

## Impact of Social Media Usage on Daily Life of Students and Teachers: A Case Study of Undergraduate Students and Teachers

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### Abstract:

Social media use is quickly increasing among the world's young people. The term "social media" refers to a collection of online communication channels devoted to community-based input, engagement, content sharing, and collaboration. The purpose of this research is to determine the effects of social media on undergraduate students and teachers. The survey method was used to acquire the necessary data for the investigation. For sample selection, the random sampling technique was used. The study is based on 122 sample responses generated from First year B.Tech. level students of different disciplines and some teachers from PCCoE, Pune. The study used structured questionnaires of 20 different questions for collection of data. The study has used pie charts for analysis. According to this study, social media has both beneficial and negative effects. Many people recognize that social media provides enough opportunities to demonstrate their talents, such as singing and dancing. Approximately 50% of users reported that social media has a negative impact on their academic achievement. Some of the negative effects of social media on users include depression, anxiety, cyber-bullying, and criminal activity.

**Keywords:** Social media, Survey, impact, students, Teachers.

### Introduction:

The world's technology and digital growth have helped the communication sector to take a significant jump, as various social networking sites have substantially facilitated linking people [1]. Social networking sites exploded in popularity shortly after the Internet's development and spread. Today, these sites are the most commonly utilized to communicate and spread information. The number of people using these social networking sites has grown tremendously. Social media refers to social networking platforms in general [2]. Social media is widely utilized to distribute content, spark debate, promote businesses, and gain an advantage over traditional media [3]. Technology helps to strengthen social media by lowering security concerns and enhancing reliability [4]. By January 2022, India's Internet user base had grown to 680 million, with 487 million active social media users [5]. According to the Statista Research Department (2022), two social media platforms, YouTube and Facebook, dominate social media in India. YouTube has 467 million users, whereas Facebook has 329 million. It has been discovered that social networking sites are more popular among young people, particularly students. They are constantly conversing and communicating with friends and strangers alike. They make considerable use of social media for both personal and scholarly purposes. Because both choices are available to students, the beneficial or negative use of social media in academics is entirely up to the users [6]. Other than social media, various online platforms such as Microsoft Teams, Zoom, and Google Meet have been favoured in the past three years to conduct any type of virtual meeting, webinar, or online class. During the epidemic, these platforms were used all around the world to share and spread knowledge among the intended user population. Facebook, Twitter, MySpace, LinkedIn, YouTube, Instagram, WhatsApp, and blogs are considerably more open and used

to connect with public and/or private groups. When it comes to academics, social media has both pros and cons. Social media can help students enhance their academic performance, but it can also divert them from their studies and engage them in non-academic activities [7]. Addiction to social media is more common among university students, and it undermines an individual's academic success [8]. Several studies have begun to focus on the troubling link between online social networking and a wide range of negative emotions and psychiatric problems. The most prominent negative feelings and psychiatric disorders are low self-esteem, anxiety, depressive symptoms, a sense of isolation, feelings of inferiority, deterioration in concentration and other symptoms of Attention Deficit Hyperactivity Disorder (ADHD), and social media addiction [9]. The two main problems with social media are security and privacy. Teachers are wary of adopting social media for knowledge exchange because of the same issues [10]. Students and teachers must have proper security and privacy training in order to use social media platforms in academic settings [11].

In the present study, the survey on the impact of social media on the daily lives of Students and Teachers is carried out at Pimpri Chinchwad College of Engineering [PCCoE], Sector No. 26, Pradhikaran, Nigdi, Pune (Maharashtra)-411044. A total of 122 sample responses were generated from first-year Bachelor of Technology students of different disciplines and some teachers teaching at the same undergraduate level. In this study, we used structured questionnaires with 20 different questions for the collection of data. Responses to each type of question by respondents are recorded, and analysis is done. The survey study shows that social media has both positive and negative impacts on users.

**Objectives of the study:**

The objectives of our social media survey are to gain insights into user experiences. By collecting feedback from participants, we aim to understand how social media impacts daily life, uncover positive aspects, and address areas for improvement. Additionally, we seek to stay up-to-date with emerging trends, ensuring that platforms evolve to meet user expectations. The survey responses will influence decision-making processes, advocate for user-centric changes, and contribute to a more informed understanding of social media and its role in society.

**Methodology:**

Sampling Technique: A suitable and simple sampling method like surveying was used for data collection. The link to the Google form of 20 questions was given via Whatsapp to collect the responses from F.Y. B. Tech. students and teaching faculties of PCCoE, Pune. The respondents were 85.2% students, and the rest were all teaching faculty. Questions included in the Google form used for the survey are mentioned in **Table 1**.

