

ASSESSING THE SOCIO-CULTURAL EFFECTS OF SOCIAL MEDIA ON THE LIVES OF UNIVERSITY STUDENTS

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Abstract

The invasion of social media has deeply penetrated into the livelihood of people. Social media networking plays a crucial role in helping us to be in acquaintance with our friends and to make new friends. Due to its dynamic nature, internet and Web 2.0 are constantly growing and reaching to an exceptional level, accompanied by a stable development and sophistication of purposes, and usage patterns evident across many different social networking sites. Numerous studies have determined that social media is a potent instrument that may gradually affect and mold both individual and collective behavior. The culture of everyday existence of people has become entwined with cyber space. In an democratic point of view, social media unites people in one floor and moreover through social media, massive changes are happening in the society. The contribution of social media in various acts like opinion polling, political discussions, debates on coalition and public forums seems to paving way to new wave democracy in new media. Many research studies revealed that socio-cultural impact of social media has continuously changed users' life. In such aspects, youngsters are widely perceived to be a major segment of users in social media across the globe and in India. A recent survey by Tata Consultancy Services, 2013 states that About 75% of India's youths prefer social media to communicate. In such an aspect it is really essential to endure a research learning on the sociocultural influence of social networking among students and the democratic nature in sharing information and content in social media. The proposed research study aims to address the sociocultural influence of social media among students of Chennai University, and it uses a quantitative research approach to address the study's research questions.

Keywords: socio-cultural impact, democratic nature of sharing, social media, Students.

1.Introduction

modern research in social media most frequently revolves about the power On teenagers' use of social media, especially college or university students. This is because social media controls the youngsters nowadays. As a result, this study is concerned in how social media impacts the sociocultural values of students of university in Chennai .

These days, the influence of social media alters youth's behavior. Social media and other platforms are clearly associated. As a result, connections can suddenly spread the general public and target groups, causing changes and trends. The younger generation is growing up with increased access to various forms of social media due to technological advancements..

Adolescent communication tools now in use have a strange collection of names. These days, young people communicate with each other through profiles, wall posts, activity feeds, and

status updates with thumbs up. These are all the tools and features of social networking sites (SNS), like MySpace, Facebook, Wats Up, and various other.

Social media has several impact on youth's lives; occasionally these impact are favorable to their social lives, and other times they are damaging to their users. Social media may seem like just another cool way to engage young people. Social media has both constructive and destructive impact. It is among the most significant factors influencing the world at large.

In 2013, BBC News highlights, 67% of the population are Facebook users that includes youth and students, which is a testament to the fact that they are more concentrated and have a convincing relationship with social media. However, when students mesh in unethical behavior on platforms of social media, sharing irrelevant information and posting images that damage the country's reputation abroad, they are employing in destructive social media use.

As highlighted by Tanya Byron, concerns about traffic or "stranger danger" have lead to limits on how far time adolescents may spend outside and socializing with others, which is why youth are sorting to digital relationships. Many youth's daily lives include platforms of social media. Teens utilize a variety of media and media devices throughout the day to communicate with their affinity groups. Prior to ten years, adolescents may have only participated in stroke with friends and squint-groups when hanging out at school or in town. However, young people can now be reached through direct messaging, online gaming, social media, and several channels. Youth are rising up in a hyperconnected society.

The evolution of mobile tools, which were utilized to transform interaction into participatory discourse among groups, organisations, and parties. Furthermore, it has been described as an collaborating internet system, currently the greatest interactive exchange of information done through social media. Social media is a collection of Web-based applications that facilitate the creation and sharing of user-generated content according Kaplan and Haenlein (2010),. They were divided into six classes on social media, including; (1) "Collaborative Project" (Wikipedia), (2) "Content Communities"(U – tube) (3) "Blogs and Micro blogs" (Twitter), "Content Communities(U – tube)", (4) "Virtual Game World" (World of war craft), (5) "Social Networking Site" (Face book. 2go, BB chat), and (6) "Virtual Second World" (Second life). In his own involvement, Nations see social media as a means of conveying messages that varies from traditional instruments such as periodicals and newspapers.

Through Social media an individual's can empower to create their own content, Social media applications generate content every time a person interacts with another user; for example, by tweeting, posting somebody's Facebook wall, or creating a video on a blog and uploading it on YouTube. As a result, the material is essentially relevant to that users' local interests. Ali (2011). In conclusion, social media enables people to become active participants rather than passive readers and viewers by connecting the generative features of the Internet. The distinction is that the Internet now appears as an active arena where you can play a role rather than a static skill where you might look for items that are pertinent to you. User-generated content that is dispersed online with the intention of being shared and facilitating simple communication between users is known as social media. One of the most accepted social media platforms in use today is social media (Wright and Hinson, 2009).

