

# Social Media and Students Academic Life A Case Study of Punjab Colleges in Pakistan

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## Abstract

The paper aims to identify the role of social media in the life of college students. As it remains a fact that social media has been an inspiration for college students, but, they are not even in a position to properly handle and control their habits. The result is extremely dangerous as this trend then leads toward a stage where the social media starts to hamper the growth of college students especially when it comes to study. It not only impacts the study patterns of students, but also leads to hazardous health issues. This paper endeavors to inculcate in college students that the importance of social media cannot overshadowed, however, steps and care must be considered remaining in the safe zone. This study found that excessive use of social media have made students more addictive. It also shows that a growing number of students are being succumbed to the excessive use of social media and especially the college students who barely distinguish between the good and the bad.

**Keywords:** Social media, College students, social media websites, mobile phones, studies, addiction, networks, studies.

## Introduction:

Social media is one of the most important revolutions of the world. Just rewind your hindsight and one will come to know that even in the ages of cell phone, it was very difficult to connect with people and friends with such ease as one is doing with the way now. There is no doubt in contending that social media has revolutionized the lives of almost every person on the planet and now no one can even imagine a life without the social media. If we go few years back, we come to know that still there were some social media websites but only a quintile of population used that websites. The reasons associated with those were the cost of social media and the computers which were not in the reach of every citizen (*Jordan, 2015*). Now the social media has intruded into the lives of almost every rich and poor after the emergence of smartphone like an epidemic (*Valkenburg, 2017*). Not only the cost of smartphones have decreased substantially but it is also a matter of fact that internet provider companies are a lot more cost effective than before, thus bringing easy for almost everyone to use it. Social media has thus changed forever the very intrinsic values of societies, the ways how news is spread and the proliferation of new ideas and techniques and social media has thus been used in almost every phase of our lives.

Now it can be said with a lot of evidence that social media has changed the norms, values and traditions of the society we live in. It has impacted student routines, it has its massive impact on businesses worldwide and in almost every sector of the economy we feel the shadows of the social media websites (*Jordan, 2015*). These websites have enabled people to express themselves more freely and in a much prudent manner than before (*Valkenburg, Piotrowski, 2017*). This media has the capacity to proliferate some very rare opinions to a massive level. This media is an endless corridor with no boundaries at all. One can find their old friends quiet often. The illustration friends as also been changed with the emergence of social media (*Ording, 2019*). In previous days, the meaning of friends was very simple, you go out together, you hang out with your friends and moreover you have interactions on a routine level. The friends on social media are quite different with the old type of friends (*Kersting, Stein, Trent, 2012*). They may do not have any kind of genuine interactions and thus a new kind of friendship is emerging. This is not alone, as social media is also making it possible to track down people. Social media can provide a person with enormous ways that how to track people not in contact with you from a lot time. Social media offers more than just conversation with friends and fellows but it provides you with a platform by which one can share their pictures, daily activities and videos with the people you know.

In the same way that everything has some positive and negative aspects, social media is also not an

exception. Social media has proved to be a blessing for many people and is changing the life of almost every person living on the planet. In previous years, it was just arbitrary for a person to have devices on which he can run his social media activities but in the modern era whole modus operandi has been changed. Today social media has been made a compulsion for a number of people for managing their duties properly. Now this compulsion does not look after the facts whether a person can afford that social media or not. This has thus become a looming problem for the quintile groups who do not have enough resources and are lagging behind financially with other groups of the society. This is not the only negative aspect associated by the use of social media websites. It has taken people to a position where every person is feeling extreme consciousness (*Evans, Ruane, Southall, 2019*). People now a day likes to adopt such an attitude which has a general acceptance all over. For this a person active on social media would try to post such kind of pictures or stuff which may be liked by almost every person and every age group.

Cyber bullying is also a notorious act which is on a sharp rise these days. Thousands and thousands of reports of cyber bullying are filed to the investigation department on each year. Governments all over the world have been trying their best to stop the cyber bullying but of no use. This notorious crime is on a full swing and increasing with the emergence of every New Year. School children young girls and children can fall prey to such kind of attacks very frequently and once they fall prey to such acts and notorious crimes then a cycle of distress and psychological suffering is being started. High school students also become prey to these online attacks by predators and they a lot of suffering and distress is started because once a student get involved in the vicious cycle of the predators or cyber bulling than their studies are seriously impacted. In the worst case scenario many students are unable to continue their studies only because of the vicious acts of cyber bulling.

It can thus be concluded that social media has without any doubt created so many opportunities but on the same hand it is the reason behind the creation of such tensions which were not even imagined by the previous generations. An illustration is online crimes such as cyber bulling, it is something which the older generation was not even aware of but new generation is feeling and dealing with this vicious cycle with a lot of pain (*Kersting, 2012*). The study in hand has been focused to explore all the benefits and drawbacks of social media use by the Punjab colleges students in Rawalpindi and Islamabad.

### 1.1 Objectives:

- To find out the extent of social media usage by the students.
- To expose the purposes of the students in using social media.
- To highlight the time duration spent by a college student on social medianetworks.
- To find out rudimentary framework for Punjab college students in actualization of social media.
- To examine influence of social media on the students of Punjab colleges.
- To figure out prevailing challenges posed by social media on the students of Punjab colleges.

### 1.2 Research Questions:

1. What are the main reasons behind the use of social media like Facebook, twitter, and instagram by Punjab college students?
2. How students have become more addictive with the use of social media?
3. How social media affects the academic life of students of Punjab College?
4. Do students really materialize the true benefits of social media?

