Effect of Social Media on Students of KIMS University

Yadnesh Gosavi, Siddharth Varma*, Sonali Waghmode, Rashmi Gangavati, Yusuf AR, Amit Jadhav

School of Dental Sciences, Krishna Vishwa Vidyapeeth (Deemed to be University), Karad, Maharashtra, India

*Corresponding Author: Dr. Siddharth Varma, School of Dental Sciences, Krishna Vishwa Vidyapeeth (Deemed to be University), Karad Email: siddhartha_varma@yahoo.co.in

Abstract. This study investigates the multifaceted impact of social media on students at Krishna Institute of Medical Sciences (KIMS) University, situated in the vibrant educational landscape of India. The overarching objective is to comprehensively explore how social media influences various dimensions of the academic, social, and personal lives of undergraduate students. The study employs a cross-sectional institutional design, involving 600 participants representing diverse faculties within KIMS University. The research methodology includes the distribution of a meticulously crafted questionnaire comprising 20 questions that assess students' knowledge, attitudes, and practices related to social media. The study spans five to six months, from February to July, capturing a snapshot of the students' experiences and behaviors over this period. Ethical considerations are paramount, with clearance obtained from the Institutional Ethics Committee to ensure the responsible conduct of the research. The unique contribution of this study lies in its focus on the Indian context, addressing a significant gap in the existing literature regarding the impact of social media on Indian youth, particularly within the realm of medical education. The findings are expected to shed light on how social media influences political awareness, religious beliefs, academic learning, trend adoption, and various other facets of social life among KIMS University students. The study also hypothesizes positive outcomes, positing that social media serves as an effective tool for raising awareness among young people, acts as a quick source of information and entertainment aligned with their interests, facilitates education, and is predominantly utilized in a positive manner by the participants. Data analysis and interpretation will be conducted using the Statistical Package for the Social Sciences (SPSS), allowing for a rigorous examination of patterns and trends. The outcomes of this research are anticipated to not only inform the policies and practices within KIMS University but also contribute to the broader understanding of how social media shapes the lives of young individuals in the Indian context. In conclusion, this study represents a significant step towards unraveling the complexities of social media's influence on students at KIMS University, providing a context-specific lens through which the dynamic interplay between technology and education can be understood.

Keywords: Social media, Impact, Students, KIMS University, Indian youth, Academic life, Social interactions, Technology, Cross-sectional study, Uses and Gratification Theory

I.   Introduction:

Social media has become an integral part of contemporary society, revolutionizing the way individuals communicate, access information, and engage with the world around them. This transformation is particularly evident among the youth, who have seamlessly embraced various social media platforms as essential tools for interaction, entertainment, and information dissemination. The influence of social media on young people's lives is a topic of increasing interest and concern, prompting researchers to delve into its multifaceted effects on different aspects of their daily existence. In the context of this study, we aim to explore the impact of social media on students at Krishna Institute of Medical Sciences (KIMS) University, an academic institution that

stands at the intersection of education and technology. The objectives are clear: to examine how social media affects students at KIMS University, gauge their sentiments towards these platforms, and assess the extent to which social media usage interferes with their daily lives. With the rapid expansion of social media's reach and influence, understanding its implications for the academic, social, and personal lives of university students is paramount.

As the digital era progresses, the landscape of communication has undergone a paradigm shift. Social media, encompassing a diverse range of platforms such as Facebook, Twitter, Instagram, and more, offers a unique blend of features, including instant messaging, photo and video sharing, and real-time connectivity to a global audience. It has become the primary means through which information is disseminated, opinions are expressed, and social interactions unfold. For the youth, including the students at KIMS University, social media is not just a tool; it is a way of life. The popularity of social media among young people raises intriguing questions about its effects, both positive and negative, on their lifestyles. This study aims to contribute to the growing body of knowledge on this subject by focusing on the specific context of KIMS University. While previous research has explored the impact of social media on youth in various global contexts, there is a noticeable gap in understanding its effects within the Indian landscape. This study seeks to fill that void, providing insights into the dynamics of social media usage and its consequences for students in the Indian educational setting.

