A Study of Social Media on the School Going Children

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Abstract: *Social media like - Facebook, YouTube, Whatsapp, Instagram, Twitter, Linkedln, etc. has more than 1000 million users (in average) worldwide. The users can be found mainly youth as per the census reports, but currently the school going children like class I to VIII students are also more influenced by this powerful social media. They are addicted now. Most of the parents are engaged in their own works and professions. They seek for freedom or want to stay free from their child because of some overload works as a result they failed to look after the use of some electronic devices. In fact they provide to their children some electronic devices so that children can watch and stay calm and quite in some corner. This study attempt to find out the effectiveness of social media on academic achievement and character formation of school going children. Which are very important to know the current trends how the world is going on. This research paper will be helpful in policy making and attitude formation of the individual. The government, teachers, local intellectuals and the parents will get some inputs from this research to retrieve the cognitive ability, creativeness, innovations and disciplines in school children.*

Keywords: Academic achievement, Social Media, Behavioral changes, Creative thinking and Innovations

1. Introduction

The social media does not have a clear definition, however it is the tool used to communicate with mass audience. It is one of the platforms where millions of users can interact to each other in terms of sharing information that gave people an opportunity to be content creators, controllers and transparent users, to a great extent. When the content is shared once, it becomes a conversation, because all the people called users who have accounts on social media platforms can interact with all posts (Moran, Seaman and Tinti - Kane, 2011). Social Networking can be consider as "the act of engagement" andit is the platform that give individuals the opportunity to communicate to each other, using two way communication process. The person those who has online accounts can share their opinions with other social media users. There are generally two types of social media users - e. - digital natives and digital immigrants. The person who born after 1980s are considered as Digital natives, they came to this world when the digital media exist. However, digital immigrants are the ones those who were born before 1980s and adapted their lives to digital media (AntonSon and Christopher, 2014). It is the micro - sharing platform web blogs. Recent social media platform like - Facebook, YouTube, Whatsapp, Instagram, Twitter, Linkedln, etc. has more than 1000 million users (in average) worldwide. Education exercises a determining influence on the socio - economic development and culture rejuvenation of the country. India is a multi - religious, multi - lingual, and multi - cultural country. In term of socioeconomic and educational development, there is a large component of population. This research aims at measuring the impact of social media on the new generation's academic achievement and character building, therefore, this paper is structured in the following order: the literature review outlining previous research conducted on school level students in India. Following with the research methodology and the results obtained from the distribution of the questionnaires, schedule followed by the discussion that will answer the suggested hypotheses of the paper. The final part will be the conclusion and the implications of this study.

2. Review of Related Studies

Sayeed Miah (2017) studied on *Impact of Social media on Tribal* and found that the Indian tribal society has multiple cultures, languages, castes and disparities between the urban and rural people. Farther he elaborate that, the social media has a great role in global connection to the world and it also helps in exchange of ideas and in business purpose also.

Naizabekov, (2012) studied and concluded that social media causes procrastination as a result of its distracting nature. The researcher also stated that an individual who uses social media much more time than it would take a focused individual to finish a task. Through procrastination emerges there is a negative impact, which is lack of motivation and negative attitude towards their individual work at school.

Rideout, (2012) studied and states that, among the younger generation, the time they spend on social media, what she calls 'entertainment media' is "more than twice the average amount of time spent in school each year". She also stated that the American child spends on social media an average of seven and a half hours a day just for having fun.

Ahn, (2011) discussed in her research a theory called 'Signaling Theory', this theory refers to how individuals on social network sites present themselves, and develop their identities and build trust with others. She also stated that, by having many friends on the different social media platforms, sometimes it loses the individual trust of their friends because they start adding people whom are unknown to them to show other friend how popular they are.

Kirschner and Karpinsk, (2010) studied and define facebook and other social network sites as an online directory which allows people to find their friends, family and colleagues through looking them up on social network

sites.

Ahn, (2010) studied and states that the examples of the media platforms the younger generation use are: YouTube, to share and stream videos, and Facebook, to have a complete identity online, and a network of friends. She farther says, researchers look at the profiles of the social media users as part of the process needed for the students to develop their identity.

Objectives
1) To study and identify the effects of social media on academic achievement of the school going children.
2) To analyze the dilemma of social media in respect to school going children.
3) To compare the rural and urban school going students in terms of effects of social media in their education.

Hypothesis
- H1: Social media has negative effects on school going children in terms of academic achievement and behavioral changes.
- H0: There is no significant difference between urban and rural school going children in terms of effects of social media on their academic achievement.

3. Methodology

This study was conducted in five schools of Madhya Pradesh State of India. The study is based on survey method followed by random sampling technique. To collect the required information self - made Questionnaire and schedule were used. The present study constitute 36 school going students which lies between class - I to VIII. The 10 teachers and 10 Parents are selected as sample for the purpose of conceptual analysis in terms of effectiveness of social media influence to their children.
- **Statistical Technique used**: The Percentile, t - test and Bar Charts were employed to analyze the collected data through SPSS software.
- **Limitations of the Study:** The present study is confined only to class - I to VIII students. The study covers the respondents from only five schools of Madhya Pradesh State of India.

4. Findings and Discussions

Internet decreases book reading habits: The study habit has changed towards digitalization. Most of respondents have showed their attitude towards online reading instead of book reading. The use of internet has been increasing day by day to access information, use of foreign sources, contacts with worldwide readers and time spent on reading and have decreased dependence on print materials or Book sources.