## 2. Literature Review

It has been noted that about 26% students are those who remain constantly in an active mode on these social media websites. The problem has been exacerbated by the widespread proliferation of cell phones and due to them more than 96% students daily go online on social media websites. It has also been noted that about 60% students are those who went on to check their social media accounts several times on daily basis. According to a research conducted by Pew research center more than 75% students uses more than single social media websites, while the students which uses only single social media websites either Facebook or twitter are slightly more than 20%. According to extensive survey conducted by pew research center, the most frequently used social media website is Facebook. After that comes Google plus, twitter and instagram respectively. The report revealed several other interesting facts as well such as that the report contended about the students that this group is most active on social media websites and almost 96% students discuss their daily routine matters and educational matters on the social media websites. The report also says that almost 78% students have access to personal internet and thus it becomes very easy for them to use these social media websites. A similar survey conducted in the premises of Islamabad to gauge the

habits of students and the use of social media asserted that the graduate students are more vulnerable to the use of social media than the high school students. The survey has shown the popularity of social media in percentages and that is as follows Facebook (85%), Twitter (49%), Instagram (40%), Pinterest (39%), Snapchat (31%) and Tumblr (22%) among the students residing in the premises of Islamabad. The research also revealed some astonishing facts about the use of social media and the quality of cell phone a student possesses. The report argues that students, who have a higher quality cell phone which can support fast internet, tend to use the social media websites more often. This quintile group is also most vulnerable to the addiction of social media websites. This group uses social media more than what is the actual requirement to go through the daily routines of the academic institutions.

#### 2.1 Hazardous effects of laptop and social media:

There is another extraordinary e book "*The Second Self*" written by Turkle in 1984 with deep insight. In the e book the writer has mentioned the negative effects of technology specially computer and the social media. The creator specializes in the e-book that computer and social media have deep psychological impact on one existence. The creator has focused that the computer has simply no longer remained as a device. This laptop is not a normal tool and this permits the consumer to develop contacts and consequently a Person can substantially connect to this laptop. The writer not only has cited the Terrible impact of laptop of user lifestyles however she additionally has contested that a person needs to want to reevaluate ones, dating with this tool. This laptop at the side of the offerings it gives, most critical to say is the social networking, had been deeply impacting the lives of, particularly the students.

She believes that during this post present day technology, technology has been defining the manner as someone acts and reacts and also how a person thinks. "*Alone together*" is yet another book written by Turkle in 2011 which has provided that technology has been constantly mutating the way of how a common man communicates. The writer notes that people may be more connected by one another by the social media but still the nature of the interactions is not what interactions should be like. The writer has contended that social media has been responsible to the breakup of friendships and thus it should be discredited up to some extent. The writer contends that it has become very important for the students to demote the social media; otherwise the social media has the full capability to ruin the academic life of a student. This is the reason the writer contends that the social media is most malicious and hazardous for the students.

#### 2.2 Excessive use of Social media impacts the academic studies:

A profound and extensive study conducted by P. B. Shankar Narayan and Sunitha Kuppuswam in the year 2010 have concluded that the social media has been damaging the academic life of students. Students waste a lot of their important time in watching the social media websites. Students who are more inclined towards the use of social media tend to lose more academically.

#### 2.3 Dichotomous Use of Social Media:

Another study related to the use of social media by students was conducted by Fezile Isik, 2013 in the researchers have tried to gather information on students and their academic task which cannot be made possible without the use of social media. In those researches it was examined by the researchers that the institutions which rely more on the use of social media websites have a tendency to make their students more addict to the use of these social media websites. The researchers have taken the case studies of academic institution have concluded that students associated with the institution which uses social media more than the other institution, inculcates a tendency in their students, that they tend to be more active on the social media. The researchers have advised that this galloping trend of using social media and depending more on the use of social media by academic institutions must be reversed. In some other case the students would be more vulnerable to the addiction of the use of social media. There are some other setbacks of relying more on social media as well and it is that the use have created a reduction in the direct face to face meetings by students and their teachers.

#### 2.4 Social Media reduces people to people interaction:

Another study by Shahzad Khan in 2010 has offered some insightful details of the increasing trend of using social media websites. Shahzad khan had argued in his research article that in this contemporary era, the use of social media websites is not only limited to some special group of students but this addiction is found in even the most prolific students. Hence no student in the age of social media is free from the evils of this media. The research has shown that a certain group of students is not being hampered in their educational activities but this is an exceptional point. The institutions should not devise a plan that compels institutions to use the social media yet an approach of face to face interaction between students and their supervisors should be adopted. It was also concluded in the study

that if at any point, it becomes necessary for the use of social media for academic purposes, than measures should be taken to better teach the supervisors the effective use of the social media.

#### 2.5 Social Media as a deviating factor:

The study (Akubugwo, Maria Burkeand Ijeoma) 2013 was one also a benchmark due to the exceptional quality of the research. It was deeply investigated in the research about the possible repercussions what a student might face if he indulges in the excessive use of the social media. The research suggests that when a student starts using social media website, he delves into that and thus become unaware of what is happening here around. This is very important to know that this is the most worrisome aspect of this social media. The researchers have proposed a solution that they believe is necessary to curb the excessive use of social media by students. They have advised that software must be installed in the devices of the students which impede the use of social media after a specific or defined time. The researchers contended that this may be the only solution left to curb the menace of over using of the social media websites. Researchers have argued that the uses have social media and gradual deteriorating of academic excellence of a student has a direct link.

