



Recent trends in Management and Commerce

Vol: 4(2), 2023

REST Publisher; ISBN: 978-81-936097-6-7

Website: <https://restpublisher.com/book-series/rmc/>

DOI: <https://doi.org/10.46632/rmc/4/2/20>



Analyzing the Impact of Social Media on Students using SPSS: Insights and Implications

^{*1}C. Venkateswaran, ²S. Lakshmi, ¹Nipun Aggarwal

¹Maharishi Markandeshwar (Deemed to be University), Mullana, Haryana, India.

²Maharishi Markandeshwar International School, Mullana, Haryana, India.

*Corresponding Author Email: venky.professor@gmail.com

Abstract: *Students may lose concentration and productivity in their academics by spending hours scrolling through their feeds, participating in online debates, or viewing videos' students' mental health may be greatly impacted by social media sites. Continual exposure to curated and idealized versions of others' lives can contribute to feelings of inadequacy, low self-esteem, and anxiety. The effect of social media on pupils has recently generated a lot of interest and discussion. Examining how these online spaces affect students' lives is crucial as platforms like Facebook, Instagram, Twitter, Snapchat, and Tikor become more popular and influential. This essay will go over five major issues about how social media affects students: Academic Results: Excessive social media use frequently causes distractions and deterioration in academic results. Studying how social media affects students has broad academic implications and is crucial in the current digital era. Understanding and assessing this influence can help differnt stakeholders, such as educators, parents, lawmakers, and mental health specialists, gain insightful information. Here are some significant factors emphasizing the importance of the study: Academic Policies and Interventions: The establishment of successful policies and interventions can be influenced by research on how social media affects students' academic performance. Teachers can use measures to improve focus, time management, and digital literacy among pupils by pinpointing the causes of distraction and decreased productivity. Mental Health Support: It is vital for mental health experts to look into the relationship between social media use and results in terms of mental health. A thorough and organized technique is required while researching the effects of social media on pupils in order to collect pertinent information and produce insightful findings. An example of a potential research approach is given below: Select the most appropriate research design for the study, such as mixed techniques, qualitative, or quantitative. To choose the best strategy, take into account the research questions, objectives, and resources at hand. Conduct a detailed analysis of the body of knowledge regarding how social media affects kids. Create a solid theoretical framework for the study by identifying important theories, concepts, and findings from prior research. Taken as input parameters is Age, Gender, program, what type of family background, where do you from? how much does using social media cut your time of regular sleep? Does using social media effect on your studies?, how many hours a day do you spend on social media/, on a scale how social media effect relationship?, on scale how social media have positive impact/negative impact on students?, how social media effect communication and connectivity?.*

Keywords: *social media, communication, SPSS method.*

1. INTRODUCTION

The rapid growth of the internet throughout the current era of networking has had a big impact on how pupils develop, especially in terms of interactions and socialization. Since the internet has revolutionized our ability to interact regardless of geographical limits, communication has become a recurrent concept in this day. Search engines, web pages, emails, RSS feeds, e-journals, e-newspapers, internet banking, internet telephony, conferencing, multimedia sharing, online news forums, and social networking sites are just a few of the communication tools available on the internet. The internet is becoming a necessary tool for communication in both personal and professional settings. This study aims to investigate how students' fact that social networking sites were not created with malicious intent, it is clear from our daily lives that students can develop addictions to them. This study intends to both the good and bad points [1] Flickr have made their way into the world of education. These sites make it easy for students to communicate with one another and possibly with people outside of their immediate class, like other students who are interested in the same subject or subject matter

