Identification of Influencing Factors: Does the Social Media Sites Affect the Education of College Students?

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Abstract: Probably we may come across the Social Media Sites (SMS) such as Facebook, WhatApp, Twitter and YouTube is a powerful media among the general public. The recent days without social media noting do to so for that reason every individual could be an account holder of social media. With the impact of social media, we could make significant changes among the public or government. The objective of the study is to find out the most influenced factor in Social Media Sites (SMS) among college students. Seven factors are used for the study such as Privacy_F1, Friendship_F2, Illegal Problems_F3, Advertise_F4, Risk Identify_F5, Easiest Share_F6, Post_F7. Privacy F1 is the most influenced factor among the college students.

Keywords: Social Media Sites, College Students, Social Networking.

I. INTRODUCTION

SMS (Social Media Sites) becomes universal in the future; it is a new door into an old house [1]. SMS is useful to put a citation, download information and creates awareness [2]. SMS has changed the individual life for that reason it will help the people freely interact with each other's [3]. The three-component desired SMS usage (i) Virtual (ii) internet-based community with widely accessible tools and (iii) access to publish and view information [4]. SMS means for conversations and information [5]. The social networks are associated with the platforms of websites now are popular among the general public most of the sites are invented after the 20th century i.e., Myspace, 2003/ Facebook and Flickr, 2004 and Twitter and YouTube in 2005. In the short period, the sites are reached popular amid communal. Video/picture sharing and tweeting have frequent usage [6]. SMS as the Colonization of the space between traditional broadcast and private dyadic communication [7]. SMS are fundamental tools for communication SMS allows us to easily participate in an otherwise passive world [8]. Social Media sites used by the people for happiness whenever they are in the public for that they made private conversation throughout Facebook and WhatsApp [9].

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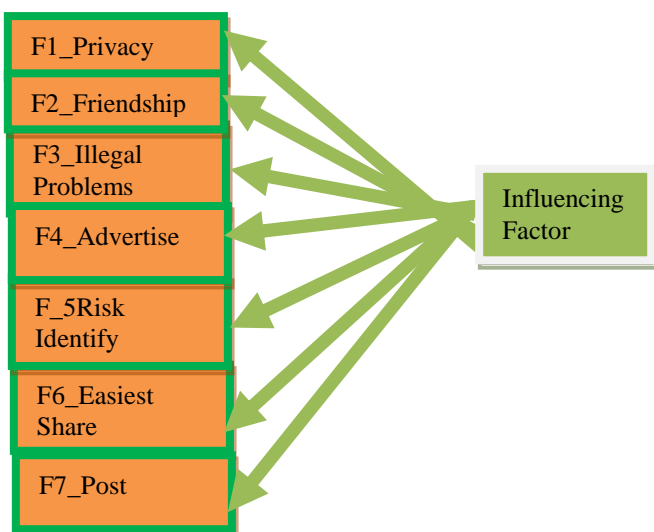
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There are no restrictions were imposed on social media activity all the people are using social sites i.e., students, teachers, family members irrespective of their gender and community and religion [10]. The pluralistic public spheres that emerged within the arena of social media [11]. SMS usage and engagement depend on the individual's social network, thus indicating that even in the era of social media [12].The SMS used for Electoral connections, emergency, best transformation practices, meetings and essential gatherings [13]. This article demonstrates the theoretical and analytical view as well solution of the Social Media Networking Sites SMNS.

