

The Effects of Social Media on Undergraduate Students of Dhaka City

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Abstract

Presence of Social media is growing vigorously. But still social media is considered to be the deteriorating agent in academics. This descriptive, exploratory research study drew a random sample (N=126) of males (n=72) and females (n=54) who were administered a student perception questionnaire on how social media affects undergraduate students. A survey has been conducted from a number of random who are studying at different universities at Dhaka. Twelve percent of participants have full-time jobs, 28% have part-time jobs and 60% do not have jobs. The starting age for participants was 18 and end age is 30, but the undergraduate students are not in same age. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to undergraduate students' use of social media. Almost 58% students spend 1-6 hours per day on social media and 13.49% students spend 7-12 hours per day. 100% students have an id in the facebook.

Keywords: Social media, Undergraduate students, Smartphone.

1. INTRODUCTION

Social media is constantly being used many undergraduate college students across the globe. In today's society, especially our generation, social media has become a part of our everyday lives. We have access to all types of information in the palm of our hands through our cell phones, laptops, and other handheld devices. They can provide us with a weather forecast in ten seconds or less, e-mails, banking, and most importantly, social media. Social media, such as Facebook, Twitter, etc., has taken the technology world to a whole new level. The definition of social media is "the relationships that exist between network of people"-Walter & Riviera. In the last ten years, the online world has changed dramatically. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites [1]. The social media sites encourage negative behaviors for teen students such as procrastination (catching up with friends), and they are more likely to drink and drug. [2]

However, every day, many students are spending countless hours immersed in social media, such as facebook, YouTube, instagram, MySpace, clash of clans, World of Warcraft, or Sim City. At first glance this may seem like a waste of time; however, it also helps students to develop important knowledge and social skills, and be active citizens who create and share content. At present, whether social media is favorable or unfavorable, many students utilize these sites on a daily basis. It is easier and convenient to access information, provide information and communicate via social media. But, the more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills in real life with real human being.

2. LITERATURE REVIEW

"The survey measured the use of seven different social networks as pathways to news and information. That analysis provides a landscape view of social media and news. One striking finding is that, every one of these social networks, to greater or lesser degrees is now news platforms. Fully 88 percent of those surveyed get news from Facebook at least occasionally, 83 percent from YouTube, and 50 percent from Instagram." [3]

"For young adults between 18 and 29 years old, social media use is even more common-as of 2010, it was 72% [4]. The use of social media in college can be deemed useful when it comes to making connections with your teachers and other classmates. One researcher described how social media use could benefit the life of college student when it comes to social support. This study focused on two scales: FoMo (Fear of Missing Out) and SME (social media engagement). SME measured how social media was utilized in the classroom. Millennials were the primary focus of this study because they are the ones that grew up with the bulk of

technology and are usually better at social interaction and connectedness with family, friends, etc. by text messages, chat rooms, email and much more. "These techniques might play a significant role in keeping college students connected to family and friends to obtain social support, as a buffer to "excessive" levels of stress they experience as they grapple with a host of academic, personal, and social pressures". [5]

Social media networks have created a phenomenon on the internet that has gained popularity over the last decade. People use social media sites such as Facebook, Twitter, and Myspace to create and sustain relationships with others [6]. Another study was used to determine if social media use positively or negatively affected a student's grades, electronic media use, or otherwise known, as social media use is negatively associated with a student's grades. Although their research found that social media use can also facilitate social interaction and the development of different social networks. "The current college population is more digitally active than any previous generation." They conducted a study that measured social media use and academics. They had their participants construct time diaries, in which they wrote down specific things they did that day and for how long they did them for. For example, if they chose to study, how long did they study for? If they chose to go to class that day, how long were they in class for? If they chose to go to a party, instead of doing homework, how long did they stay at the party? In conclusion, the study found that electronic media use is negatively associated with grades. In a way, the students found a way to balance their social life and academic life, while monitoring their time spent on social media. [7]

"There relationship between Facebook and well-being appears to become positive over the college years, possibly because upper-class students use Facebook to connect socially with their peers and participate in college life". Even though social media use can be used for increasing academics, it is also widely known for increasing social adjustment as well. "Having a lot of Facebook friends was positively related to both social adjustment and attachment with the institution for upper-class students, thus offering support to the hypothesis that Facebook strengthens social adjustment by improving social networks. Social adjustment refers to having a feeling of fitting in with the college community and being satisfied with established social connections and the social activities offered on campus." [8]

