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The Impact of Social Media on Younger Generation: The Use of Facebook among the Undergraduates of College of Education

Dr. Swati Vasantrao Chavan
KCES's College of Education & Physical Education, Jalgaon

Abstract: ***The purpose of this article is to assess the impact of social media on academic performance of selected college students. In this article, the authors raise the actual impact of daily communication of youth in social media. Descriptive research design was utilized to gain accurate profile of situation. Social Media are growing rapidly among the young generation all over the world. University age students widely engaged using Social Media. So, they will affect students personal and professional live. As the time passing by social media has started creating a negative impact by permeating today's society with millions of us engrossed, unhealthy addiction, in the latest happenings via apps such as Watsapp, Facebook and Twitter. They create longer term friendships by being in touch online even when friends are no longer physically meeting. In a dynamic technological environment, it is difficult to determine the impact of social media on the student academic achievement. With the rate of technological domination in the education industry, the old pattern of teaching methodologies is obsolescing day by day.***

I. INTRODUCTION

The internet is more than just a means of searching information. People have revealed that the Internet can be used to connect with other people for business or commercial purposes, to make new friends, or to bring back old friends and long lost relatives. The latest example of new communication technology usually used by students is social media, also known as Social Networking Sites. The emergence of social media simplified the process, because they do not call for advanced internet knowledge or experience and are made up of a wide array of different formats and topics. This means that anyone can connect through social media. When social media such as Facebook, YouTube and Twitter appeared, our world was divided into online and offline. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people . With their help, we can communicate with each other, even on different continents, listen to music, read books, look at photos and much more. Social media have greatly simplified our lives and tightly tied to ourselves

Using of social media is not limited only to professionals or elders but also it is been widely used in educational sectors by the students. There are people who can't even write their own name and they are only able to recognize him and people by their pictures have full access to internet and constantly check their Smartphone's for status updates. Students usually used social site for many reason such as for study purpose, for entertainment purpose as social media provides any data you want very easily and quickly within a fraction of seconds. Usage of social media depends upon person to person as it has good as well as negative impact on the society

A. Research Aim

The use of social media, particularly the Face book among the youth in the contemporary era is inevitably predominant, given the scientific and technological invention that led to the fast growth of smart phones. Although the use of Face book-social networking brings quite a lot of benefits to the college students, it also contributes to the strings of problems that can even disturb or distract their education at the university. Therefore Times of India reveals the fact that, now -a -day's people or teenagers are more seeking about Face book for chatting with friends and sharing their status regularly and college teen used to access the Facebook on a regular life skill basis.

B. Research Objectives

1) To assess the positive effects of facebook in social media, on the students' academic performances.
2) To assess the negative effects of facebook in social media, on the students' academic performances.

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C. Research Hypothesis

1) There are no significant differences concerning the positive effects of facebook in social media, on the academic performances of students.
2) There are no significant differences concerning the negative effects of facebook in social media, on the academic performances of students.

D. Research Methodology

Primary Data used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observations. This is a qualitative study encompassing different data collection techniques. While primary data was collected based on the observation, in-depth interviews and focus group discussions, secondary data was obtained from books, journal articles, reports and other secondary materials. 25 in-depth interviews and 2 focus group discussions were carried out with students representing 3 faculties of the education college . Selection of interviews was based on simple random sampling. The study uses the descriptive analysis to analyze the data gathered at the field.

Different Activities Through Face Book By The User With Respect To Time

No	Activities	Student teacher %
1	share status	7.80
2	upload photos	17.7
3	chatting with unknown friends	62.05
4	chatting with well-known friends	8.51
5	others	3.91

E. Research Findings

The study finds that the students are facing the problems of Facebook depression, particularly the students, as they are fully immersed in it almost all the time. It also reveals that the Facebook creates a false sense of connection with the people around the world; a lot of the people in the Facebook roam around with fake ids, which cause innumerable problems. Interestingly, the study reveals that the closed relationship in the Facebook becomes distant and on the contrary, the distant relationship in the Facebook becomes closer. More importantly, the study finds that it causes massive challenges on the socialization process of younger generation and their privacies.