Educational Impact of SMS

Social media sites allow people to maintain connections with friends and family members moreover it has used for educational purposes and facilitated learning experiences [14]. Social networking sites have recently harvest academic attention in promoting democracy and openness in both developed and developing religious. [15]. Several papers have discussed the positive and negative impact of SMS. All the studies have indicated that the homogenous sites used by the people are Facebook and Twitter. Facebook is a tool for sharing information to the public and individuals, whereas Twitter used for sharing directed the dispersal of information [16]. Social Media Sites occupied as an important role in our lives, while its impact depends on the people who use it and how they use it [17]. He urges that social media sites should provide a safe space for users. Facebook and Twitter have made a significant impact among the users. The positive impact of social media sites on education to be measured with the help of new skills, quality education, familiarity and, enhancing creativity. while the negative impact identified whit the help of reduces learning, poor academic performances, and privacy [18]. Continues usage of social media sites may be caused by the life of college students. There are many challenges which are harming the students when they are using social networking sites like privacy, health issue, real friendship, and other challenges by overcoming the challenges and negative impacts the students try to reduce the amount of time spent on social networking sites. We carefully analyzed the qualitative data related to educational impact with social media sites which is most relevant and appropriate for the study.

Tool for Collaborative Learning

Social media networking sites acting as an intermediate among the students.

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Notwithstanding he suggests few methods which are helpful to the students to learn education throughout SMS, the instructors supplement lecture material online, in the participating online discussion students can clarify their doubts. Students should be advised to use some SMS such as Twitter and Facebook, in and out of class to discuss common topics, apart from the classroom teaching he advised to used some videos on SMS such as YouTube or Vimeo. The instructors have sent their writing, video, audio, and interaction on SMS [19].

The young children are using social media sites from home, school, and library for entertainment and social purposes and learned from family, friends, and peers [20]. Social networking sites assist the students in developing digital literacy practices, and academic literacy practices and also they encounter important questions about the privacy, management, ownership, and identity representation [21]. By means of modern technologies social media sites, for instance, Facebook and Twitter everywhere using by the students and also it allows to people maintain connections with family and friends sharing information to a larger of users within a seconds. Further, it can be used for educational purposes and make easy learning experience. Social networking sites are a suitable platform that allows teachers and students to organize, collaborate, share, and discuss issues. With the advent of social media development, a successful teacher can make significant changes like improving technology skills and science learning.

Sources: Computed Model

The above graph exhibits the seven factors that are derived after the analysis of data. Further, it will test with socio-economic variables.

II. SURVEY FROM EXISTING LITERATURES

The middle school student's used social media for the reason to connect their friends, sharing information, and monitor what others doing in the social media. Most used social media among the middle schools accounted for 27%/25%/25% Instagram, Snapchat and YouTube respectively [22].

Their study amongst the English school pupils they have used Instagram for the reason of appreciated their images. Whereas Facebook used by them for interact with other i.e., family, friends and neighbors, While Twitter is the main platform of school banter, but WhatsApp used for making a conversation between the genders, while Snapchat used for sharing information only amongst the best friends [23]. Amongst the total portion of the college students 98.9% using social media keeping touch with friends, followed by 70.9% for entertainment purposes and the rest of 79.3% in touch with their family. Additionally, this study shows Facebook is the most preferred social media site among college students after that Twitter, LinkedIn, and Myspace. [24]. The study investigated the socio-economic variables with utilitarian factors on the adoption of SMS among the educational institutions. The outcome of the study reveals that the socio-economic variables and behavior in adopting SMS for higher educational institutions have a significant impact. The results also show that the utilitarian variables such as perceived ease of used, perceived usefulness and perceived social pressure have a significant impact on the study [25]. The aim of this study is to identify the influencing factor which is involved in the adoption of Social networking site among the Malaysian Muslim users. They found that three social media which is most used by the Malaysian Muslims that are Facebook, Twitter, and MySpace [26]. This study conducted about the use of social media by students at Wuhan University, China. The researcher identified that there is a huge impact between the international students who are using SMS and affecting factors. The main anxiety in using social media is privacy [27]. Factor affecting social networking sites SNS by college students for that purpose Technology Acceptance Model (perceived usefulness, perceived ease of use, and attitude) was implemented for the study. The results reveal that variables usefulness and ease of use, feelings of flow experience and risk, child level of access are positively correlated with the usage of [28]. SMS take up a important role among the youngster's, college students, professionals, business people, and elders also. Consequently, wherever we go there might be a person who could be scrolling their mobile phones all this happens due to the technological development for the reflection the Smartphone has been invented; this will give us the entire world in a single hand. The social media networking such as Facebook, WhatsApp, Twitter, Myspace, Instagram, etc., freely allowed people to access these sites. Everyone has to become a member of this SMS and seek their friends, relatives, colleagues, and peer group. Most of the SMS are very useful rather than fever Medias has to give some consequences because of the member of these sites has to handle badly. Some may use their sites for post recent news, events, updating information even though few of them use their sites for post fake information, old messages and try to morph photos it should be avoided then only the ultimate purpose the social media sites reached the people. The researcher has reviewed various relevant pieces of literature throughout various sources. Most of the researchers have SMS with various fields, whereas this study going to discover the most influenced factors which is impact students.