Another study focused on how different types of social media use enabled college students to stay in touch with friends and family. Interviews were used for this study as well. "Our students reported that technology interfaces with friend connections is more complex and nuanced ways. Facebook was a popular interaction tool for undergraduates. In fact, Facebook was the social network of choice". [9]

3. OBJECTIVE OF THE STUDY

The main objective of this study is to understand the effect of social media on the undergraduate students of Dhaka city. Find out for what purpose students utilizing social networking? What are their favorite media? How much time they have spent by using social media? Do they use social media website for academic purpose? The other purpose of this research is to expand on previous research, explore the relationship between the effects of social networking and students' study efficiency, and to determine if social media interfering with student's academic lives. Research on this topic will start to reveal social networking sites are simply part of how students interact with each other with no apparent impact on grades.

4. METHODOLOGY

4.1. Research Design

The study is conclusive in nature. All data have been collected through the questionnaire survey which is based on 12 situational factors.

4.2. Target Population of the Study

Both male and female students of the graduation program at Dhaka University, National University, Different private universities at Dhaka and will remain completely anonymous.

4.3. Sample Size

My convenience sample size consisted of 126 participants. 75% percent of participants were undergraduates and 25% were graduate students currently studying in University. Twelve percent of participants have full-time jobs, 28% have part-time jobs and 60% do not have jobs.

4.4. Sampling Techniques

Non-probability random sampling Technique has been taken. The starting age for participants was 18 and end age is 30, but the undergraduate students are not in same age. Exclusion criteria consisted of graduate

students and students with special needs. The participants were randomly selected regardless of gender or educational level. These questions related to their lives. There were three different perspectives present in the research which included advantage, disadvantage or not sure. However, other independent variables were tried to decrease the impact on the results.

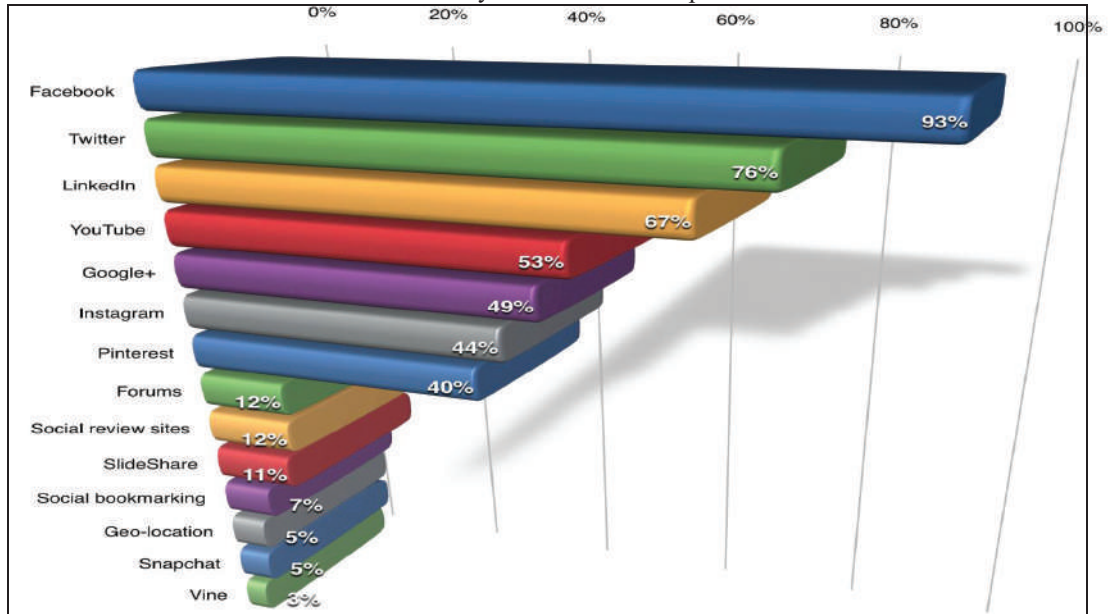
4.5. Survey Method

An online survey was done for which a link was sent of the form created on google drive, on email and Facebook. Both open ended and close ended questionnaires have been used to collect relevant information. The link was sent only to the university students of Dhaka city.