experts. The introduction of social media has had a big impact on how instructors and students study in higher education settings. It has encouraged educators, learners, and other participants to work together to create knowledge in learning and teaching environments. Social media tools can improve lesson plans and have a good impact on group projects, content production, and debates. Social media technologies are being regularly tested by educators and academics in an effort to encourage students' critical thinking abilities, teamwork, and knowledge creation (James). However, it is crucial to carefully weigh the advantages, consequences, and hazards related to these media's openness [2]. When young people use social networking sites, they have the chance to interact with a variety of people and interest groups, exchange ideas, and talk about pertinent topics. This enables kids to learn from many viewpoints and be exposed to a variety of stories and experiences. As a result, young people are frequently represented among social network users. Social networks, especially for teenagers, can present concerns, according to academics. These platforms are said to be able to mislead people into thinking that friendship and love are simply available and equally disposable. This can cause young people to act impulsively as they try to replicate the thrill and intensity they feel online in real life [3]. Online systems known as social networking sites let users interact with others based on common traits, hobbies, or activities. Users set up personal accounts where they may exchange information, upload images, and connect with other users they refer to as "friends." These websites provide users with a variety of ways to communicate, such as wall postings, comments, private messages, and photo tagging. It is notable how common social networking services are among college students. Research from that year found that 94% of first-year students said they used these sites on a weekly basis. The impact of social media on college students has also expanded due to the growing usage of mobile technologies, notably cell phones. Students who have continual access to a mobile device can use social networking sites from any location, participate in anonymous communication, share information right away, and swiftly take and share images. It's important to remember that students actively use social media on mobile devices in addition to accessing it on desktops at home [4]. It is crucial to keep in mind that not all pupils have the media literacy abilities necessary to efficiently analyse, comprehend, and evaluate new types of information. Without these abilities, students can find it difficult to decide what information is reliable and how to use it properly (Rowland et al., 2008). Social media is now widely used, with the most popular channels being Facebook, Twitter, MySpace, LinkedIn, Google+, Skype, and cellphones. For instance, Facebook enables users to connect with one another and share information, fostering a sense of community among college students. For universities and colleges, using social media in education can have a number of benefits. It enables improved connectedness and interaction with students, presenting chances for improved dialogue, teamwork, and knowledge exchange. Twitter and other social media platforms have been utilised to help students develop their communication and critical thinking skills as well as their social skills [5]. Social media adoption in education is influenced by a number of elements, such as how widely available, practical, useful, and adaptable these technologies are. Social technologies have the ability to improve students' comprehension and encourage student participation, which is why they are frequently considered as being supportive to social constructivist learning techniques. Additionally, a possible barrier to the adoption of social technologies on the internet is removed by the accessibility and low cost (or free) nature of these technologies. has been acknowledged for its four main benefits. First of all, it improves interactions between students and between students and teachers. Second, it increases learning motivation by offering fun and dynamic learning environments [6]. Scholars have offered many definitions for the phenomenon of social media, which has seen rapid growth and development. are described by Drury (2008) as internet tools used by users to share a variety of content, including videos, images, text, ideas, opinions, news, and humour. Safko and Brake (2008) go on to explain that social media includes practises, behaviors, and actions carried out within online communities where knowledge, opinions, and information are exchanged via conversational media. They define social media as has made it possible to share data and information beyond national and geographic boundaries [7]. Social networking sites (SNSs) have ingrained themselves into the daily routines of millions of Internet users. Students are particularly fond of spend a lot of time there. Another SNS that is frequently utilised for academic purposes by students, teachers, and researchers is LinkedIn. Both good and negative effects of SNSs on pupils' academic performance are possible. Poor time management, particularly when excessive social media use trumps academic obligations, is a factor that contributes to poor academic achievement. The US Digital Year study states that 14.4% of people's online time is spent on SNSs, making them a major contributor to overall online time usage. The online networking community is largely made up of university students, which highlights how popular SNSs are with this group [8] and communication. It's crucial to understand that students may experience negative consequences from social networking. Its ability to be distracting and take pupils' focus off of learning is one potential downside. Overuse of social media platforms may impair in-person social contacts and distract students from their academic goals [9].

2. MATERIALS & METHODS

SPSS method: Data analysis and research both rely heavily on statistical tools. It gives researchers, scientists, and analysts the skills and tools they need to analyse and interpret data efficiently, producing insightful

discoveries and new scientific knowledge. The organization and analysis of data gathered through scientific methods like experimentation and observation are two of the main purposes of statistical software. Researchers can use a variety of statistical tools and procedures to find patterns, connections, and trends in the data by entering the obtained data into the software. To help data analysis, statistical software provides a wide range of features and capabilities. Descriptive statistics, hypothesis testing, regression analysis, data visualization, and other techniques fall under this category. These tools give researchers the ability to examine the data, condense important findings, and draw statistical conclusions. Utilizing statistical tools guarantees a methodical and exact approach to data analysis. It offers a well-structured framework for data analysis, reducing the possibility of biases and inaccuracies. Researchers can guarantee the validity and reliability of their findings by adhering to defined processes and using the right statistical tests. Statistics software makes it easier to conduct accurate analyses, maintaining the integrity of the data. Researchers can use it to find anomalies, spot contradictions in the data, and evaluate the data's quality. This is crucial in research, where data integrity and accuracy are key considerations. Statistical software not only allows for data analysis but also for the validation of study results. The software allows researchers to do sensitivity analyses, confirm results, and re-analyze data to see how strong their findings are. By doing this, the validity and reproducibility of research findings are enhanced. Statistical software, in summary, is a crucial tool for researchers and analysts working on data analysis. It gives users the tools they need to organize, examine, and understand data in order to produce scientific knowledge. using statistical methods software ensures systematic analysis, helps preserve data integrity, and facilitates the validation of research findings. Market research and social science both frequently use SPSS, which control. Additionally, it has a user-friendly design that enables users with little statistical expertise to utilize it. Data manipulation, regression analysis, variance analysis, experiment design and analysis, survival analysis, factor analysis, correlation, and other functions are among Minitab's capabilities, statistical techniques. Minitab is known for its extensive graphical and visual analysis features.