Lack of Innovativeness and Creativity: The study has found that, there is lack of individual innovation or power of creativity is decreasing day by day. Now it is more than just a personal challenge. Social media skips the thinking capacity, all the new information are driven to get another new information. Students omit thinking habits which are the ability to generate new solutions, think on their feet and

make complex decisions. But they are trying to get more visual satisfactions and entertainment.

Discipline: Social media can also be an excuse for avoiding face - to - face conversations. Many of the issues that lead to disciplinary and grievance problems at the school or any formal institutions. However this can establish difficult situation in school environment. Students have received diverse information through social media network, and they have developed different personality and behavior which may leads to lack of uniformity in school.

General Awareness: The social media has a great opportunity to make self - aware. It is defined by a number of tools, which includes blogs, Wikis, discussion forums, micro blogs (Twitter etc.) and social networking sites. Hence some sites may be useful in raising self - awareness of current incidents and situations.

Sociological: No doubt, social media is a pathway of socialization. It is the platform where we can connect globally. But still it is the process of isolation of an individual too. Many students those who are using social media are always sitting in isolation. They stay apart from disturbance. The nearest person has less importance as compare to the person who is chatting form far distance.

Emotional: The state of mind is very dynamic, the information which are available on social media is not authentic every time. So, the information which we receive must be very selective and authentic. The fake information and irrelevant news may lead an individual towards the darkness of the life. We must be more aware about misguide of the social networks. The emotional balance and stability is not strong enough during the childhood period. So there is a serious risk in using social media in terms of emotional development.

Table 1: The number response distribution in percentage

Dimensions	Duration	% (100)
The number of hours spent daily on social media with various electronic devices	Below 1 Hrs	11 %
	1 to 2 Hrs	14 %
	2 to 4 Hrs	19 %
	4 to 6 Hrs	42 %
	6 Hrs & Above	14 %

From the above table it is clearly shown that the maximum school going students are interested in using social media. This research found that, 42% school going children are using social media about 4 - 6 Hours in a day.19% school going children uses social media about 2 - 4 Hours, 14% school going children uses social media about 1 - 2 Hours in a day and the same amount of children uses social media around 6 hours and above. Only 11% school going students used social media bellow 1 Hour in a day.
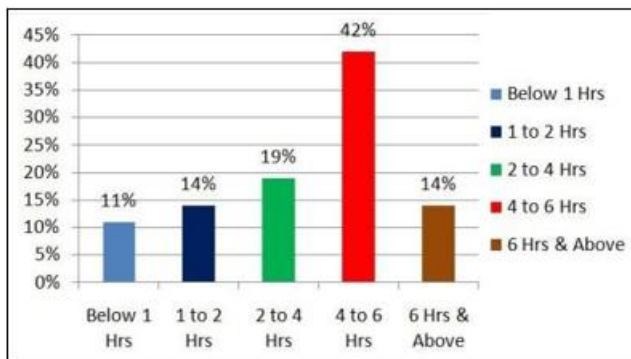
Figure 1: The number of hours spent daily on social media (studying & other purpose)

On the basis of objective and hypothesis, the following have been found:

H1: the use of social media has negative effects on school going children in terms of academic achievement and behavioral changes has been found correct. The data says that the use of social media has spoiled some amount of time period of the children. It also find that, due to more addiction on online task and social media the level of thinking has decreases gradually and the book reading habit also declining as compare to previous generation.

H0: the comparison between the rural and urban school going students in terms of effects of social media in their education. The researcher has used student t - test to analyze it. Where the 't' calculated value has been found greater than the table value. So, here the 2nd H0 is rejected. So there is found differences in rural and urban students in terms of use of social media and effect of academic achievement and character building. The urban students are using more social media as compare to rural area, but still urban area's students' achievement are higher than the academic achievement of rural area children. Because they can managed both the task accordingly what situation demands, but the rural area students are more focused on technology to adjust and operate properly so that they couldn't divided their span of attention in proper way.

Group Statistics

	Sample	N	Mean	Std. Deviation	Std. Error Mean
Scores	Urban	17	15.24	3.133	.760
	Rural	19	11.95	2.972	.682

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Scores	Equal variances assumed	.386	.538	3.230	34	.003	3.288	1.018	1.220	5.356
	Equal variances not assumed			3.221	33.075	.003	3.288	1.021	1.211	5.365

Figure 2: Comparison of urban and rural area students in terms of using social media

5. Conclusion

No doubt, social media has a great role in building personality, to update current information and exchange of ideas. But all the information are always not true and facts. The information which does not have authentic value has not helpful for children. There are students in the school who need help from extra classes (Basumatary, D. & Gihar, S.2018). The children, who doesn't have power to judge that, what is right and what is wrong, they may be misguided. In schools, there are some intellectuals who believe that social media has a positive impact on the development of the students' academic achievement. In other schools, some intellectuals have banned the access of social network sites, because they fear of their students' academic achievement and interaction on them, although, they know the positive impact social media on the students' achievement. There are so many factors which can be found as the barriers in education and academic achievement of the students. Some of the factors found in study are - Infrastructures problems, there is not sufficient infrastructure facilities including human resources (Basumatary, D. & Gihar, S.2018). So, the use of social media must be very selective and careful in all aspects. As per the finding of this research it is clear that the social media makes people more dynamic, sensitive and unstable mind. Children think less and view more. If the thinking levels always decrease, our brain will remain tedious and will not helpful in innovations and formulating new ideas. If our new generation remain as long gap in innovations and productivity the nation will never develop.

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