#### 2.6 Social Media is providing a fragile ground for manipulators:

Another research, (Kristen Tarantino, Ma Hua, Jessica McDonough 2013) have concluded that students are the most vulnerable group which can have to face the evils of the social media. The researchers of group have argued that minds of the students are fragile enough and they not in a position to determine about their good and bad while using the social media. Researchers have argued that the students are never as meticulous so that they can use social media for a certain amount of time and determine confinement by themselves. It is, therefore, widely advised that all necessary measures should be taken by parents at home and supervisors at the academic institutions that the use of the social media by the students' needs to be regulated. Researchers here have also been of the opinion that there is a profound link between the student academic performance and the use social media websites.

The study in 2014 ( Falak Zehra Mohsin, , Shelina Bhamani, Sabeen Jamil, Rabab Naqvi) was to investigate whether there are some benefits of the use of social media websites such as Facebook or it has merely become a menace for the academic performance of students. This research was unique in the sense that it also separated two gender groups and then has commenced a comprehensive empirical research to determine the role of social media websites in the academic performance. It was also a part of the research to investigate about the most preferable tasks a student wants to accomplish using the social media websites. It was astonishing to know that the most preferable task of students was not related to academics rather it was the updating of status.

#### 2.7 Uninformed user of social media can fall prey to hackers:

Paper published by (Samir N. Hamade, 2013) in focused on the benefits and disadvantages of the social media for students. The main focus of the paper was the use of Facebook by students and its positive or negative impacts on the student group. The paper has concluded that without any hesitation it could be said that social media has some serious disadvantages for students yet it is a reality that this media of connection has brought some kind of advantages as well. It is also evident that people are now open to express themselves in a much better way than before. Well the negative aspects of the research was also evident that the research has shown that almost there are about 60% students whose studies are seriously hampered by the use of Facebook addiction . According to the researchers, it is also worth noting to tell that many students who use these social media websites are not aware about the policy of privacy. This is the main reason a lot of general public can view the profile of such users. The students using Facebook an account does not have even proper knowledge of proper settings of these social media accounts. Hence, these students often face privacy challenges. Many times it happens that the students are unaware of some serious online crime impending, they only know when it is committed. The research also suggested that most of the students open their accounts to view profiles of other students and friends and not to update their own status. This phenomenon has been called as passive usage as opposed to the active usage.

#### 2.8 Smart Use of social media can lead to creativity:

There is another study by Cloak, 2014 in which the authors have tried to investigate the role of social media in the academic life of students. The author Cloak has in this research described many positive aspects of using social media by students. The writer in his research has concluded that social media has provided a new domain for students for creativity. Students are now able make friends beyond their colleges and universities. This has thus enriched their social circle. Thus a student does not have to limit themselves to a specific college or university for social online interactions etc. The investigator has also pointed out some of the disadvantages of the use of social media by students such as many students get involved into the social media activities too much that they finally are

addicted to these websites. This is a major blow to the studies of students and when a student becomes addicted to these social media websites then his studies activities are seriously hampered.

## 2.9 Social Media promotes E-Learning:

Another study by Munienge Mbodila, and Kikunga Muhandji, Clever Ndebele 2014 was very useful in deterring the positive aspects of social media websites and e learning .The investigators in the following research have concluded that the social media website have been a cause which has spurred the e-learning techniques. Now the academic institutions have lot more options by which they can really impart education to the seekers by the use of social media .The researchers argue that the learning platforms created on the Facebook, advisory groups and more after quizzes posted on academic groups have found to be very useful in the academic life of students. Many students take benefits from the e-learning techniques. In the research, it was also found that 90% students have called for e-learning techniques used by institutions very useful and 85% students have claimed that e-learning techniques have made them more productive and enthusiastic in finishing their academic tasks.

## 2.10 Social Media As Global Phenomenon:

This is the age of globalization and the most frequent and prevalent form of communication is social media. When it was commenced on the eve of the 21st century, no one could believe that one day Facebook would emerge as one of the biggest companies of the world. Even when Facebook was commenced in the year 2004, its purpose was not a global one, but it was merely restricted to providing better connection facilities to the students of Harvard University. Now Facebook after 16 years of inauguration has garnered some 2.5 billion users thus making it as the most used social media websites. The story how Facebook attracted billions of users from the globe is very interesting and it is also very important to know that how a small networking tool that was restricted up to the students of Harvard University become a global tool. Within no time the website become so much popular in the Harvard University that everyone on the premises of Harvard University had an account of Facebook. It was a matter of weeks when the founders of Facebook thought that it would be good if the website or the social media tool Facebook is proliferated to many other notable universities and thus the students of other universities such as Yale university and the Columbia university were also allowed to register on this social networking website. With advancements in the technology and the arrival of fast internet in the United States the website becomes so much popular that within a year of commencement it attracted millions of customers from all states of the United States. In the year 2006, the access of Facebook was given to every country of the world and every one was allowed to register himself on this website with the only condition that he or she must hold a valid email address and secondly must be over 13 years of age. The main purpose of social media has gone beyond its founding purpose which was to give access to its users so that they can communicate easily (*Evans, Ruane, Southhall, 2019*). Now social media websites have emerged as tools that can perform multiple functions. The wide use of Facebook and other social media websites have allowed users to share, ideas links and business plans with in no time. Inter personal communication have changed all dimensions and these websites have not remained as a mere tool of social networking (*Mello, 2011*).

