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THE MAJOR ROLE AND EFFECTS OF SOCIAL MEDIA ON STUDENTS**JAYADATTA S****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES (MBA)****ANJUMAN INSTITUTES OF TECHNOLOGY AND MANAGEMENT (AITM)****BHATKAL****B.Y.KRISHNA MURTHY****ASST. PROFESSOR****DEPARTMENT OF FOLK MEDIA & COMMUNICATION****KARNATAKA FOLKLORE UNIVERSITY****GOTAGODI****ABSTRACT**

In the last ten years, the online world has changed dramatically. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Studies show that the social media sites encourage negative behaviors for teen students such as procrastination. However, every day many students are spending countless hours immersed in social media, such as Facebook, Twitter, MySpace, Watsapp...etc. It also helps students to develop important knowledge and social skills and be active citizens who create and share content. At present, whether the Social media is favorable or unfavorable; many students utilize these sites on a daily basis. As social media sites continue to grow in popularity it is our belief that technology is a vital part of today's student success equation. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their children who are studying in colleges are spending too much time on Facebook and other social media sites and not enough time for studying. Therefore, our research ascertains the relationship between the social media and students' study efficiency. This study is also an attempt to find out the impact of social media on college going students in Bangalore city. Later 150 number of sampling was taken from all over city for the study to draw the conclusion.

KEYWORDS

social media, students, facebook, bangalore, research, role, effects.

INTRODUCTION

 Social network sites, online games, video-sharing sites, and gadgets such as iPods and mobile phones are now fixtures of youth culture. They have so permeated young lives that it is hard to believe that less than a decade ago these technologies barely existed. Today's youth may be coming of age and struggling for autonomy and identity as did their predecessors, but they are doing so amid new worlds for communication, friendship, play, and self-expression. Advertising, as you must have guessed is simply an extension of online advertising. With mobile phones, tablets a core component of media today, it has been necessary to encompass various forms into a category coined as Digital Advertising.

We are wary of claims that a digital generation is overthrowing culture and knowledge as we know it and that its members are engaging in new media in ways radically different from those of older generations. At the same time, we also believe that this generation is at a unique historical moment tied to longer-term and systemic changes in sociability and culture. While the pace of technological change may seem dizzying, the underlying practices of sociability, learning, play, and self-expression are undergoing a slower evolution, growing out of resilient social and cultural structures that youth inhabit in diverse ways in their everyday lives. We sought to place both the commonalities and diversity of youth new media practice in the context of this broader social and cultural ecology.

INDIA

The Internet, arguably the most exciting medium of the modern generation is witnessing appreciable growth in India since the turn of the century. The number of Active Internet Users has now touched 70 Million by September 2011 (Source: ICube 2011). This represents a growth of almost 20% as compared to September 2010, when the number of Active Internet Users was 59 Million. In terms of the number of Claimed Internet Users, the numbers have risen from 78 Million in 2010 to 88 Million over the same period. This represents a growth of about 13% in the last year. For a similar time frame, the number of PC Literates also exhibited a 12.5% increase with the total number of PC literates going up from 106 Million to 119 Million. In simpler words, once an individual is exposed to the Internet, it is quite likely that he or she would continue using it like any other media as television, newspapers or radio.

AD IN SOCIAL MEDIA

Social Media has been a global buzz word for over a decade now. In India, Orkut made early inroads in social networking till 2008-2009. Facebook, founded in 2004, however has taken over ever since, and is the preferred social networking site not only in India but also globally. As per various industry sources, Facebook has over 800 Million accounts across the globe today! As a consequence, Facebook easily leads LinkedIn, Orkut, IBIBO among other social networking sites in terms of social media revenue share.

OBJECTIVES OF THE STUDY

- To Know the most popular social media site for students.
- To analysis the frequency of time, students spend on social media.
- To find out the online shopping processes by social media.

METHODOLOGY

The Study was by collected the primary data using questionnaire method in Bangalore city. Although having large population size of the city, sample size preferred was 200 respondents, later questionnaire received from the respondents was 150 and data was collected in various shopping centers of Bangalore city.

Sampling area: Bangalore city**Sampling size:** 150**Sampling age group:** Between 18yrs -21yrs**Sampling Education:** College Students

RESEARCH QUESTIONS

Which is the most popular social media site for students?

What is the amount of time students spend utilizing social media in various shopping processes?

1) SOCIAL NETWORKING SITES (SNS)

50% of participants are in favor of Facebook, 27% like, Watsup and Skype, 10% prefer Twitter and 8% like My Space.

2) GADGETS

53% of the respondents reported that they primarily used a laptop to check social media sites; while 35% use a cell phone; and only 12% preferred to use a desktop computer.

3) FREQUENCY OF TIME SPENT ON SOCIAL NETWORKING SITES

48% percent of the sample admitted that they spend 6-8 hours per day to check a social media site, 23% spent more than 8 hours, 20% spent 2-4 hours and only 9% spent less than 2 hours.

4) USAGE FROM SNS

The ratio of participants who posted or responded during college hours was 64%, 15% rarely used social media during working hours; 21% were not sure whether they would like to use it. Eighty percent of the sample reported that they posted or responded while completing office work, 8% would never use social media while doing office work and 2% were not sure.

5) BENEFITS

In terms of the benefit sought from social media, 42% agreed that social media helps them to update themselves socially about their kith and kin, 32% agreed that social media helps to make new friends and 26% just used social media for fun related activities.

CONCLUSION

According to the data which we collected from the anonymous questionnaire, most students would prefer to use social media and therefore spent long hours checking social media sites. Facebook and waatsup is very popular among working youth, even though they would use it when they had assignments. Ninety percent of workers spent their time on entertainment; there were not too many who preferred using social media. Hence the relevance of Social networking sites in the present situation is more and many young students preferred social media as a tool to communicate, have fun and enhance knowledge.

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