II. CONCLUSION

It is suggested that the lecturers, faculties and others social media users, especially Facebook pages owners, disseminate advantageous issues which help students in terms of enhancing their knowledge and information. In addition, no differences were found between students' academic achievements and their positive and negative social media use. 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 both positive and negative factors of the spiritual and intellectual development of the younger generation. According to the above study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. Positive use of social media can develop the use academic carrer their skills, better living style, to adopt new trends, fashion and anthropology so on

III. SUGGESTION

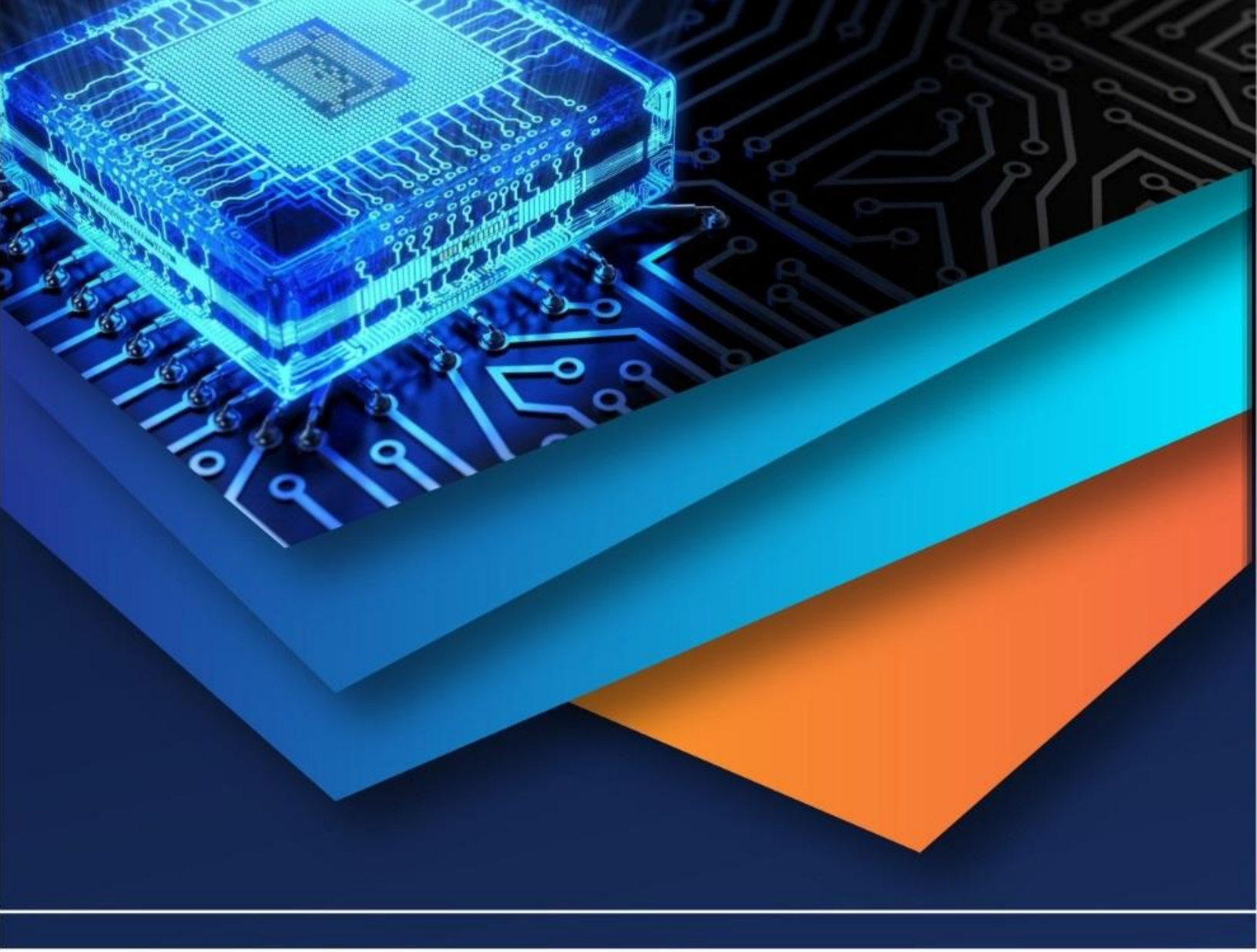
1) Facebook maker should be implemented different rules and regulations by which users can access Facebook only with one account profile.
2) Users must be paid a little amount for creating any new profile including one profile already in Facebook and stringent laws should be made to stop making fake profiles.
3) Facebook maker should be made one homepage in Facebook where in case of any harassment, people may inform to the authority to take some actions against these type of cybercrime.
4) Facebook users must have to input some database regarding their personal identification while they log in their account first time.
5) Specific time should be bounded for each user per day in surfing their Facebook profile within a limited time.

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