Students are the group which is using these social media websites with eager and unrestrained modus operandi. Most of the times the students are unrestricted while the use of the social media websites. Parents assume that these social media websites are used by students to gain some positivity regarding their educational tasks but sometimes the reality is contrary to that. This is the main reason that many students delve into excessive used of these social media websites and are thus remained unchecked by their parents. With the emergence of the era of cell phones, the use of these social media websites have been exponentially raised (*Jordan, 2015*). This is making the rise of unproductive increase in the use of social media. Its disadvantages are therefore unrestricted and unrestrained. From getting shackled by this media, students face a number of issues such as depleting of their attention towards studies to many kinds of psychological problems. The motive behind the use of social media has been changed drastically from the time when first social media was introduced in the United states in the year 1997 naming Six Degrees. No doubt that this social networking media could not create a big impact but is prompted other players to come in the market. By the eve of the 21st century, it was about more than 12 million persons worldwide that started to use social media websites (*Valkenburg, Piotrowski, 2017*). Subsequent years have seen extraordinary surge in the use of social media websites by all professionals such as businessmen, bankers, government officials, teachers and students. By 2005 social media was started to be used in many educational institutions as well. This was the most noted juncture in the life of students and their academic affairs. It was the time when MySpace was emerged and it became one of the most attractive website used by the students for getting in touch with their academic institutions (*Kersting, 2012*). At the moment, MySpace has not attracted too much attention of the general public as twitter and Facebook have. Important to mention in the line of social media websites is LinkedIn which

has been used widely in all parts of the world. The main purpose of this website is that it provides people to connect with entrepreneurs with the job seekers (*Stein, 2012*). Thus the platform is extremely helpful in establishing professional public relations. Twitter is also one of the most used social media website. This website has subscribers of more than a billion people thus only second to the Facebook.

### **Methodology**

Research design of this study is both quantitative and qualitative i.e. using questionnaires to get the responses and analyzing and measuring the behavior of the students of social media impacts

Qualitative statistics refers to that information kind that cannot be measured instead it is something that can be used to describe. It includes approximation or characterization of statistics without actually quantifying attributes or homes of a person, vicinity or thing.

The preferences of college students to use social media, their utilization and period of use belong to qualitative data. In this learn about both primary and secondary sources of statistics will be included. The essential information for this research study will be gathered the usage of a distrusted questionnaire; the facts of questionnaire was collected from forty contributors which will be the usage of as the major supply of statistics for the analysis of this find out about and that lead this lookup learn about to the investigation of the have an effect on of social networking web sites on students. At the identical time literature evaluate of this research study will be used as the secondary facts supply for this study, which have been gathered from distinct posted lookup articles.

Stratified sampling methodology has been used. Sampling subjects will be chosen from student population of Punjab College. Sampling is the technique of selecting the topics below study, for gathering data. There are many sampling methods. Random sampling includes deciding on sampling randomly without any precise method or reason. Systematic sampling is based totally on some strategy or method like taking each n-th subject from populace or taking each and every n-th female etc. Stratified pattern is the kind of sampling that chooses most applicable topics from the whole populace and then finalizes the samples randomly from the chosen sample. It is also very important to mention here that for a research to produce good results, sampling plays a very important role. Researchers of social science subject like Media Studies pays a lot of importance on the methodology being applied on the research to produce better results.

### **3.12 TheoreticalFramework:**

This paper sheds light on the popular social media site in the world which is widely used through students and in the end, recommended solutions. This paper studies under the Gratification theory belong to Elihu Katz and Jay Blumler. Gratification theory is used because excessive use of Social media site is a big threat for the Punjab college students.

Use of social media is increasing day by day and affecting the students both positively and negatively. Social media is fulfilling the needs of belonging to every circle of society further it is also providing entertainment and awareness so people are attracting more toward it without knowing the consequences of it. The uses of social media are becoming drastic.

“The uses of mass communication: current perspective on gratifications research”, this theory claims that users have full control over media’s effect as they choose effect by their own selves. It is more closely to human psychological needs. Students are being train to use social media for their presentations, quizzes, projects and all other creative tasks related to their academic cycle.

### **Results of the study:**

In Punjab college campuses, students of different age groups were there and so we were able to successfully distribute paper to varying age groups of students. However the basic frequency which we have generated one can clearly see that when questioned about age, over 67.6% students said that they belong to the age group of 17 to 21. In table 1 created by SPSS it is also shown that the bar of this mentioned age group is taller than other option. It is also good to mention that only 15.6% students were from age group of 21 to 25 and slightly above 16.9% were from age group of over 25. In SPSS graph the second and third bar which represents the 2<sup>nd</sup> and third group respectively also shows that this age group is the most.

Table 1:

**Age of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
17 to 21	304	67.4	67.6	67.6
21 to 25	70	15.5	15.6	83.1

Above 25	76	16.9	16.9	100.0
Total	450	99.8	100.0	
Missing	System	.2		
Total	451	100.0		

When it comes to gender , it is clear that the either girls were hesitant to fill the forms or whatsoever reasons , may be some girls were not willing to fill the form and therefore the sex group which dominates in our survey is male. Slightly over than 82 % of students which responded to the questionnaire were males. Females also participated but as I have already mentioned that many participants from the female side were hesitant to fill the forms and therefore fewer responses were collected from this age group. There were 18% of female who respondent to the questionnaire and the rest were may be hesitant and this is why the biggest group we have was of male students who responded openly to the questionnaire.