Problem Statement

Social media is a curriculum to engage the students and timely collaborative learning. The popular social media platforms are Facebook, Twitter, and Google plus which are used by tablets, computers, and smartphones. The SMS well connected the people who are involving in the entertainment/educational purpose if you are students or if you are a business person or if you are an employee whatever maybe you should use SMS without harms others [29]. This study about SMS among the college students we all know about SMS has given much more cause more than our imagination and benefits to the people.

Therefore this study will deliver a better understanding among the college students both academic endowment and personnel carrier. In the academic view, it is useful to the students to share their subject related notes, books, and real-time study-related matters, on the other hand, its benefits to the students for their job-related information sharing and much more.

Objective of the Study

Related to this research issue the following objective was coined

1. To identify the influencing factor of social media sites among college students in Salem District.

Hypothesis of the Study

To prove the research objective the following null hypothesis framed

1. H_0: There exists no considerable difference between factor influencing SMS with regard to the socio-economic variables of the college students.

2. H_0: There exists no considerable difference between educational qualification with regard to Privacy_F1, Friendship _F2, Illegal Problems _F3, Advertise F4, Risk Identify _F5, Easiest Share _F6, Post_ F7.

III. METHODS

The recent day no one life move without social media sites for the intention we concentration on the college students. This study related to factors influencing SMS among the college students to the particular region that is Salem district. SMS is used worldwide for many purposes effectively by people belonging to different fields like politicians, doctors, business people, and social activists. As students are the chore of every society, it becomes necessary that the student is drawn along the right path. The college's students sometimes received good information from their friends rather than fewer to received fake messages; post it is a big impact among the college students. For this study qualitative as well as the quantitative type of research methods have been adopted. Primary and secondary data were used for this report. Primary data collected with the help of the questionnaire method throughout college students in an around Salem District. The factual information such as gender, age, community, religion, types of institutions, educational qualification, marital status, occupation of the parents, monthly income of the parents and types of family are collected. The other information collected by adopting the Likert Five Point Scaling Technique, the scale anger are Mostly influenced for - 5, Influenced for-4, Neutrally influenced for 3, Slightly influenced for-2 and Not influenced for-1. Secondary data were collected from the

journal with the help of websites. 105 sample collected by implemented Non-Probability, Judgment Sampling. We stood the Arts and Science & Engineering colleges and explain about SMS likewise those data are collected. Factory analysis and F-test were used to analyses the data.

IV. ANALYSIS AND INTERPRETATION OF DATA

The below table explains the comparison of socio-economic variables like sexual category, age, community, educational qualification, frequency of visit time spend per day way of using.