3. RESULTS AND DISCUSSIONS

TABLE 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness
X1	131	0	5	2.68	1.443	.212
X2	131	0	5	2.65	1.687	.212
X3	131	0	5	3.29	1.428	.212
X4	131	0	5	2.64	1.811	.212
X5	131	0	5	3.15	1.550	.212
X6	131	0	5	3.47	1.464	.212
Valid N (listwise)	131					

Table 1 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation Future of x1 , x2 , x3, x4, x5 , x6

TABLE 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.846	6

Table 2 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .846 which indicates 84% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

TABLE 3. Statistics

		X1	X2	X3	X4	X5	X6
N	Valid	131	131	131	131	131	131
	Missing	0	0	0	0	0	0
Mean		2.68	2.65	3.29	2.64	3.15	3.47
Median		3.00	3.00	4.00	3.00	3.00	4.00
Mode		2	3	5	5	5	5
Skewness		.001	-.144	-.397	-.145	-.372	-.775
Std. Error of Skewness		.212	.212	.212	.212	.212	.212
Sum		351	347	431	346	412	455

Table 3 Show the Frequency Statistics in impact of social media on students. Future of x1, x2 , x3, x4, x5 , x6

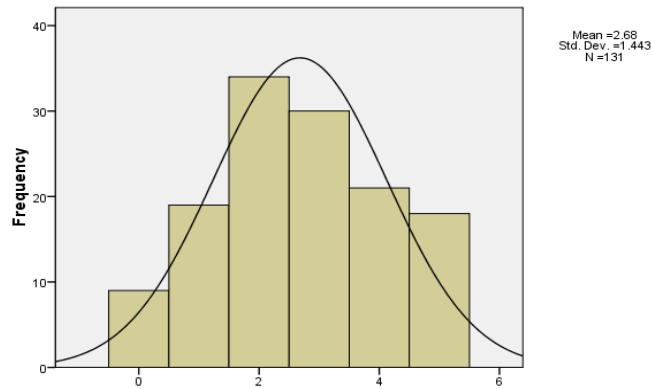


FIGURE 1. Age

Figure 1 shows the histogram plot for Future of impact of social media on students from the figure it is clearly seen that the data are normal curve for Future impact of social media on students of values are under the normal curve shows model is significantly following normal distribution.

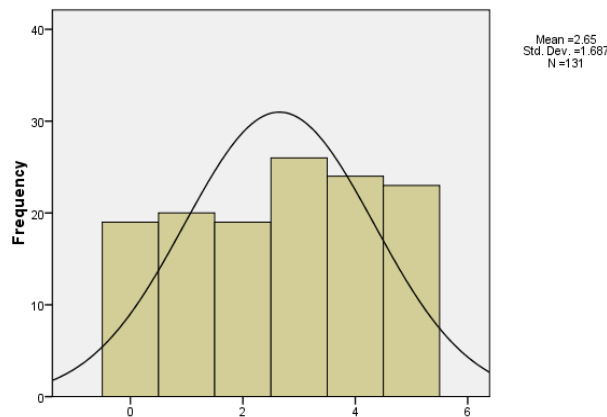


FIGURE 2. Gender

Figure 2 shows the histogram plot for x2 from the figure it is clearly seen that the data are normal curve all other values are under the normal curve shows model is significantly following normal distribution.