Table 2:

**Do you use any type of social network like Facebook, Twitter, etc.?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	444	98.4	98.7	98.7
Valid No	6	1.3	1.3	100.0
Total	450	99.8	100.0	
Missing System	1	.2		
Total	451	100.0		

One of the most important questions of the research is to found the level of addictedness among students, the students which are addicted to any form of the social media. In the research question was asked that what the hours of usage are for students. The most selected item from the answers was 2-5 hours. The students associated with this group were more than any other group. This group was near to 300 of you can say it was about 64.2%. In table 4 it was clear that the bar of this group is clearly taller than the other bars. After that a 22.7% persons of the study responded that their daily usage is 4-8 hours. Now this is something extremely worrying and misappropriate for the students.

Table 3:

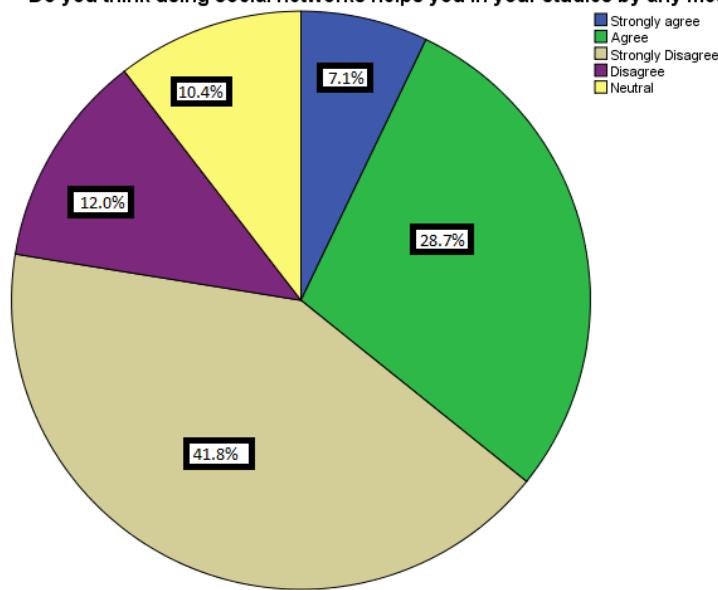
**How many hours do you spend on social networks daily?**

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 hours	43	9.5	9.7	9.7
2-5 hours	285	63.2	64.2	73.9
Valid 4-8 hours	101	22.4	22.7	96.6
Above	15	3.3	3.4	100.0
Total	444	98.4	100.0	
Missing System	7	1.6		
Total	451	100.0		

It was asked to the students that if any type of social media has helped students in their studies. The largest group from this study was of students who believe that social media does not have any impact on the studies of students. Some more than 40% students associated with group strongly disagree with the assumption that social media can be fruitful in studies. Only a small age group which is associated with strongly agreeing the viewpoint that social media is suitable and helps in the studies.

Figure 1:

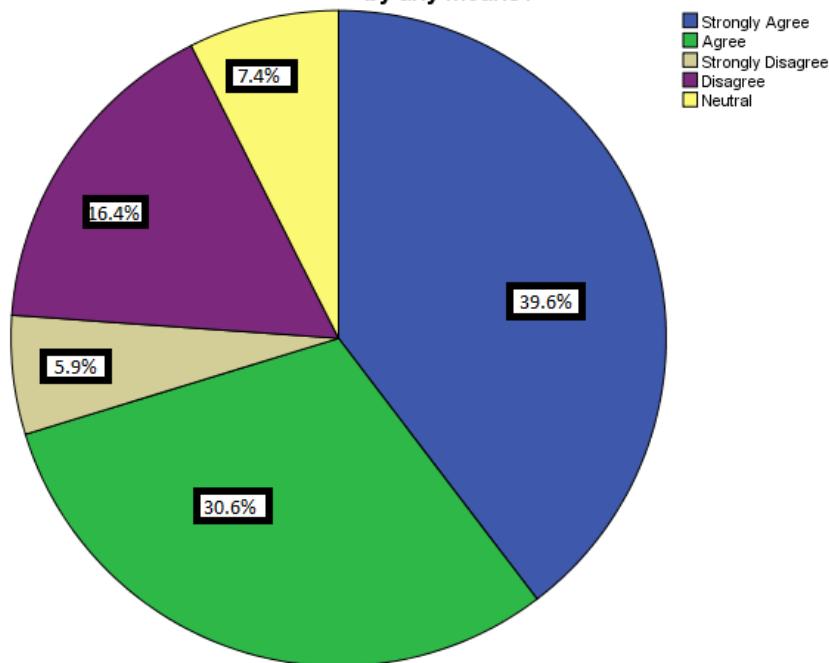
**Do you think using social networks helps you in your studies by any means?**



It was asked to the students that whether social media is posing any kinds of negative effects on their studies or not. 39.6% students were from the age group who argue strongly with the assumption that social media is posing any kind of harm to their studies. It was interesting to know even for the researcher that such a huge group of students are inclined towards such kind of negative impacts. For the students who strongly disagree that social media poses any kind of negative impact , but this group of students was even a lot less than meager 50. 39.6% of students argued which also forms the biggest group that they are facing negative impact of using social media in their studies by some means.