5. EXTENT USAGE OF SOCIAL MEDIA

The amount of time spent daily on social network sites varied greatly. However, an analysis of the data indicated most participants spent approximately 30minutes a day socializing, mostly during the evening hours between 9 p.m. to 12 a.m. Students spent an average of 47 minutes a day on Facebook. More than 50% of college students go on a social networking site several times a day. [10]. Quan-Haase and Young found that 82% of college students reported logging into Facebook several times a day. Younger students tended to use Facebook more frequently than older students to keep in touch with friends from high school or from their hometown. [11]

Most Commonly used social media platforms 2016



Source: Social Media Examiner (2016) Industry Report

6. RESULTS

The following research questions were used to guide the study along with Charts and Tables:

i. *Select your gender:*

Table 1: Respondents gender

Male	72	57%
Female	54	43%

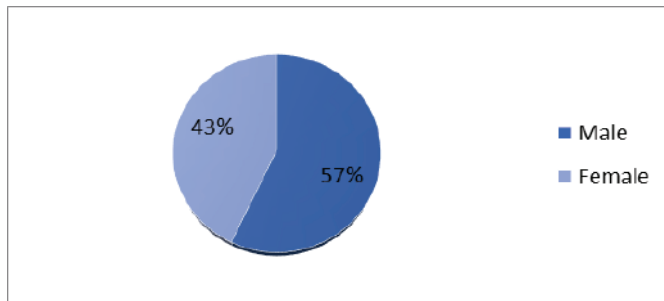


Fig 1: Respondents gender

ii. Are you a member of Social Networking Site?

Table 2: No. of Respondents in social networking site

Yes	126	100%
No	0	0%

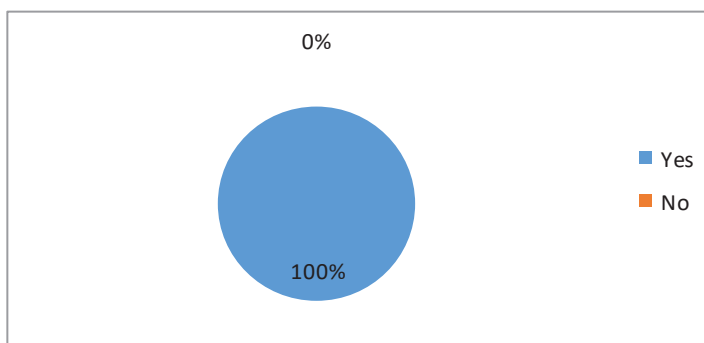


Fig 2: No. of Respondents in social networking site

iii. How do you access your social network account? (You can choose more than one):

Table 3: Devices used by respondents to access social network

Devices	No. of users	Percentage (%)
PC	46	36.50
Laptop	53	42.10
Smartphone	122	96.83
Ipad	13	10.32

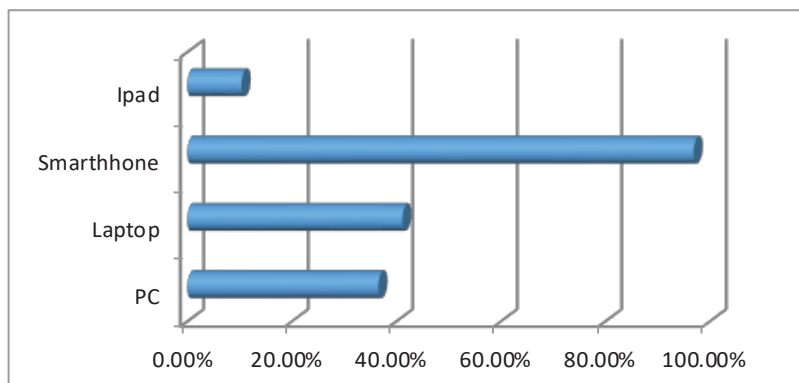


Fig 3: Devices used by respondents to access social network

iv. Which of the following Social Media Websites do you use most often during the course of a week? (You can choose more than one):

Table 4: Most commonly used social media

SNSs	No. of users	Percentage (%)
Facebook	126	100
Instagram	56	44.44
Twitter	70	55.55
YouTube	108	85.71
Linkedin	21	16.67