Table - 1

Socio-economic variables	Characteristics	N	%
Sexual Category	Male	66	93.8
	Female	39	6.2
	Total	105	100.0
Age	Below 20	12	11.4
	21-25	67	63.8
	Above 25	26	24.8
	Total	105	100.0
Community	SC/ST	29	27.6
	BC	50	47.6
	MBC	17	16.2
	Others	9	8.6
	Total	105	100.0
Educational Qualification	UG Degree	37	35.2
	PG Degree	30	28.6
	Diploma	15	14.3
	Engineering	23	21.9
	Total	105	100.0
Frequent of Visit	Every day	47	44.8
	Once in a week	23	21.9
	Twice in a week	23	21.9
	Once in a month	12	11.4
	Total	105	100.0
Time Spent per day	Less than 1 hour	14	13.3
	1 to 2 hours	55	52.4
	3 to 5 hours	27	25.7
	above 5 hours	9	8.6
	Total	105	100.0
Way of using	Personal Computer	9	8.6
	Browsing Center	17	16.2
	Laptop	32	30.5
	Mobile Phone	44	41.9
	Tab	3	2.9
	Total	105	100.0

Sources: Collected by Author

Among the sexual category, 93.8 percent of the students are male, whereas 6.2 percent of the students are female. Amongst the total age group, 63.8 percent of the students are in the age group of 21-25, 24.8 percent of the students are in the age group of above 25 and 11.4 percent of the students are in the below 20 years.

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According to the community, 47.6 percent of students are BC, 27.6 percent of the students are SC/ST, 16.2 percent of the students are MBC and 8.6 percent of the students are others. In concerned with the educational qualifications 35.2 percent of the students are pursuing a UG degree, 28.6 percent of the students are studying PG degree, 21.9 percent of the students are pursuing engineering and 14.3 percent of the students are studying Diploma courses. In the view of frequent visits, 44.8 percent of the students are using SMS every day, 21.9 percent of the students are using SMS once or twice in a week and 11.4 percent of the students are using SMS once in a month. In the apprehensive time spent per day,

52.4 percent of the students are using SMS 1 to 2 hours, 25.7 percent of the students are using SMS 3 to 5 hours 13.3 percent of the students are using SMS less than 1 hour and 8.6 percent of the students are using SMS for above 5 hours. In the view of way of using SMS 41.9 per cent of the students are using SMS through mobile phones, 30.5 percent of the students are using SMS in the way of Laptop 16.2 percent of the students are using SMS via browsing center, 8.6 percent of the students are using SMS personal computer and 2.9 percent of the students are using SMS throughout Tab.

Factor Analysis

Factor analysis is a statistical technique which is help to minimize the number of variables into fewer factors. Or otherwise, it is a data reduction technique that helps to reduce much longer variables into smaller factors. To conduct this study the researcher has been selected 22 variables all the variables tested with factor analysis after the analysis seven factors have been found that will be explained in the following tables.

Table -2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.703
Bartlett's Test of Sphericity	Approx. Chi-Square	890.624
	Df	231
	Sig.	0

Sources: Collected by Author

From the above table, we can clarify that the Kaiser-Meyer-Olkin measure of sampling Adequacy is 0.73 which more than the recommended value normally the recommended value is more than 0.7. The value indicates the Bartlett's Test of Sphericity Approx. Chi-Square is 890.624 which are statistically significant for the study at 5% significant level.

Rotated Component Matrix Result

After employed the **_Factor_ (F)** analysis the number of variables reduced in fewer factors that have been discussed. The first Factor **_F1_** shaped with five variables contact potential new friends, usually free, increased news cycle speed, lose some privacy and corporate invasion of privacy compared together which can suitably be named as "**Privacy**". The second Factor **_F2_** is formed with three variables such as to maintain old and new friends, social acceptance and support and life boring without social media which can be named "**Friendship**". The third Factor **_F3_** is formed with four like people may use a fake profile, the commonality of the internet; time waster and online bullying can be problem variables which can be named as "**Illegal Problems**". The fourth Factor **_F4_** is formed with four variables such as particular technical skill to create a personal page, face to face connections are endangered contact with people of similar interest and free advertising which can be named as "**Advertisement**", The fifth Factor **_F5_** is formed with two variables likewise cyberbullying and crimes against children and risk of fraud or identity theft which can be named as "**Risk Identify**". The sixth Factor **_F6_** is formed with two variables like real-time information sharing and simpler to get in touch with long-lost friends which can be named as "**Easiest share**" and the last Factor **_F7_** is formed with two variables similar to a pinch of salt like to boast and exaggerate and later regret posting pictures or comments which can be named as "**Post**".