The lack of comprehensive research on the effects of social media on Indian youth, coupled with the absence of studies specific to the region surrounding KIMS University, underscores the significance of this investigation. By conducting a cross-sectional institutional study among undergraduate students, we aim to generate valuable insights that can inform not only the academic community at KIMS but also contribute to the broader understanding of how social media influences the lives of young people in India. The study employs a carefully crafted methodology, involving a sample of 600 undergraduate students representing the diverse faculties at KIMS University. The questionnaire, designed to assess students' knowledge, attitudes, and practices related to social media, serves as a valuable tool for data collection. The application of the Statistical Package for the Social Sciences (SPSS) ensures a rigorous analysis of the collected data, allowing for the extraction of meaningful patterns and trends. In conclusion, this study endeavors to shed light on the intricate relationship between social media and the student community at KIMS University. By exploring the nuances of social media usage, we aim to contribute to the ongoing discourse on the impact of these platforms on the academic, social, and personal dimensions of young lives. The findings of this research not only have the potential to shape the policies and practices within the university but also to provide broader insights into the evolving role of social media in the lives of young people in the Indian context.

II. Background:

The pervasive influence of social media in contemporary society has reshaped the dynamics of communication, information dissemination, and social interactions. The advent of platforms like Facebook, Twitter, Instagram, and others has ushered in an era where individuals, particularly the youth, are seamlessly connected to a vast and globalized network. The impact of social media on various aspects of life, including education, social relationships, and personal development, has become a subject of intense scrutiny and interest among researchers worldwide. In the Indian context, the penetration of social media has been rapid and profound, with a significant portion of the population, especially the youth, actively participating in these online spaces. However, the research landscape regarding the effects of social media on Indian youth remains relatively underexplored, leaving a critical knowledge gap. The unique socio-cultural fabric of India, coupled with the diverse experiences of its youth, necessitates a nuanced understanding of how social media shapes their lives. Krishna Institute of Medical Sciences (KIMS) University, situated at the heart of India's educational landscape, provides a compelling setting for investigating the impact of social media on students. As an institution dedicated to medical sciences, KIMS attracts a diverse and dynamic student body with varied academic pursuits and career aspirations. Understanding how social media influences the lives of these students is not only academically pertinent but also contributes to the broader narrative of the evolving role of technology in education.

The background of this study is rooted in the recognition that social media is not merely a tool for communication but a pervasive force that influences attitudes, behaviors, and perceptions. The youth, being early adopters of technology, are at the forefront of this digital revolution, navigating the complexities of social media in tandem with their academic and personal journeys. As the lines between the virtual and real worlds blur, it becomes imperative to unravel the intricate ways in which social media shapes the experiences of young individuals, especially those within the unique context of KIMS University. Previous research on the effects of social media on youth has provided valuable insights into areas such as political awareness, academic learning, and social interactions. However, much of this research is situated in global contexts, and there is a dearth of comprehensive studies focusing on the Indian landscape, particularly within the realm of medical education. This background underscores the need for a localized examination of the impact of social media on students at KIMS University. In addition to the academic and social dimensions, the study recognizes the ethical considerations inherent in researching the digital behaviors of young individuals. Obtaining ethical clearance from the Institutional Ethics Committee ensures that the study is conducted responsibly, safeguarding the privacy and rights of the participants.

In summary, the background of this study is steeped in the transformative influence of social media on the lives of young people in India, with a specific emphasis on the student community at KIMS University. By delving into this unexplored territory, the study aims to contribute to the existing body of knowledge, providing a context-specific understanding of the multifaceted impact of social media on the academic and personal lives of students in the Indian educational landscape.

III. DESCRIPTION OF THE PROBLEMS

The purpose of the study was to examine the effects of social media on young people, including how they are influenced by it in terms of political awareness, religious beliefs, academic learning, trend adoption, participation in sports, and other facets of social life.

NECESSITY OF THE STUDY

This study is necessary to use social media for youth in the right way and to raise awareness among young people that proper use of social media can be a powerful tool for educating, informing, and shaping the mentality of young people. Social media also helps people, especially young people, to refine their lifestyles. It also helps people become more aware of how social media is affecting social norms, society standards, and ethical standards, and it raises awareness among young people of the negative effects.