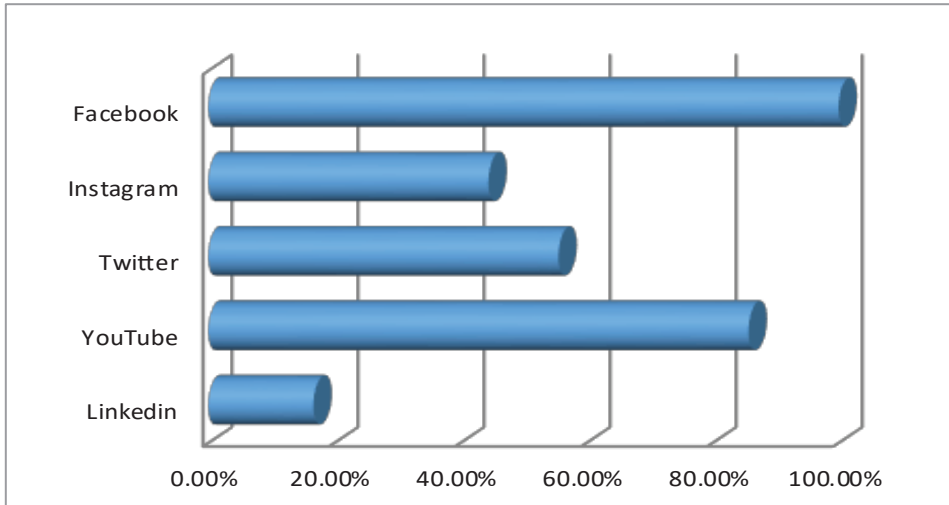


Fig 4: Most commonly used social media

v. On average, how much time do you spend daily on a Social networking sites?

Table 5: Time spend on social networking sites

Time Spent	No. of Answers	Percentage (%)
Less than 1 hour	33	26.19
1-6 hours per day	73	57.94
7-12 hours per day	17	13.49
13-24 hours per day	3	2.38
Total	126	100

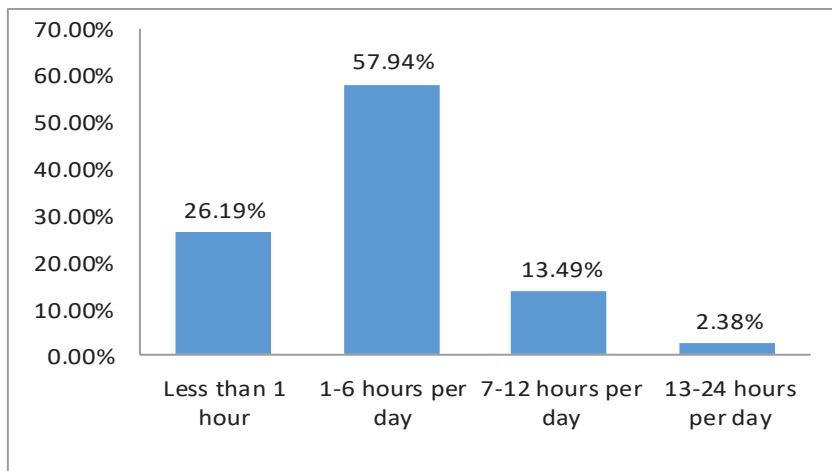


Fig 5: Time spend on social networking sites by respondents

vi. *What information you include on your social network profile? (You can choose more than one)*

Table 6: Information provided on social networking profile

Types of information	No. of Answers	Percentage (%)
Email	79	62.9%
Real Name	101	80%
Hobbies	68	54.3%
Town	65	51.4%
Contact Details	25	20%
Pictures	102	81%
Videos	47	37.1%