**Table 1: Questions included in Google form used for survey method.**

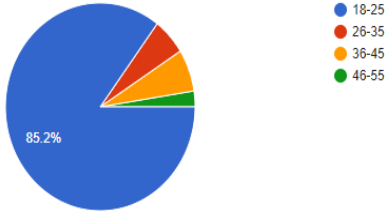
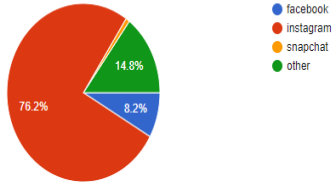
Question No.	Question asked to respondents
1	How old are you?
2	Which social media platforms do you use most often?
3	How many hours approx. Do you spend on social media per day?
4	From which age do you know about social media?
5	How do you primarily use social media?
6	What do you like to see on social media?
7	How do you feel after spending a significant amount of time on social media?
8	Have you ever felt pressured to present a certain image of yourself on social media?

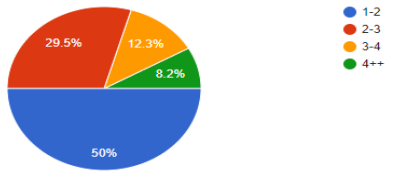
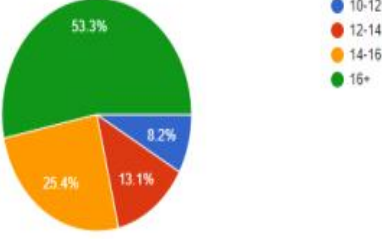
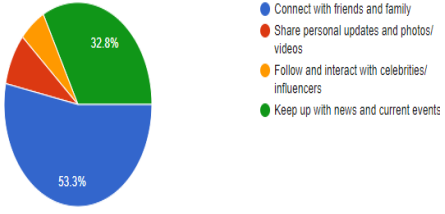
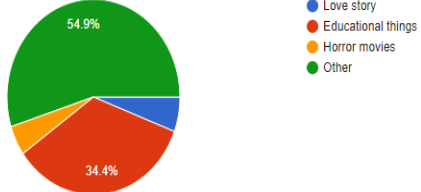
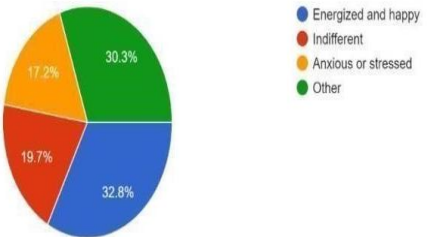
9	Have you ever made changes to your appearance or behaviour because of feedback or comments received on social media?
10	Have you ever experienced cyber-bullying or negative interactions on social media?
11	Have you ever taken a break from social media to improve your mental wellbeing?
12	Have you ever missed out on real-life experiences or opportunities because of social media usage?
13	How has social media affected your academic performance?
14	How has social media affected your self-esteem?
15	Are these social networking sites providing enough opportunities to students to promote themselves and their activities?
16	What are some of the negative impacts of social media?
17	What changes in thinking after viewing social media
18	Do you use social media as an influencer?
19	How frequently do you use social media to collect information about your study?
20	What changes should happen in social media?

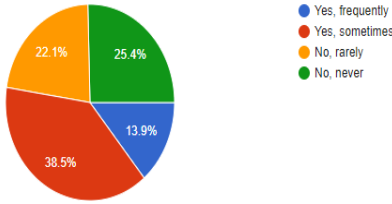
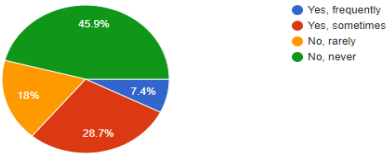
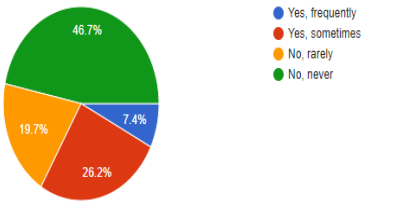
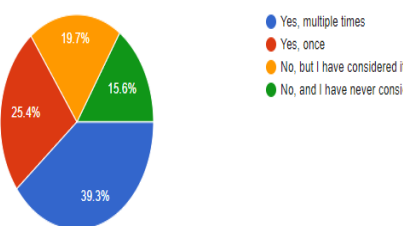
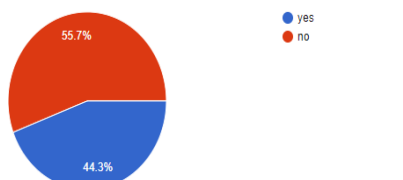
**Results And Discussion:**