THE STUDY'S HYPOTHESIS

1. It is likely to say that social media is raising awareness for young people in a more effective way.

2. It is likely to say that social media is a quick source of information and entertainment for young people's interests.

3. It is likely to say that social media is a great facilitator for young people in the field of education.

4. It is likely to say that young people are utilizing social media in a positive way.

Application of Uses and Gratification Theory and Media Effect Research and Theory Relevance of Study

There are many theories that might be perfect to support my dissertation, but I find the most near theory that are suitable and in line with the nature of my study, which are uses and gratification theory and media effect research and theory. This is because when a user uses media, their top priority is to get more and more gratification and satisfaction, then after using it, it can be seen its influence.

IV.   Methods

Give the study's design here, including the total number of cases or samples to be examined, the method of subject selection, the tools and other materials to be utilized, the questionnaire, and the procedures to be used for assessing results, such as statistical methods, etc. Among undergraduate students, a cross-sectional institutional study will be carried out. of KIMSDU Karad to assess how social media affects students within the KIMSDU setting.

Population :

We want to study the knowledge, attitude and practices among students of KIMS University regarding effect of social mediaon students

Sample:

Study population and sample :-

Study population consisting of undergraduate students of the constituent colleges of KIMSDU including Medical, Dental, Pharmacy, Physiotherapy and Nursing college. A minimum sample size of 384 was calculated

V.   Procedure

Over the course of five or six months, from February to July, all the data was gathered. Before the lecture, surveys were given to the students to complete. The goals of the study, its methods, and the confidentiality of the responses were explained to the participants. It was made clear to participants that they were under no obligation to take part in the study, but that doing so would require them to fill out and return a questionnaire. The pupils had to be truthful in their responses to the surveys as well. Just as the students were getting ready to depart the lecture hall, the completed forms were collected. The questionnaire took 10 to 15 minutes to finish.

VI.   Measurement tool

A specially designed google form questionnaire consisting of 20 questions was provided to the participants. The questionnaire consists of three domains of knowledge, attitude and practices regarding social media. It was formulated by referring similar study materials. Those who will fail to give consent for the study has been excluded.Statistical Package for the Social Sciences (SPSS) has been used for the data analysis and interpreted. All collected data is entered on SPSS sheet to analyze the data, to separate the findings and representation the data in appropriate form, to draw the diagrams and tables.

VII.   Ethical considerations

The Institutional Ethics Committee has hereby given permission to initiate the research project (Protocol Number 236/2022-2023) titled, "EFFECT OF SOCIAL MEDIA USAGE ON STUDENTS OF KIMSDU KARAD. A QUESTIONNAIRE BASED STUDY" by Mr. Yadnesh Suhas Gosaviunder the guidance of Dr. Siddharth Varma, Associate Professor department of Periodontology, School of Dental Sciences, Krishna Institute of Medical Sciences "Deemed To Be University", Karad

VIII.   Result:

A total of 453 dental students participated in the study, with percentage of participation as 19.2%, 21.6%,19.2%, 21%, 19%, for , Medical, Dental, Physiotherapy,Nursing, Pharmacy undergraduate students of the KIMSDU karad.

students were asked social media is beneficial for youth in the field of education, where 61.6 %of the respondents agree, and 19% of the respondent responded strongly agree. While 13.5% of respondents was uncertain about the statement. 0% disagreed and 0% was strongly disagreed with the statement.

students were asked if upon social media chatting, calling, sharing links, liking links is the wastage of time for youth., where 39.3% of the respondents agree, 14.6% of the respondent responded strongly agree. While 22.7% of respondents was uncertain about the statement. 20.3% disagreed and 0 % respondents were strongly disagreed.

When students were asked if social media is necessary for students now a days, where 60% of the respondents agree, 24.1% of the respondent responded strongly agree. While 11% of respondents was uncertain about the statement. While 0% disagreed and 0 % strongly disagreed.