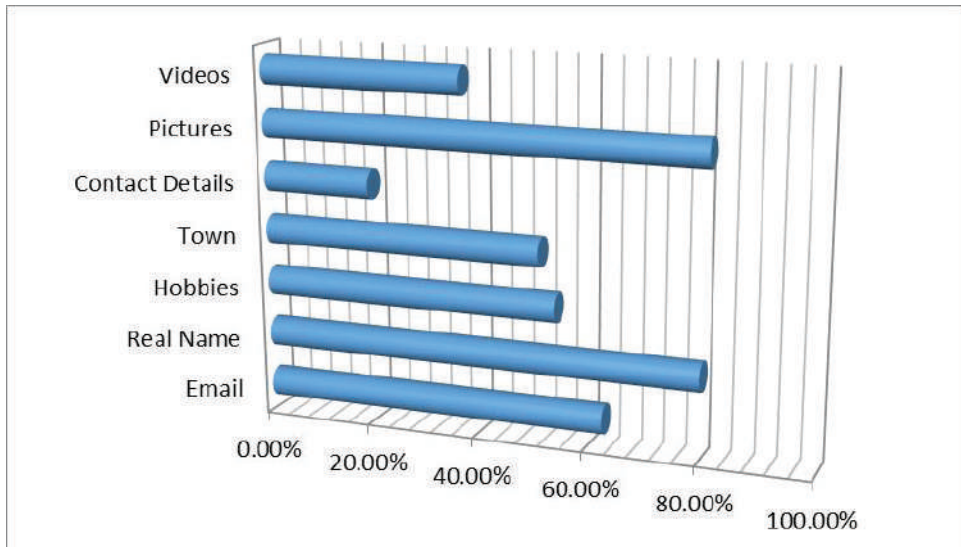


Fig 6: Information provided by Respondents

vii. *Why do you use online social network? (You can choose more than one):*

Table-7: Purpose of using SNSs

Purpose	No. of Answers	Percentage (%)
To keep update	103	82
It's interesting	83	65.87
To Play Games	29	23.02
To make Professional and business contact	31	24.6
To keep in touch with family and friends	57	45.24
To make new friends	43	34.13
To get opinions	17	13.49
To share videos/pictures/Music	71	56.35
To share experience	27	21.43

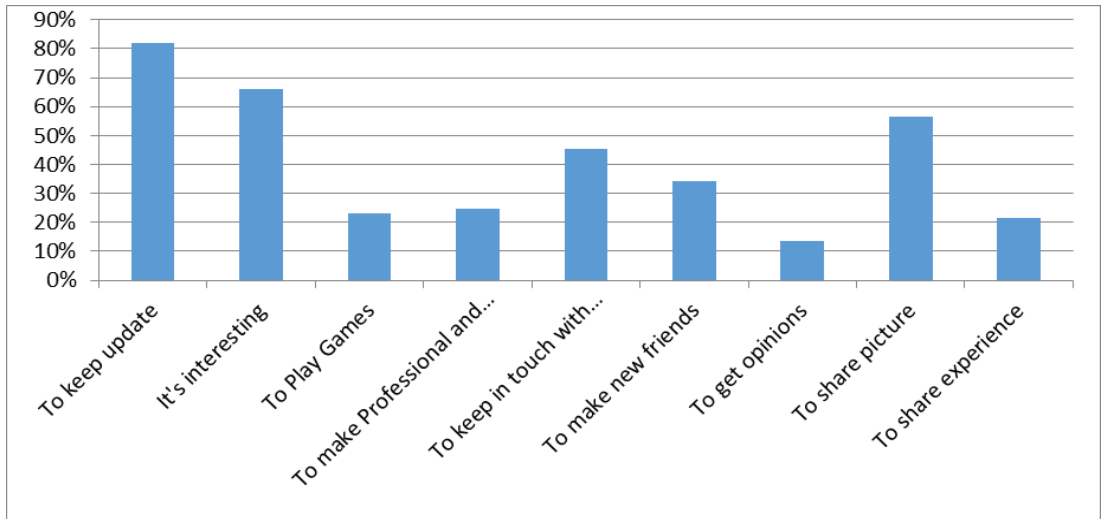


Fig-7: Purpose of using SNSs

viii. Do you check Social Media Websites while completing assignments?

Table-8: Use of SNSs for academic Assignments

Use of SNSs for assignments	No. of Answers	Percentage (%)
Yes	59	46.83
No	67	53.17
Total	126	100

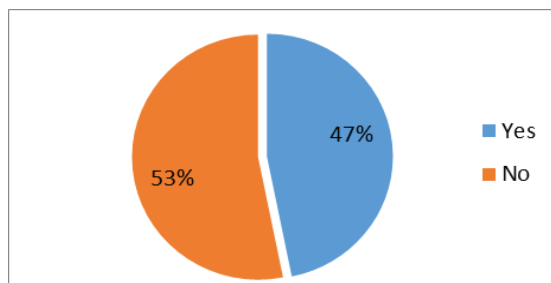


Fig-8: Use of SNSs for academic Assignments

ix. Do you think social networks are important?