Friedman Rank Correlation

Friedman test is the non-parametric, alternative to One-Way ANOVA. It is mainly used to identify differences between the groups.

H₀: There exists no considerable difference between impact of SMS with regard to college students.

Table -3

Factors	N	S.D	Mean Rank	Chi-Square	P-Value
Privacy (F1)	105	3.931	6.7		
Friendship (F2)	105	3.253	3.87		
Illegal Problems (F3)	105	3.633	5.14		
Advertise (F4)	105	3.524	5.55	469.361	**<0.001**
Risk Identify (F5)	105	2.04	2.12		
Easiest Share (F6)	105	1.889	2.56		
Post (F7)	105	1.923	2.06		

Sources: Collected by Author

Inference

The above table indicates that the P-value is less than 0.05 the null hypothesis is rejected at 5% level of significance. Therefore it is concluded that there exists a considerable difference between the impacts of SMS with regard to college students. To identify the most influenced factor for the impact of SMS among the college students we applied Friedman rank correlation.

Based on the mean rank Privacy (F1) with mean rank of 6.70 is a most influenced factor for SMS followed by Advertise (F4) with the mean rank of 5.55, illegal problems (F3) with mean score of 5.14, Friendship (F2) with mean rank of 3.87, Easiest Share (F6) with mean score of 2.56, Risk Identify (F5) with mean rank of 2.12 and Post (F7) with mean rank of 2.06.

One-way ANOVA

After employed the factor analysis we have seven factors that influence the college students while there are using SMS. The seven factors were tested with ANOVA.

H_0: There exists no considerable difference between educational qualification with regard to Privacy_F1, Friendship _F2, Illegal Problems _F3, Advertise _F4, Risk Identify _F5, Easiest Share _F6, Post_ F7.

Table -4

Factors	Educational Qualification	N	Mean	S.D	F-Value	P-Value
F1	UG Degree	37	19.49	3.485	1.612	0.191
	PG Degree	30	18.57	4.953		
	Diploma	15	20.80	1.568		
	Engineering	23	18.26	3.991		
	Total	105	19.14	3.931		
F2	UG Degree	37	10.92	3.040	.631	0.597
	PG Degree	30	9.83	3.779		
	Diploma	15	10.67	3.374		
	Engineering	23	10.52	2.810		
	Total	105	10.49	3.253		
F3	UG Degree	37	14.30	3.072	1.025	0.385
	PG Degree	30	13.53	4.232		
	Diploma	15	14.67	3.619		
	Engineering	23	12.91	3.630		
	Total	105	13.83	3.633		
F4	UG Degree	37	15.78	3.110	.446	0.721
	PG Degree	30	15.23	4.352		
	Diploma	15	14.67	3.638		
	Engineering	23	15.00	2.954		
	Total	105	15.30	3.524		
F5	UG Degree	37	7.00	2.147	.317	0.813
	PG Degree	30	7.20	1.919		
	Diploma	15	7.07	2.154		
	Engineering	23	6.65	2.036		
	Total	105	6.99	2.040		
F6	UG Degree	37	7.89	1.390	.380	0.768
	PG Degree	30	7.67	1.971		
	Diploma	15	8.07	2.314		
	Engineering	23	7.48	2.233		
	Total	105	7.76	1.889		
F7	UG Degree	37	6.89	1.410	3.448	0.019
	PG Degree	30	7.77	2.315		
	Diploma	15	6.20	2.042		
	Engineering	23	6.39	1.699		
	Total	105	6.93	1.923		