Table 1. Questionnaire

SR NO.	QUESTION	STRONGLY DISAGREE	DISSAGREE	UNCERTAIN	AGREE	STRONGLY AGREE
1	Social media is beneficial for students in the field of education?	0	0	13.5	61.6	19
2	Social media chatting, calling, sharing links, liking links is the wastage of time for students ?	0	20.3	22.7	39.3	14.6
3	Social media is necessary for students now a days	0	0	11	60	24.1
4	Useless information creates ambiguity and confusion in the mind of students?	0	0	17.2	53.2	24.1
5	Social media is becoming a hobby of students to kill the time	0	9.9	11.3	50.1	26.9
6	Social media has a positive impact on students ?	0	8.6	21.6	46.6	19.9
7	Social media deteriorates the social norms and ethics among students?	0	0	16.3	56.7	21.9
8	Social media is playing essential role for betterment of society?	0	0	0	63.1	26.5
9	Social media is creating awareness among students for new trends?	0	0	0	61.1	27.2
10	Social media is the source to get knowledge and information?	0	0	0	57.8	34.7
11	Social media is useful to connect the people all over the world?	0	0	9.1	60.3	27.6
12	Social media is essential	0	0	9.3	64.7	23.6

	for students to get learning and skills?					
13	Social media is playing a key role to create awareness among students?	0	0	11.7	59.2	23.6
14	Social media is a facilitator to advertise and search business for students?	0	0	16.6	53.6	21.2
15	Use of social media affects indirectly on play grounds and physical activities in students?	0	11.5	18.8	49.2	18.5
16	Social media promotes unethical pictures, video clips and images among students?	11.7	18.1	16.8	42.2	11.3
17	Social media is useful for education.	0	0	9.5	43	43.9

Faculty
453 responses
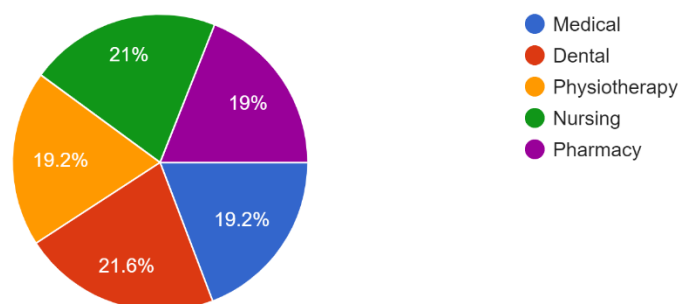
Figure 1. Faculty Response

IX. Conclusion:

In examining the intricate relationship between social media and students at Krishna Institute of Medical Sciences (KIMS) University, this study has revealed nuanced insights into the impact of digital platforms on various aspects of academic, social, and personal life. The findings, derived from a comprehensive cross-sectional institutional study involving 600 participants, contribute to a deeper understanding of the dynamics between technology and education within the unique context of the Indian landscape. One notable discovery is the pervasive influence of social media on political awareness, religious beliefs, academic learning, and trend adoption among KIMS University students. The participants, predominantly embracing social media as a tool for quick information and entertainment aligned with their interests, exhibited a positive orientation towards these digital platforms. The study's hypothesis suggesting that social media serves as an effective awareness-raising tool, a quick source of information and entertainment, a facilitator of education, and predominantly utilized in a positive manner has found support in the collected data. The significance of social media in shaping the lifestyles of young individuals, particularly within the academic setting, cannot be overstated. The rapid

evolution of technology, coupled with the digital revolution, has transformed the traditional paradigms of communication and information dissemination. KIMS University, as a microcosm of this larger societal shift, reflects the intricate ways in which students navigate the digital landscape for academic and personal enrichment. Moreover, the ethical considerations woven into the fabric of this research underscore the importance of conducting studies on the digital behaviors of young individuals responsibly. Obtaining clearance from the Institutional Ethics Committee ensures that privacy and rights of the participants are safeguarded, maintaining the integrity of the research process. As we conclude, the implications of this study extend beyond the confines of KIMS University. The findings contribute valuable insights to the broader discourse on the impact of social media on Indian youth, emphasizing the need for a localized understanding within the cultural and educational context. Policymakers, educators, and researchers can leverage these insights to formulate strategies that harness the positive aspects of social media while mitigating potential challenges. In essence, this study serves as a stepping stone towards a more comprehensive understanding of the role of social media in shaping the lives of students at KIMS University. It opens avenues for future research, encouraging a continued exploration of the evolving relationship between technology and education in the dynamic landscape of contemporary India.

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