

# A STUDY ON IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS WITH SPECIAL REFERENCE TO ARTS AND SCIENCE COLLEGES IN TIRUPUR CITY

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## ABSTRACT

Social media has become an integral part of the daily life of college students. Platforms such as Instagram, WhatsApp, Facebook, and YouTube are widely used by students for communication, entertainment, and educational purposes. While social media provides several benefits such as easy access to information, improved communication, and online learning opportunities, excessive use can also negatively affect students' academic performance, mental health, and social interactions. This study aims to analyze the impact of social media on college students with special reference to arts and science colleges in Tirupur city. The study examines the usage patterns, purposes of social media use, and its effects on students' academic performance and lifestyle. Primary data was collected from students through structured questionnaires, and the collected data was analyzed using percentage analysis and chi-square tests. The findings indicate that social media plays both positive and negative roles in students' lives. The study suggests that students should use social media responsibly to balance academic and personal activities.

## INTRODUCTION

In recent years, social media has become one of the most influential communication tools among young people, especially college students. Social media platforms allow users to share information, interact with others, and access a wide range of digital content instantly. With the advancement of smartphones and internet connectivity, students spend a significant amount of time on social media.

Social media platforms such as Instagram, WhatsApp, Facebook, Twitter, and YouTube provide opportunities for students to connect with friends, participate in discussions, and access educational resources. These platforms help students to stay updated with current trends, news, and learning materials. However, excessive use of social media may lead to negative consequences such as reduced academic focus, addiction, sleep disturbances, and reduced face-to-face communication. Students may also face issues such as cyberbullying, distraction from studies, and mental stress.

In Tirupur city, many arts and science college students actively use social media for various purposes. Therefore, it becomes important to study how social media affects students' academic performance, communication behavior, and overall lifestyle. This study focuses on understanding both the positive and negative impacts of social media on college students in Tirupur.

## STATEMENT OF THE PROBLEM

Social media has become a major part of students' daily routines. While it offers opportunities for communication and learning, excessive usage may negatively affect students' academic performance, time management, and mental health.

Many college students spend several hours on social media platforms, which may distract them from academic activities. The continuous use of social media may lead to addiction, reduced concentration, and poor study habits. At the same time, social media can also serve as a useful educational tool if used properly.

Therefore, it is important to understand how social media usage influences the academic performance, behavior, and lifestyle of college students. This study attempts to analyze the impact of social media on students studying in arts and science colleges in Tirupur city.

## OBJECTIVES OF THE STUDY

1. To study the level of social media usage among college students.
2. To identify the most commonly used social media platforms among students.
3. To analyze the purpose of social media usage among students.
4. To examine the impact of social media on students' academic performance.
5. To study the positive and negative effects of social media on students.
6. To understand how social media influences students' lifestyle and communication.
7. To provide suggestions for effective and responsible use of social media among students.

## RESEARCH METHODOLOGY

1. **Research Design:** The study adopts a descriptive research design to analyze the impact of social media on college students.
2. **Source of Data:**
  - Primary Data – Collected from students through questionnaires.
  - Secondary Data – Collected from books, journals, research articles, and online sources.
3. **Sampling Method:** Convenience sampling method is used to collect responses from college students.
4. **Sample Size:** The study includes 100 students from arts and science colleges in Tirupur city.
5. **Data Collection Tool:** A structured questionnaire is used to gather information regarding social media usage patterns and its impact on students.
6. **Data Analysis Tools:**
  - Percentage Analysis
  - Chi-Square Test
  - Tables and Charts
7. **Area of Study:** Arts and science colleges located in Tirupur city.

## DATA ANALYSIS

1. Analysis of demographic details such as age, gender, and course of study.
2. Percentage analysis of social media usage among students.
3. Analysis of the most frequently used social media platforms.
4. Study of the amount of time spent on social media by students.
5. Analysis of the purpose of social media usage such as communication, entertainment, and education.
6. Examination of the relationship between social media usage and academic performance.
7. Chi-square analysis to determine the relationship between social media usage patterns and student behavior.

## FINDINGS OF THE STUDY

1. Most college students use social media daily for communication and entertainment.
2. Instagram, WhatsApp, and YouTube are the most commonly used social media platforms among students.
3. Many students spend more than 2–3 hours per day on social media.
4. Social media helps students access educational content and information quickly.
5. Excessive use of social media may reduce students' concentration on studies.
6. Social media improves communication and networking among students.
7. Some students experience distraction and reduced academic performance due to excessive social media usage.

## CONCLUSION

Social media has become an essential part of students' lives and significantly influences their behaviour, communication, and academic activities. The study concludes that social media has both positive and negative impacts on college students.

While social media provides opportunities for learning, communication, and information sharing, excessive usage may affect academic performance and time management. Students must develop self-discipline and use social media responsibly to avoid negative consequences.

Educational institutions should also create awareness programs about the responsible use of social media and encourage students to utilize these platforms for educational and skill development purposes. Proper use of social media can contribute positively to students' academic and personal growth.