Sources: Collected by Author

Inference

The above table indicates that the P-Value of all factors are > 0.191/ 0.597/ 0.385/ 0.721/ 0.813/ 0.768/ 0.019 which is more than the prescribed value of 0.05, all the 7 factors null hypothesis is accepted at 5% level of significance. Therefore there exists no variation between the educational qualification with regard to Privacy_F1, Friendship _F2, Illegal Problems _F3, Advertise _F4, Risk Identify _F5, Easiest Share _F6, Post _F7. In the view of educational qualification with Privacy F1the diploma degree holders mostly influenced with the highest mean rank of 20.80, likewise Friendship F2 the UG degree holders with mean score of 10.92, illegal problem F3 the diploma holders with grade of 14.67, Advertise F4 the UG degree holders with mean position of 15.78, Risk Identify F5 with mean score of 7.20, Easiest share F6 the UG degree holders with the mean rank of 7.89 and Post F7 the PG degree holders with mean grade of 7.77. Consequently, the UG/PG/Diploma degree holders have mostly influenced the SMS.

V. IMPLICATIONS

The argument of [30] youth spending an average time of three to four hours online, the youngsters trapped on their computers and mobile phones that would not cause them to stress. Most of the under graduate students are using SMS between the age group of 21-15, they are every day using SMS at least 1 to 2 hours throughout their mobile phones. SMS are greatly useful for academic and other creative purposes positively, it can also be truly said that they sometimes spoil the time and mind of the students when used passionately. Further students do not post personal information on SMS because it may be a big cause to the students. Privacy F1 is the most influenced factor among the college students; therefore, the students should avoid the acceptance from an unknown friend request, personal information discloser. Advertise F4 students always aware of promotional advertisements and online videos. Illegal problems F3 sometimes fewer problems would come from fake profile users and online bullying meanwhile students should protect themselves. Friendship F2 students always monitor their old and new friend posts whether it may harm the public or may not, appreciate the goods post whereas stay away from bad posts/ messages. F6 Easiest Share with the help of SMS students will share the real-time information. F5 Risk Identity SMS used by a vast number of users hence it will help to spread good things as well as bad things. The college students should use the SMS for their academic usages for that they Post F7 educational contents, awareness videos, communication development applications, etc. [31]. They recommended that the school counselors provide classroom guidance regarding the website usages. Further, the workshop of the teachers and parents would be conducted. Ultimately teachers and parents have to monitor the students and should guide them for good usage of SMS and also government can implement censorship for networks. All the implications derived from this study not in general.

VI. CONCLUSION AND RESEARCH FURTHERANCE

The study intends to identify the most influenced factors of SMS which affected by the college students for that reason 22 variables have been taken for the study. To identify the most influenced factor we used factor analysis the factors analysis should compress the vast variables into fewer factors i.e., Privacy_F1, Friendship _F2, Illegal Problems _F3, Advertise _F4, Risk Identify _F5, Easiest Share _F6, Post _F7. After employed the Friedman rank correlation we come to know the most influenced factor of SMS amongst the college students. Further SMS site has both positive as well as negative effects. Students tend to spend much of their time in SMS and they lose their sleep and this may result in their lagging back in their academic performance also. Sometimes when the students log on to Social Media Sites, they go for unnecessary information and they develop unwelcome relationships too.

But most of today's' students are prudent enough to distinguish between what they need and what is not to be done. Social networking sites are appreciable in college students for purposes of their academic and personal benefits. Future research could be carried out on Social Media addiction and behavioral intention of social media users or the same study could be extended as state level or national level. A comparative study could be made between two districts or two states about social media usage. Further students those are not using social media sites they can get some clarity on how it will be used for educational purpose apart from entertainment purpose. Moreover, this study will help the government and non-governmental organizations to implement the major implication with the help of social media sites.

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