Figure 2:

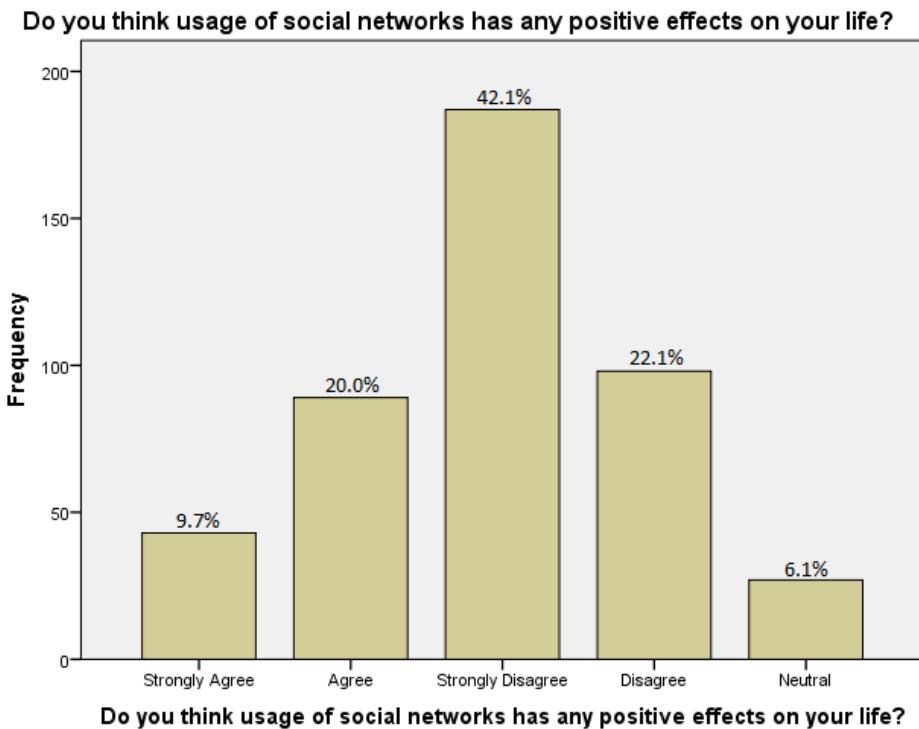
**Do you think using social networks are posing negative effects on your studies by any means?**



When it was asked to the students that does the social media has any kind of positive impact on the life

normally or not than it was revealed that a lot many students were of the viewpoint that who goes with the option of strongly disagreeing the assumption. The students who strongly disagree are 42.1% and have formed the largest group among the given options. The students who supported neutral were the smallest group which consists of 6.1% students.

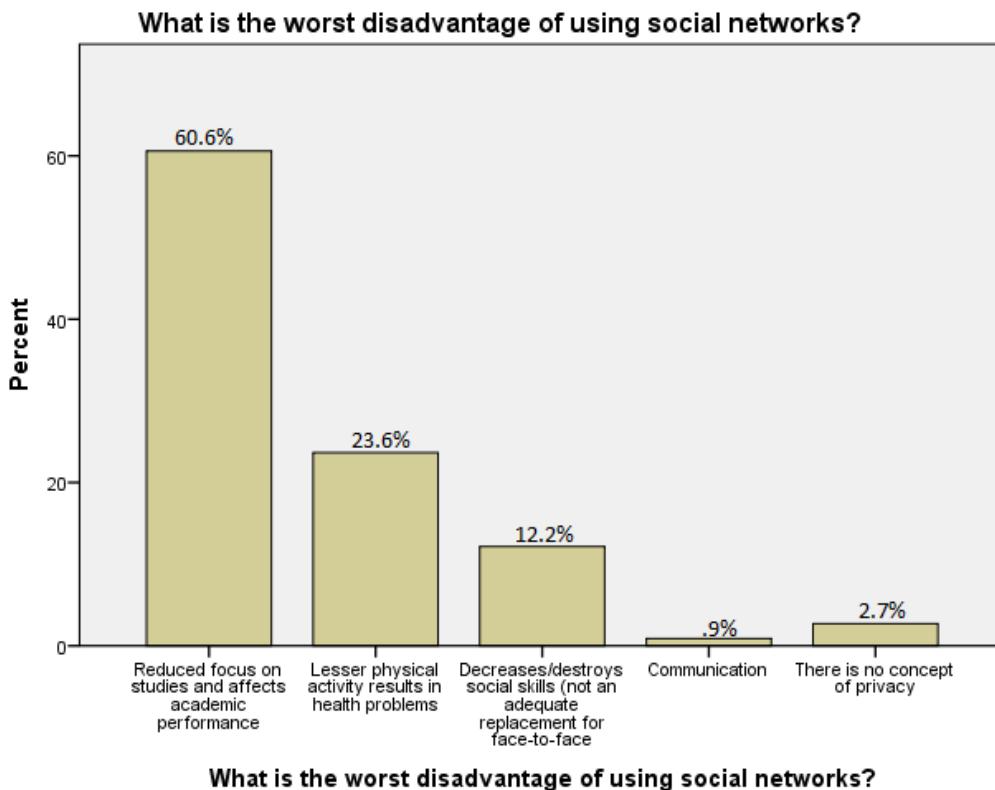
Figure 3:



It was also asked to the students that do the social media have any kind of negative effects on the life of students. Interestingly the largest bar was from the students who strongly favored the opinion that social media has some positive impact on life as well. A little less than 200 students were of the viewpoint that social media has negative effects on life as well. This forms the biggest group who strongly agrees with the idea. Also it is important to note here that the group of students which strongly agrees with the idea that social media has some kind of negative impacts was even less than 50 and this was the smallest representation in the graph as well. Figure 11 has also shown this mentioned thing. 40.1 % of students argued that they are facing negative aspects in their life.