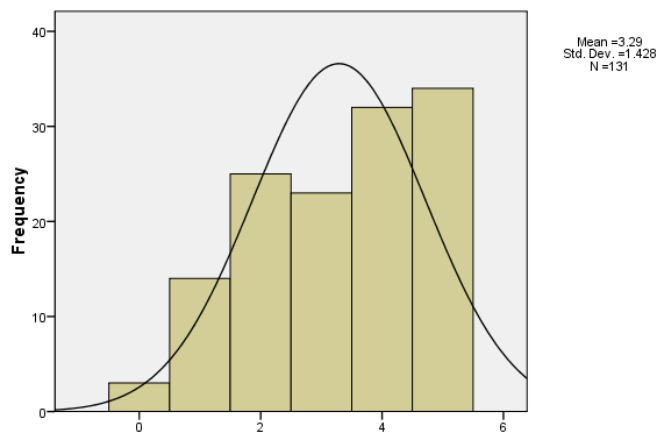


FIGURE 3. program

Figure 3 shows the histogram plot for x3 from the figure it is clearly seen that the data are slightly right skewed due to more respondent chosen 6 for x3 except the 0 value all other values are under the normal curve shows model is significantly following normal distribution.

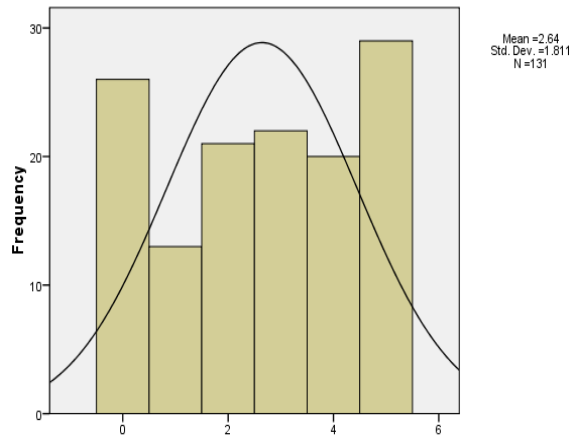


FIGURE 4. what type of family background?

Figure 4 shows the histogram plot for x4 from the figure it is clearly seen that the data are normal curved and all are under the normal curve shows model is significantly following normal distribution.

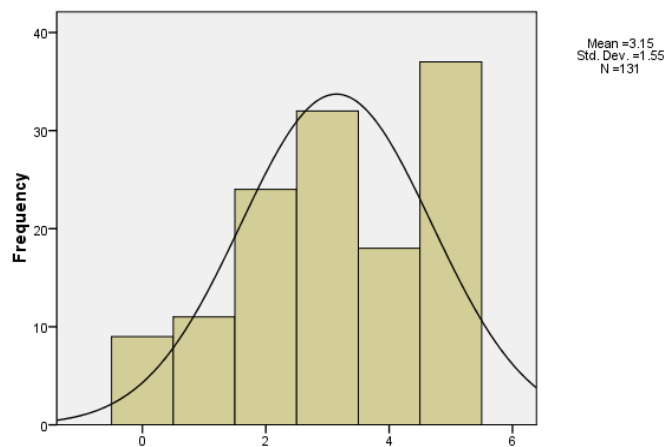


FIGURE 5. how much does using social media cut your time of regular sleep?

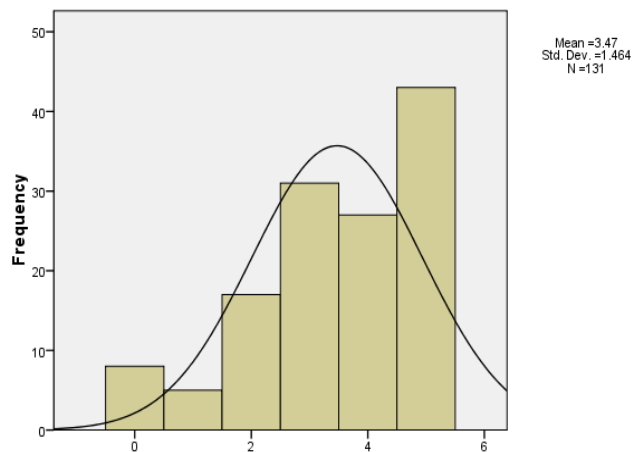


FIGURE 6. does using social media effect on your studies?

Figure 6 shows the histogram plot for x6 the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 6 for x6 and remaining are in normal curve.

4. CONCLUSIONS

In conclusion, social media has a considerable and varied impact on students. They now have more opportunities for self-expression, learning, and teamwork thanks to it. But there are also difficulties and potential downsides that must be properly considered. Positively, social media platforms give students access to a multitude of information and tools, allowing them to research different subjects, participate in discussions, and instantly exchange information. It encourages student networking and collaboration, enabling them to get in touch with colleagues, subject matter experts, and professionals in related fields. Social media also improves interactions in virtual classrooms between students and teachers by enabling prompt feedback and discussion. Additionally, social media encourages self-expression and creativity, enabling students to present their skills and ideas in a variety of media types. It encourages technological proficiency and digital literacy, two things that are essential in today's society. Additionally, social media can be helpful in fostering worldwide relationships, fostering activism, and increasing awareness of social issues can cause distraction, lower productivity, and bad time management.

