

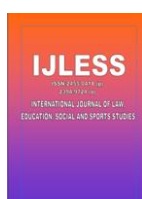


Growing Impact of Social Media on Students' Personality Development in The Present Context

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ABSTRACT

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Face book, Twitter, Instagram, Snapchat, YouTube and Vimeo accounts. Social Media refers to online communication channels wherein users create and share content, and interact with each other in many different ways. These social media channels provide easily accessible and easily usable platforms and enable the users to communicate with each other freely. With these, people can now share their opinions on everything to a large number of people much more easily. Social media are interactive technologies and digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. Social media sites such as: Facebook Twitter Google+ Pinterest Instagram Tumblr, Flickr, Reddit, Snapchat, WhatsApp and BizSugar:

Social media has both positive and negative effects on students. While it provides many benefits like enhancing communication, information sharing, educational opportunities, and networking opportunities, it also has negative effects like addiction, cyberbullying, distraction, and false information. As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Now a days college students are very close with the social media so that students must decide how and when the social media should be used for their personal as well as academic purpose. As the result says the usage of social media is both advantages and disadvantages.

Key words: Social media, students, personality, social media sites, positive and negative effect, communication, networking.

1. Introduction

Social media has recently become part of people's daily activities; many of them spend hours each day on Messenger, Instagram, Facebook, and other popular social media. Developments in the communication technology enable people communicate and interact more and more, and make critical changes in the way they interact with each other. Using emails, instant messengers, social networks, forums, chat rooms, and online games, search engines to communicate and seek information are observed more common. The use of social media in education helps students, teachers and parents to get more useful information, to connect with learning groups and other educational systems that make education convenient.

2. Concept of Social Media

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Face book, Twitter, Instagram, Snapchat, YouTube and Vimeo accounts. Social Media refers to online communication channels wherein users create and share content, and interact with each other in many different ways. These social media channels provide easily accessible and easily usable platforms and enable the users to communicate with each other freely. With these, people can now share their opinions on everything to a large number of people much more easily. If you follow Social Media, you must know by now that it is continuously updating itself. But there are certain basic concepts which continue to be the same and you should be aware of those to understand this world well. If you are a professional in this domain, you should make sure you know all of it. Active as well as frequent partaking on social media may affect their studies, personality development and may hamper their journey into the success of academic achievement. The growth in social media use has given rise to concerns about the impacts it may have on users' psychological well-being.

Social media are interactive technologies and digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. The gadgets are becoming the close companion of this generation students, especially the access to smart phones with the internet connection seem to be more attractive and favorable than books for the students of this millennial for diverse reasons. The new generation social media, popularly referred to as web 2.0 technologies has been embraced by not only students but people of all ages for various purposes. Most of the parents also are found to be supportive by allowing their children use such web based technologies. We also find few teachers mostly in higher education using some of these social media forms for their professional development or to communicate with students, parents or colleagues. Yet, the fact that students are far ahead of their teachers with regard to the use of technology, has to be accepted. The increasing popularity of social media suggests that they are here to stay with us and we need to be ready to evolve with the new forms of technological evolution. With the advent of technology the health and in turn the achievement of an individual is greatly affected in a broader sense. There is vast amount of information available and scope for various types of activities to carry out via different social media platforms that have both positive as well as negative effect on the minds and in turn the academic achievement of adolescents.

3. Social media sites:

- Facebook This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with their business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.

- Twitter: We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 character limit to pass on information. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.
- Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.
- YouTube : the biggest and most well known video-based online networking site – was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.
- Pinterest: is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations can stick their substance. Pinterest reported September 2015 that it had obtained 100 million clients. Private ventures whose intended interest group is for the most part comprised of ladies should put resources into Pinterest as the greater parts of its guests are ladies.
- Instagram: is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.
- Tumblr: is a standout amongst the most hard to utilize informal communication stages, but at the same time it's a standout amongst the most fascinating locales. The stage permits a few diverse post groups, including cite posts, talk posts, video and photograph posts and in addition sound posts, so you are never constrained in the kind of substance that you can share. Like Twitter, re-blogging, which is more similar to re-tweeting, is speedy and simple. The long range informal communication site was established by David Karp in February 2007 and at present has more than 200 million sites.
- Flickr: articulated "Glint," is an online picture and video facilitating stage that was made by the then Vancouverconstruct Ludicorp in light of February 10, 2004, and later obtained by Yahoo in 2005. The stage is well known with clients who share and install photos. Flickr had more than 112 million clients and had its impression in more than 63 nations. Million of photographs are shared day by day on Flickr.
- Reddit: This is social news and excitement organizing site where enlisted clients can submit substance, for example, coordinate connections and content posts. Clients are likewise ready to arrange and decide their position on the site's pages by voting entries up or down. Entries with the best votes show up in the best classification or primary page.
- Snapchat: is a image informing application training item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were understudies at Stanford University. The application was authoritatively discharged in September 2011, and inside a limited ability to focus time they have become hugely enrolling a normal of 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.
- WhatsApp: Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2004, for about \$19.3 billion.

Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients.

- BizSugar: is a person to person communication stage and specialty asset for entrepreneurs, business visionaries and directors. The site was made in 2007 by DBH Communications, Inc., a supplier of honor winning business distributions, and later obtained by Small Business Trends LLC, in 2009. The stage enables clients to share recordings, articles, blog entries, podcast among other substance. It additionally enables clients to view and vote on entries by different individuals.



4. Positive Effect of Social media:

- a) It Develops Awareness: Most students live a sheltered life. But with exposure to various media outlets, they can develop awareness about society and the world. With news channels, magazines, social networking sites blaring about world happenings, youth can understand that there is more to the world than just what is happening in the 'hood.
- b) It Develops Social Skills: Many teens are socially awkward. Social Media also gives them the probability to develop their social circle and develop new friendships.[7] Other benefits include social confidence, heightened literacy in the media, and more social support. Social media diversifies teen's social skills, which in turn helps them navigate successfully through modern society.
- c) Inspire the youths When our teen watches an action flick, don't just despair about the violence. With a minute control on teens, they can use the movie as encouragement, motivation and inspiration! Maybe our teen will decide to take up martial arts training, all thanks to a Bruce Lee movie! Mostly youngsters give the impression of being celebrities, and when a celebrity tells them to stay off drugs, they just might listen
- d) It Develops Reading and Writing Skills: When a celebrity talks of her favorite book, a teenager might be tempted to grab a book too..

5. Negative Effect of Social media:

Negative effect of social media leads to Privacy Concerns and Data Security Risks. Spread of Misinformation and Fake News. Cyberbullying and Online Harassment. Negative Impact on Mental Health and Well-being. Addiction and Decreased Productivity. Superficial Relationships and Lack of Deep Connections.

6. Conclusion

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Now a days college students are very close with the social media so that students must decide how and when the social media should be used for their personal as well as academic purpose. As the result says the usage of

social media is both advantages and disadvantages. The usage of social media should be as per the need of an individual it has academic benefit for the students in different activates such as review of educational aspects, group learning, group discussion, reading and taking benefits of the articles publication etc. The usage of social media of students only for their personality development and they can be directed towards exploring career advancement and opportunities to choose according to their interest and aptitude which help them to unpleasant towards the fulfillment of their life. There is a need for counseling the college going students in every institutions that the usage of social media in a proper way. Similarly the role of parents is very essential in this regard they must carefully watch the activities of their children while using the social media.

Social media has both positive and negative effects on students. While it provides many benefits like enhancing communication, information sharing, educational opportunities, and networking opportunities, it also has negative effects like addiction, cyberbullying, distraction, and false information.

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