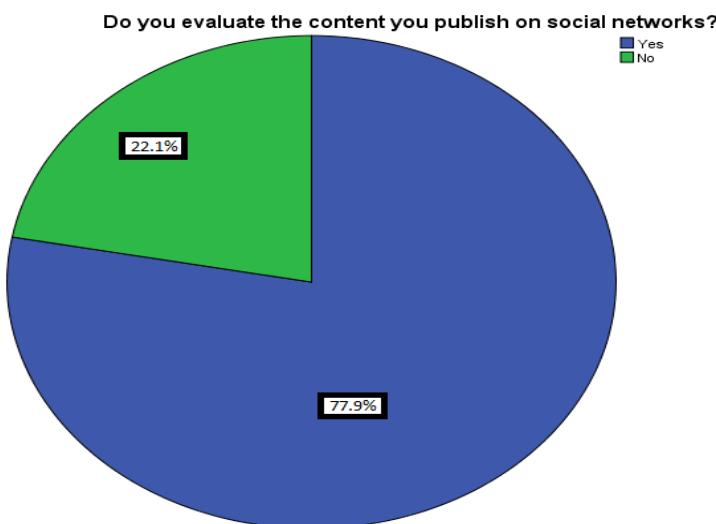
The students analyzed under the study were then given few questions as to ask them about what has been the worst type of disadvantage; a student may suffer from the use of social media. The choice which was most used by the students was reduced focus on studies and the effects of using social media on the academic performance of students as well. In figure 12 it is shown that the biggest bar of the chart also shows apart from academic performance the second biggest problem which a student can associate from the use of social media are lesser physical activities which lead to a lot of health related problems. It can be said that the time which has to be devoted towards the healthier activities is used by students on browsing social media websites. Interestingly some students also said that the worst disadvantage is that the social media does not have any concept of privacy. In this question 60.6% of students argued that they are less concentrated on studies after indulging in habit of social media.

Figure 4:



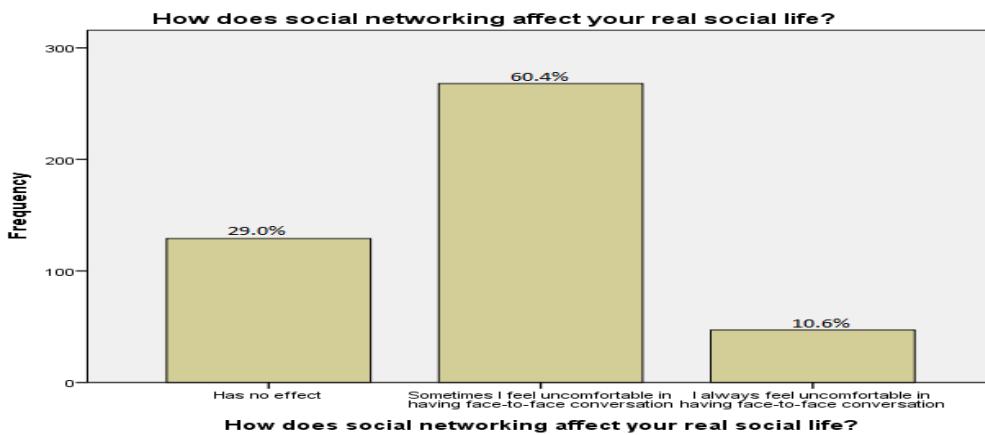
It was asked to the students that did they analyze any kind of contend once they publish on social media websites. The students responded at large with saying that they analyze the content they publish online at different social media websites. More than three hundred students as shown in figure 13 shows that threat they analyze the content once they have published online. Interestingly 77.9% of students argued that they analyze the content they publish on social media. Well the biggest disadvantage of analyzing is that students need to have looked for the content again and again which means wastage of time.

Figure 5:



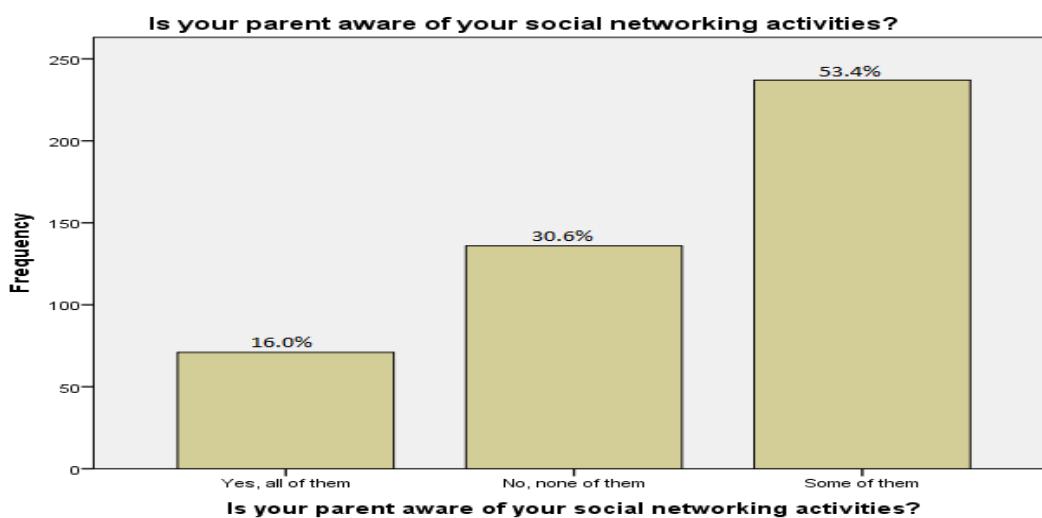
If was asked to the students that if social media website if have effects on one life then what can of effect is that in fact. The largest group of students was of the view that after the addiction of social media websites it is becoming difficult for the students for having face to face conversation. Figure 14 shows that some less than 300 respondents were of the opinion that they are seriously uncomfortable while facing someone directly. This phenomena is because of the reason that student are becoming more and more active on the social media websites and therefore, more conversations are being made online then face to face. Thus when it comes to real face to face conversation it becomes very difficult for the students to handle such conversations. 60.4 % of students opined that they were having problems while face to face conversations. This phenomena has happened after they were indulged in the habit of using social media.