REFERENCES

- [1]. Rithika, M., and Sara Selvaraj. "Impact of social media on students' academic performance." *International Journal of Logistics & Supply Chain Management Perspectives* 2, no. 4 (2013): 636-640.
- [2]. Boateng, R., and Afua Amankwaa. "The impact of social media on student academic life in higher education." *Global Journal of Human-Social Science* 16, no. 4 (2016): 1-8.
- [3]. Talaue, Gilbert M., Ali AlSaad, Naif AlRushaidan, Alwaleed AlHugail, and Saad AlFahhad. "The impact of social media on academic performance of selected college students." *International Journal of Advanced Information Technology* 8, no. 4/5 (2018): 27-35.
- [4]. Mastrodicasa, Jeanna, and Paul Metellus. "The impact of social media on college students." *Journal of College and Character* 14, no. 1 (2013): 21-30.
- [5]. Amin, Zahid, Ahmad Mansoor, Syed Rabeet Hussain, and Faisal Hashmat. "Impact of social media of student's academic performance." *International Journal of Business and Management Invention* 5, no. 4 (2016): 22-29.
- [6]. Alwagait, Esam, Basit Shahzad, and Sophia Alim. "Impact of social media usage on students academic performance in Saudi Arabia." *Computers in Human Behavior* 51 (2015): 1092-1097.
- [7]. Ndaku, ANJUGU JESSICA. "Impact of social media on students' academic performance. A study of students of university of Abuja." *Unpublished B. Sc. Dissertation. Department of Mass Communication Management and Social Sciences. Caritas University, Enugu, Nigeria* (2013).
- [8]. Mushtaq, Ahmad Jahed, and Abdelmajid Benraghda. "The effects of social media on the undergraduate students' academic performances." *Library Philosophy and Practice* 4, no. 1 (2018).
- [9]. Maqableh, Mahmoud, Lama Rajab, Walaa Quteshat, Ra'ed Moh'D. Taisir Masa'deh, Tahani Khatib, and Huda Karajeh. "The impact of social media networks websites usage on students' academic performance." *Communications and Network* 7, no. 04 (2015): 159-171.
- [10]. Al-Sharqi, L., K. Hashim, and I. Kutbi. "Perceptions of social media impact on students' social behavior: A comparison between Arts and Science students." *International Journal of Education and Social Science* 2, no. 4 (2015): 122-131.
- [11]. Blankenship, Mark. "How social media can and should impact higher education." *Education Digest* 76, no. 7 (2011): 39-42.
- [12]. Sawyer, Rebecca, and Guo-Ming Chen. "The impact of social media on intercultural adaptation." (2012).
- [13]. Akakandelwa, Akakandelwa, and Gabriel Walubita. "Students' social media use and its perceived impact on their social life: A case study of the University of Zambia." (2018).
- [14]. Okagbue, Hilary I., Pelumi E. Oguntunde, Emmanuela CM Obasi, and Elvir M. Akhmetshin. "Trends and usage pattern of SPSS and Minitab Software in Scientific research." In *Journal of Physics: Conference Series*, vol. 1734, no. 1, p. 012017. IOP Publishing, 2021.
- [15]. Yamin, Sofyan, and Heri Kurniawan. "SPSS complete: Teknik analisis statistik terlengkap dengan software SPSS." *Jakarta: Salemba Infotek* (2009).
- [16]. Meulman, Jacqueline J., and Willem J. Heiser. *SPSS Categories 10.0*. Chicago: SPSS incorporated, 1999.
- [17]. Yang, Hongwei. "The case for being automatic: introducing the automatic linear modeling (LINEAR) procedure in SPSS statistics." *Multiple Linear Regression Viewpoints* 39, no. 2 (2013): 27-37.
- [18]. Hinton, Perry Roy. *SPSS explained*. Psychology Press, 2004.
- [19]. Bryman, Alan, and Duncan Cramer. *Quantitative data analysis with SPSS 14, 15 & 16: A guide for social scientists*. Routledge/Taylor & Francis Group, 2009.
- [20]. Dudley, William N., Jose G. Benuzillo, and Mineh S. Carrico. "SPSS and SAS programming for the testing of mediation models." *Nursing Research* 53, no. 1 (2004): 59-62