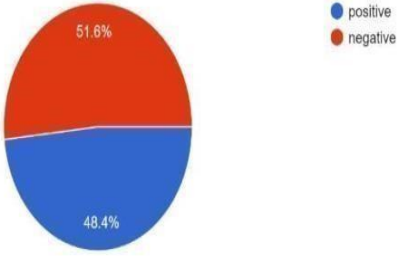
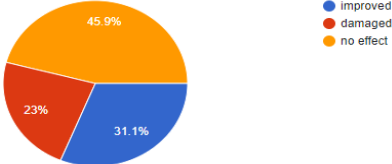
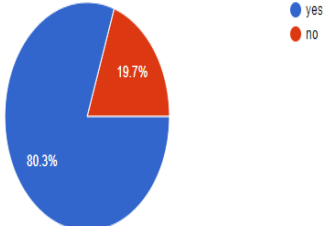
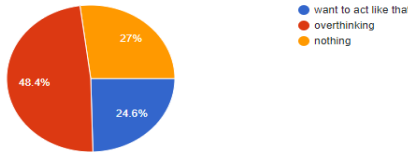
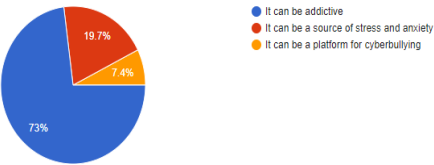
The responses obtained from respondents after surveying process are expressed graphically by using pie chart. The results with graphical representations and discussion on the same are mentioned in following **Table-2**.

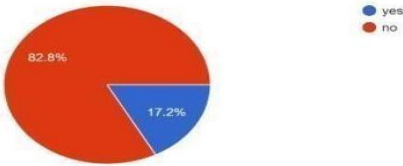
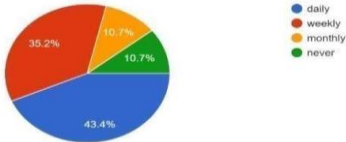
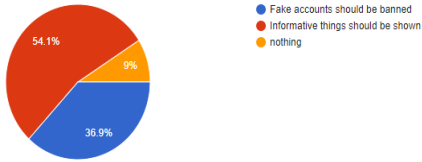
**Table 2: The results and discussion on survey study.**

Graphical representations using pie charts to show results	Results and discussion on the basis of responses from respondents										
<p>1. How old are you? 122 responses</p>  <table border="1"> <caption>Age Group Distribution</caption> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>18-25</td> <td>85.2%</td> </tr> <tr> <td>26-35</td> <td>[Small slice]</td> </tr> <tr> <td>36-45</td> <td>[Small slice]</td> </tr> <tr> <td>46-55</td> <td>[Small slice]</td> </tr> </tbody> </table>	Age Group	Percentage	18-25	85.2%	26-35	[Small slice]	36-45	[Small slice]	46-55	[Small slice]	<p>As per this survey study, 85.2% of responses have been recorded from the age group of 18–25 years. Most of them are students, and the rest are all from the 26–55 years age groups. About 85.2% of responses came from college students because they are more active on social media. A few responses have been collected from faculty because they are not active on social media on a daily basis as they remain busy in their professional lives.</p>
Age Group	Percentage										
18-25	85.2%										
26-35	[Small slice]										
36-45	[Small slice]										
46-55	[Small slice]										
<p>2. Which social media platforms do you use most often? 122 responses</p>  <table border="1"> <caption>Social Media Platform Usage</caption> <thead> <tr> <th>Platform</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Instagram</td> <td>76.2%</td> </tr> <tr> <td>Facebook</td> <td>8.2%</td> </tr> <tr> <td>Other</td> <td>14.8%</td> </tr> <tr> <td>Snapchat</td> <td>[Small slice]</td> </tr> </tbody> </table>	Platform	Percentage	Instagram	76.2%	Facebook	8.2%	Other	14.8%	Snapchat	[Small slice]	<p>As per this survey study, 76.2% of users use Instagram, 8.2% use Facebook, very few use Snapchat, and the remaining users use other social media platforms. We have received the majority of the responses from the age group 18–25, and studies show that this age group mostly uses Instagram [8].</p>
Platform	Percentage										
Instagram	76.2%										
Facebook	8.2%										
Other	14.8%										
Snapchat	[Small slice]										

