on the study and Academic performance of a student.

Table 5: total site User (Students)

Total Site	% User
6	2
5	20
4	34
3	32
2	12
1	1

Figure 3 gives graphical information of more than one social site user. Facebook, WhatsApp, YouTube is a most visiting social site

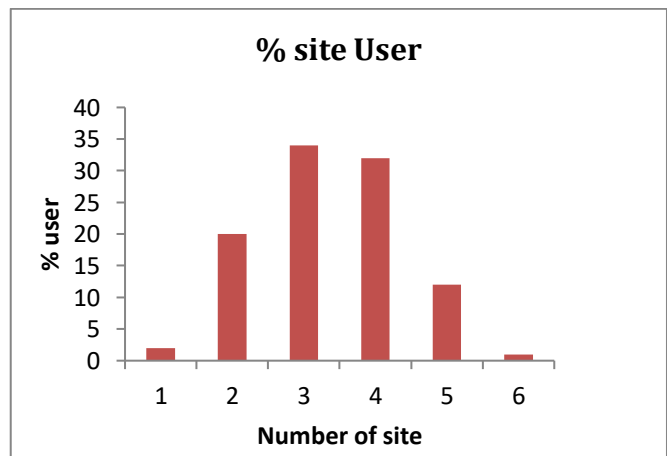


Fig. 3: Percentage of total site

2. INVENTION

From the above data, it is observed that everyone either staff or students have become slaves of social networking sites. Age, gender, educated or uneducated no one escaped from overuse of social media. This effect change mindset .and reduces communication. Initially, people are interested but later on, this moment gets minimized. Thinking ability also changes which weakens the relation among the community. People feel alone and get frustrated. We are trying to escape people from this phase. For this, we use a practical technique. We classified these people as per from information of the

above data. We suggested changing their regular activity. Like getting up early in the morning, starting the day with positives, for soul peace doing Yoga for at least 30 min, Walking at least 2-3km early morning. Fresh air provides pure Oxygen which gives energy and ultimately the immune system gets strong. Using less time for mobile or computer and .finding another option for doing the same work. Avoid malty time use of social media, use it in deciding the time. It helps us to concentrate. Visit the library and increasing reading habits. For mental relaxation some time is given to sport, Participation in cultural activity etc. you fill well make us fit.

3. CONCLUSION

Social Networking site is an important part of everyone life. At the present-day number of people use this technique. Thy uses it to solve work related queries, entertain, develop communal harmony, curiosity to know beyond the limit, emerging issue, New Platform and much more. Science is an all-time solution. It makes our lives technically comfortable. It gives positive energy to analyses matter, but technical development sometimes creates confessionary complications. Regarding social media, it is observed that people use it in a careless manner. The doubt coming in mind is that human is only multitalented species on earth, then how can they misbehave

In this research topic, we observed that people from a different age, educated or uneducated are users of social media. They are well informed about this technique and give importance. .Face book, what's an app, and youtube are popular sites in all age groups of people. They think that every action has a reaction, means to send posts or reply to the post is important, and they do it quickly and randomly. People didn't know what impact would be obtained in society by any irrelevant posts or replies. This is the second side of the coin. On one side people from the world get connected through networking sites and at the same time the same media spreads rumors in society and it is one of the types of

disconnection. Here we don't blame media but people must be rational while using it.

Due to social networking sites, people get engaged each and every time. They give priority to see or chat with people who are not present on location and those who are present, not given importance i.e. people live at home but they don't have time to speak, not enough time to share feeling, responsibilities and to make good communication. This situation may create complications in our life.

It is observed that people behave in dual nature. In the survey method, we collect different types of information but few people did not respond open-mindedly. They took care and did not expose our social Networking profile.

4. RESULT

The increasing craze of social media in people consume valuable time. Most of the time they buzzy on media so they can't concentrate on their activity, responsibility and their role toward society, they lack face to face communication.

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