Table-9: Importance of social network

Strongly Agree	39	30.95%
Agree	53	42.06%
Neither agree nor disagree	32	25.40%
Disagree	2	1.59%
Strongly disagree	0	0%

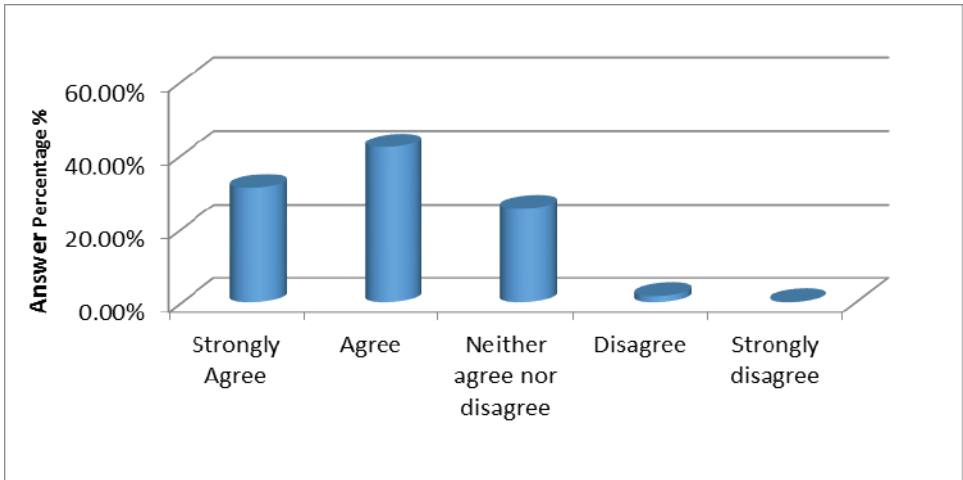


Fig-9: Respondent's answers about importance of social networks

x. How does the use of social networking sites affect academics?

Table-10: Effect of SNSs on academics

Effect	No. of Answers	Percentage (%)
Positive	42	33.33
Negative	79	62.70
No effect	5	3.97
Total	126	100

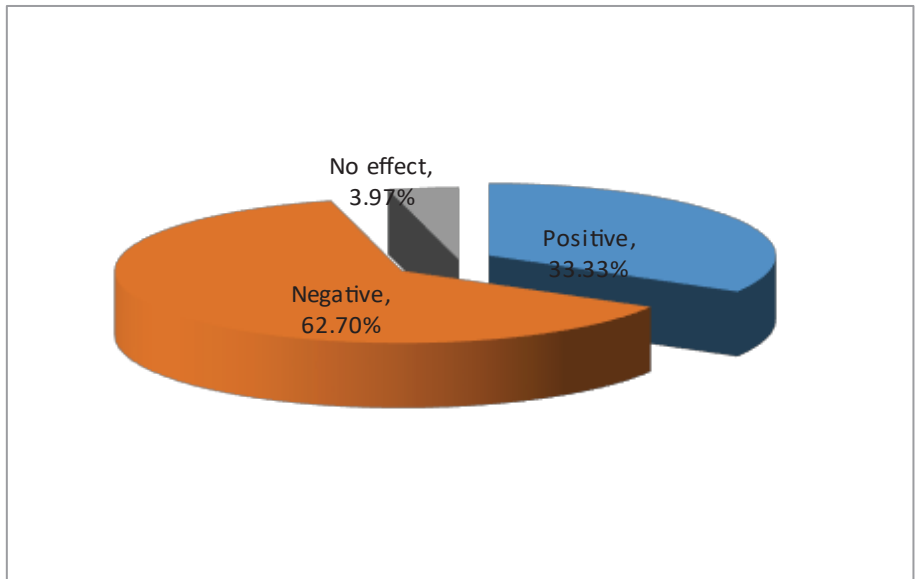


Fig-10: Effect of social networking sites on academics

xi. Do your professors encourage the use of Social Media Websites for assignments?