<p>3. How many approx. hours do you spend on social media per day? 122 responses</p> 	<p>According to this survey, 50% of users spend approximately 2 hours on social media, while the remainder spend more than 2 hours on social media. A comprehensive analysis found that increased screen viewing time is related to poor sleep outcomes in over 90% of the research included [12].</p>
<p>4. From which age do you know about social media? 122 responses</p> 	<p>As per this survey study, approx. 50% of users have learned to use social media after sixteen years, but 48% have been using social media at a young age, i.e., ten years, which may affect their future goals. In the year 2018, two major changes were introduced in our country: the launch of JIO and an increase in the number of smartphone users. These two incidents are responsible for the sudden boom in the number of internet users in India. At that time, most of the students who participated in this survey were in the age group of 14–16 years.</p>
<p>5. How do you primarily use social media? 122 responses</p> 	<p>As per this survey study, 53.3% of users use social media to connect with friends, 32.8% use it to keep themselves updated with regular news and current updates, and the remaining use it to share photos or videos. Social media has brought the world closer together as more and more people get in touch with each other [1]. Now, most people understand what is going on in the world at a moment's notice.</p>
<p>6. What do you like to see on social media? 122 responses</p> 	<p>As per this survey study, 34.4% of users use social media for educational purposes, and the remaining users use it for other purposes. Users generally like to watch entertaining videos, informative content, personal updates, funny memes, tutorials, inspirational stories, and engaging live streams on social media.</p>
<p>7. How do you feel after spending a significant amount of time on social media? 122 responses</p> 	<p>According to this survey, 32.8% of users feel joyful and energetic, 19.7% feel neutral, and 17.2% suffer stress or worry after spending extensive time on social media. Fear of Missing Out [FoMO] is the most common type of problematic attachment to social media, and it is linked to a variety of negative life experiences and feelings, including a lack of sleep, decreased life competency, emotional tension, negative effects on physical well-being, anxiety, and a lack of emotional control [13].</p>

<p>8. Have you ever felt pressured to present a certain image of yourself on social media? 122 responses</p>  <p>Legend:  <span style="color: blue;">●</span> Yes, frequently  <span style="color: red;">●</span> Yes, sometimes  <span style="color: orange;">●</span> No, rarely  <span style="color: green;">●</span> No, never</p>	<p>According to this survey, almost 50% of users felt pushed to present themselves on social media, while the remainder experienced this problem only infrequently. Social media can put pressure on people to conform, compare themselves to others, and seek approval from likes and follows. People who use social media frequently are impacted by it and its final factors, and they attempt to act like them, but people who use it infrequently are not influenced by such aspects.</p>
<p>9. Have you ever made changes to your appearance or behaviour because of feedback or comments received on social media? 122 responses</p>  <p>Legend:  <span style="color: blue;">●</span> Yes, frequently  <span style="color: red;">●</span> Yes, sometimes  <span style="color: orange;">●</span> No, rarely  <span style="color: green;">●</span> No, never</p>	<p>As per this survey study, 36.1% users said that they made changes themselves after getting feedback from social media and 45.9% users never face this problem. It's a good thing that most people aren't affected by negative advice on social media, but people who is being affected need to be careful.</p>
<p>10. Have you ever experienced cyberbullying or negative interactions on social media? 122 responses</p>  <p>Legend:  <span style="color: blue;">●</span> Yes, frequently  <span style="color: red;">●</span> Yes, sometimes  <span style="color: orange;">●</span> No, rarely  <span style="color: green;">●</span> No, never</p>	<p>Cyber-bullying on social networking sites is a new societal issue that has received a lot of scholarly attention [14]. According to this report, 46.7% of users do not experience cyber-bullying on social media, whereas 26.2% experience it occasionally. The majority of people are not victims of cyber-bullying, but those who are can file a police or cybercell complaint against such people.</p>
<p>11. Have you ever taken a break from social media to improve your mental wellbeing? 122 responses</p>  <p>Legend:  <span style="color: blue;">●</span> Yes, multiple times  <span style="color: red;">●</span> Yes, once  <span style="color: orange;">●</span> No, but I have considered it  <span style="color: green;">●</span> No, and I have never consider it</p>	<p>According to this survey study, 39.3% of users take a vacation from social media to improve their mental health, and the majority of users utilize social media without taking any pauses. Many people are accustomed to taking a break from social media in order to preserve mental balance [15]. That's a important thing. The rest of the users can try to take this vacation, as their mental balance will be improved.</p>
<p>12. Have you ever missed out on real-life experiences or opportunities because of social media usage? 122 responses</p>  <p>Legend:  <span style="color: blue;">●</span> yes  <span style="color: red;">●</span> no</p>	<p>As per this survey study, approximately 56% of users said that they had not missed real-life opportunities because of social media usage. Half of people don't miss real-life experiences because of social media, but most people don't experience natural beauty or real-life experiences because of taking video photos on social media.</p>
	<p>According to this survey, approximately 50% of users claimed that social media has a detrimental</p>