Figure 6:



It was also asked to the students that if their parent or parents are aware of the social media activities or they are not aware. The group which records the highest number of presence on graph was of the students who said that yes some of them knows about the social networking activities like either mom or either dad. Figure 15 show that some less than 150 students also responded that none of the parents of student are aware of the student's use of the social media. Some more than 30.6% have interestingly told that none of their parents know about their activities.

Figure 7:



It was also asked to the students that if they have regretted any time after posting some information on social media, the largest group of students responded that they have regretted information after posting to the social media. 75.9% students as shown in the table 17 responded that they have regretted after posting information online.

There were some 107 students who were of the viewpoint that they do not regret after posting information to the social media websites.

Table 4:

**Have you ever regretted any information that you shared/posted over social media?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	337	74.7	75.9
	No	107	23.7	24.1
Missing	Total	444	98.4	100.0
	System	7	1.6	
Total	451	100.0		

It was asked to the students that to which degree the peer pressure plays any role in you joining the social media. The figure 18 has shown that 71.3% students advocated that to some extent peer pressure was responsible for their joining on the social media. After this group comes the second group which is 22.3% in size who were of the point of view that peer pressure is responsible for their joining on the social media.

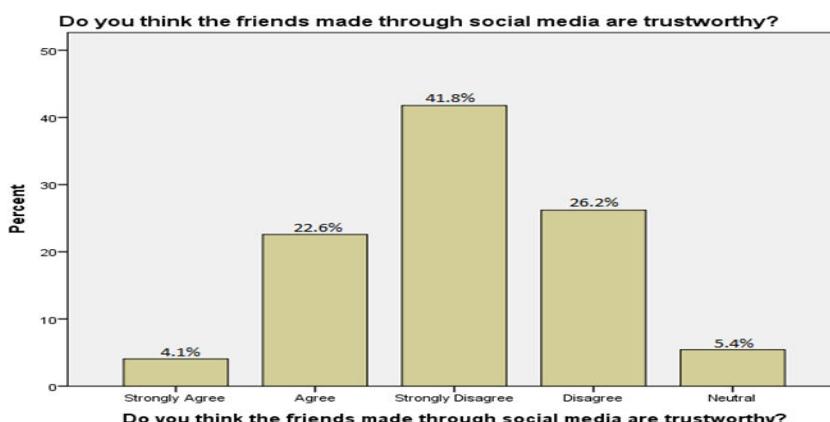
Table 5:

**Please select the degree to which peer pressure plays/have played any role In you joining a social media?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot	28	6.2	6.3
	To some extent	316	70.1	71.3
	Not at all	99	22.0	22.3
Missing	Total	443	98.2	100.0
	System	8	1.8	
Total	451	100.0		

It was asked to the students that what they think about that friends made through the social media are trust worth or not. Five options were given to the respondents as shown in the figure 19. The bar in which most student's lies was of the view point who strongly disagree the statement that friends made through the social media are trustworthy. Some less than 200 students as shown in the figure pointed out that friends made through social media cannot be trusted. The percentage of those students was 41.8%. There was a smallest group in this question who advocated with strong agreement that friends made through the social media are trust worthy the percentage of students who belongs to this group was only 4.1%.

Figure 8:



**Discussion**

The basic aim of the research was to conceptualize the hazardous impact of social media on college students. For that purpose a survey was initiated through an extensive questionnaire. The survey taken was for the exclusive purpose of gathering all the required information about that the degree of impact of social media on college students. It was also tried to ask questions about the possible benefits of the social media, if there were any. When the questionnaire was analyzed, results were deduced and it was revealed that the social media is heavily impacted the students life. It is imperative to note here that social media cannot be held responsible for every wrong happening with the students with regards to their studies. It was also shown in results that there see some benefits of using social media as well for the students. The students who favored the benefits of using the social media were of the opinion that at some time social media has proved to be very useful in studies. The problem is that the disadvantages of social media outnumber the advantages. What can be suggested to parents is that should increase their interaction with their children so that they know what their children are doing. It was revealed during the course of research that a big percentage of students have not even informed their parents of what time these students were spending on the social media. Also there were a lot of students who have revealed that they have been facing serious psychological problems after becoming addict to the social media. Those students have talked about that they are having problems while face to face interactions. Many students have vividly argued that this social media has seriously impacted their studies at a large scale. That excessive use of social media has even been responsible for lower performance of the students. It is also important to mention that the number of students which were lease impacted by the social media is negligible. The need of the time is that apart from parents, teachers of the students should also guide their students about the use of social media. The menace of social media can be controlled or if not controlled can be curtailed up to some extent with the proper guidance of teachers along with proper attention of the parents. A single strategy would not work to curtail the excessive use of social media but a multi-dimensional strategy can be useful in this regard.

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