Table-12: Respondents answers

Yes	52	41.27%
No	74	58.73%

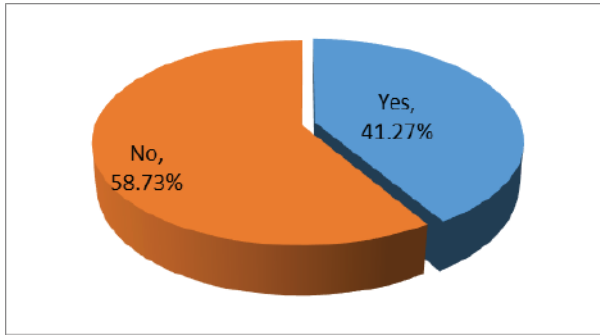


Fig-11: Respondents answers

xii. Do you find yourself distracted by Social Media Websites while completing assignments?

Table-12: Respondents answers

Yes	97	86.98%
No	29	23.02%

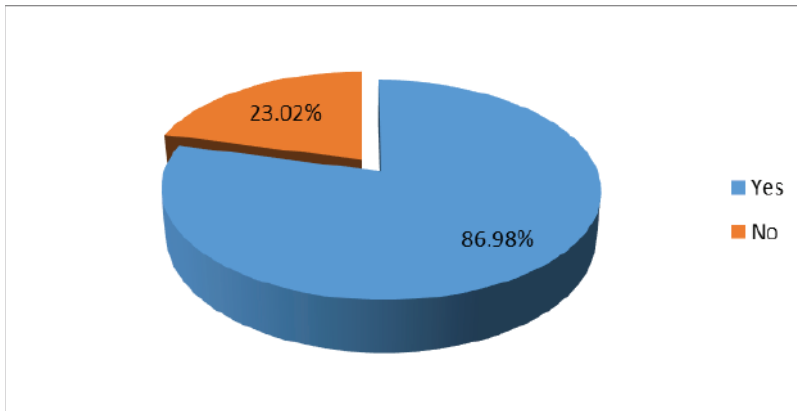


Fig-11: Respondents answers

7. SUMMARY OF FINDINGS

It is amazing our study reveal that 100% undergraduate students have an id in facebook of Dhaka city. Facebook is very popular among college students, even though students would use it when they had classes.85.71% use YouTube. Students use different devices to access social media, sample reported that 96.83% primarily used a Smartphone to check social media sites; while 36.50% preferred to use a desktop computer 42.10% use Laptop. 57.94% respondent spent 1-6 hours per day in social networking site. 2.38% student spent 13-24 hours per day. It is seen that; some students never sign out and never log out from those social networking sites. It has definitely affected their efficiencies and their grades. Which may arise some security concern. 81% upload pictures and 37.10% upload videos. 82% students use social media to keep update themselves. 65.87% respondents tell that it's interesting. 21.43% student's purpose of using social media is to share experience. 46.83% use social media while completing assignments. 30.95% strongly agree that social network is important. 62.70% students' response social media affect negatively on academics. 53.78% said that their professor never encourages them to use social media websites for assignment. It is alarming that 86.98% feel detached when they are not in the social media and while them completing assignment.

8. LIMITATIONS AND RECOMMENDATIONS

This study was limited in several aspects. First, the timeframe to collect data was too short. Three to four weeks for the study was not sufficient. Second, a total of 126 questionnaires were administered, so the result may not reflect the real situation for the whole population. With this sample size, the estimated sample error is 13.5%, so an increase in sample size might yield different results. And, of course these results might

be affected by this very large sample error. Third, this research did not consider student's psychological state; perhaps influences and motivations for social networking use.

Our research indicated that most undergraduate students would prefer to use social media and spend many hours checking social media sites. Social networking is definitely affecting students' efficiencies as well as their grades. Hence, educators need to be concerned about these problems and try to find better ways to solve these problems. It is clear that it is not possible to detachment the students from social media, the professor should encourage them for using social media more and more for the academic purpose. For future research, it may be more helpful to measure the social presence besides motivation and pressure, examining how a student's psychological state influences motivations for social media use.

9. CONCLUSION

The effects of social media on college students are mixed; with the good comes the bad and vice versa. Our research has revealed that college students were likely to be negatively affected by social media. Social media is attractive; it not only provides college students another world to make friends, also provides a good way to release pressure. To some degree, it absolutely affects the lives of college students including the grades. This research also indicates that an approach is needed to better balance the relationship between social media and academic study. Therefore, college students should think more about the balancing equation of social media and academics.

There are no definite rules about how social media should be handled. Only the ability to self-regulate the amount of time spent on these sites each day can determine the effects on the social and educational aspects of the life of the average undergraduate student. The issue is not the tool, but how the tool is used.

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