<p>13. How has social media affected your academic performance? 122 responses</p>  <p>● positive ● negative</p>	<p>impact on their academic achievement. According to the results of this survey, social media is having a detrimental impact on the studies of the majority of students, which is not healthy for the youth. Because students spend more time on social media for reasons other than education, this causes distraction from the learning environment, hurting their academic development [16] &amp; [17]. Similarly, Englander et al. [18] contend that social media is negatively associated with student academic performance and may be far more significant than its benefits.</p>
<p>14. How has social media affected your self-esteem? 122 responses</p>  <p>● improved ● damaged ● no effect</p>	<p>As per this survey study, 45.9% of users have no effect on their self-esteem, and 31.1% have a positive impact on their self-esteem. Many people are of the opinion that social media does not hurt people's self-esteem, but those people should stay away from such sensitive things whose self-esteem is hurt by them.</p>
<p>15. Are these social networking sites provides enough opportunities to students to promote themselves and their activities? 122 responses</p>  <p>● yes ● no</p>	<p>As per this survey study, 80% users feel that social networking sites provide enough opportunities to students to promote themselves and their activities. Many users understand that social media is giving them enough opportunity to showcase their talent like singing, dancing etc. Students can also exchange information by connecting with other people. This has the potential to improve student learning results [19].</p>
<p>17. What changes in thinking after viewing social media? 122 responses</p>  <p>● want to act like that ● overthinking ● nothing</p>	<p>As per this survey study, 73% of users said that social media is addictive for them and approx. 20% said it is a source of stress and anxiety [9]. Many people believe that their addiction to social media is detrimental to their future aspirations.</p>
<p>16. What are some of the negative impacts of social media? 122 responses</p>  <p>● It can be addictive ● It can be a source of stress and anxiety ● It can be a platform for cyberbullying</p>	<p>According to this report, 48.4% of users overthink after using social media, and 27% want to like whatever they see on social media. Excessive use of social media has caused many people to overthink, and some people wish to act that way, which is harming their natural behaviour.</p>
	<p>According to this survey, 82.8% of users indicated they never use social media as an influencer. Although the majority of users do not work as</p>

<p>18. Do you use social media as an influencer? 122 responses</p>  <p>Legend: yes (blue), no (red)</p>	<p>social media influencers, they can still do a good job by being social media influencers. Social media influencers, according to Duffy, are a subcategory of digital content creators distinguished by "their substantial online following, distinct brand persona, and patterned relationship with commercial sponsors." Influencers are digital content creators who attract a large audience, establish a fan base, and provide advice to their followers [20].</p>
<p>19. How frequently you use social media to collect information about your study? 122 responses</p>  <p>Legend: daily (blue), weekly (red), monthly (orange), never (green)</p>	<p>As per this survey study, 43.4% of users use social media to collect information for their study, and 35.2% use it weekly. Less than half of the students use social media for daily study, but this rate is not enough.</p>
<p>20. What changes should happen in social media? 122 responses</p>  <p>Legend: Fake accounts should be banned (blue), Informative things should be shown (red), nothing (orange)</p>	<p>As per this survey study, approximately 55% of users suggest that fake accounts should be banned on social media, and 36.9% say that the right information should be shown to them. Most of the users say that social media should show content that will help the youth get their attention in a direction for goals rather than content that will harm the youth.</p>

**Conclusion:**

- College students and teaching faculty are active users of social media platforms.
- The majority of respondents use social media for both personal and academic purposes.
- Instagram, Facebook, and Twitter are the most popular social media platforms among college students and teaching faculty.
- Students primarily use social media for connecting with friends, sharing personal experiences, and accessing news and entertainment.
- Teaching faculty utilizes social media for professional networking, sharing educational resources, and staying updated with relevant research and industry trends.
- Privacy concerns and the potential for distraction are identified as significant drawbacks of social media usage.
- Overall, social media plays a crucial role in enhancing communication, networking, and access to information for both college students and teaching faculty, while also presenting challenges that need to be addressed.
- After doing this survey study, the authors want to suggest that, students should be informed about the benefits and drawbacks of social media. Social media can be used by teachers, educators, and students to facilitate and improve the learning process.

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