In the view of (Boyd and Ellison, 2008) State that Social media are distinguished by the capacity of a user to construct a public profile that contains personal and demographic data

and is shown according to personal privacy settings. Social networking websites list the people a user is connected to on the site and allow users to view their connections as well as those of other users. These websites focus on fostering relationships, both those that were established through social networking sites and those that existed before the site's link. Speaking about the importance of social media, it was mentioned that social media platforms may be very helpful while disaster relief efforts are underway. Social media platforms have the ability to centralize information and act as a resource for valuing the significance of a crisis or disaster. The rise in popularity of social media can be attributed to the evolution of the internet, smart phones, mobile internet, and tablets, which have enabled people to stay connected when on the go. The introduction of mobile internet has significantly increased users' capacity to connect and remain online, allowing them to access any social network from anywhere.

Social media's influence on university sociocultural values Students are thought to be one of the current research topics that media scholars worldwide are considering. This may be due to the fact that the popular of students are so "consumed" by social media that the majority of their thoughts and words revolve around it and its activities. The study aims to determine whether social media sites like Facebook, Twitter, and WhatsApp have an impact on the sociocultural values of Tamilnadu students at Chennai (Madras) University. Do young adults' attitudes, perceptions, and behaviors—especially those of Madras University students—have been impacted by social media? Nonetheless, this study determines to answer the related question: (1) Do Madras University undergraduate students use social media? (2) Does social media have an impact on their interpersonal relationships in any way? and (3) does their study culture change as a result of using social media? (4) Do socio-cultural values get influenced by social media?

Therefore, the aim of this learning is to “determine the power of social media usage on the socio-cultural values of students of Chennai University”. Thus, the below are among the study's specific goals:

Objectives of the Study

- To understand the usage of social media by the University students of Chennai
- To analyze the factors that influence social relationship of students through social media
- To analyze the impact of social media on the academics of students
- To analyze the social and cultural impact of social media on University students of Chennai

2.REVIEW OF LITREATURE

Social media usage has become pervasive among youth worldwide in recent years, which has increased interest in academic studies of young people's usage patterns, especially among college students. Every study that included university students as participants examined the samples. With the availability of new information and communication technology, university students' usage of social media is rapidly increasing.

Many studies assume that SNS users are college-aged or young adults. For example, previous research has found that academy students' usage of Facebook is associated with positive

interactions with their friends on campus. The societal ramifications of youth media research are important. Studies These directly inform the conversations and disagreements addressed in this article, and they hold great promise for increasing teenage access and use of social media. (Ellison & others, 2007).

Web 2.0 have revealed that 'Social media liable to balance relatively than existing media and patterns of behavior' according to Usharani Narayana and Sukanya Malloli 2013, Further, DiMaggio and others cite Manuel Castells's research discusses how Web2.0 is set to change the social order during its nascent phase; 'the Internet's integration of oral , print and audiovisual modalities into a particular system promises an impact on society comparable to that of the alphabet, creating new forms of inequality and identity, submerging influence in decentered flows, and establishing new forms of social organization'.

Social media provides more opportunity to influence these variables than merely news consumption, even though a large portion of the study now in publication has focused on the ways in which online news affects civilian engagement and opinions. Social networking sites (SNS) facilitate online communication between the public and the government, potentially altering social relationships. This is crucial for emerging democracies because, once established, social capital can increase trust among participants (Matthew Alan Placek, 2016). Social networking improves a student's feeling of belonging, sharing, and teamwork, but it also adds responsibilities and burden that some students find rigid and even "forced." This technology allows virtual seminars to be held online using webcams or voice-only software. For partnerships in which the participants reside in different countries, this is quite helpful. Students can connect, express themselves, and build profiles that showcase their skills and expertise by using social networking sites (Minocha, 2009). As stated by McKeague and Konetes (2011), "students are using Facebook and other channels to develop their identities, beliefs and stances on various issues such as politics, religion, economy and work, as well as to pioneer and develop intimate relationships."

"students use social networking sites not only for leisure and personal socialization but also as a platform for more meaningful and serious deliberations, and students are using social networking for making friends, sharing links, online learning, finding jobs to accomplish their economic, educational, political and social being" Gross (2004). Researchers have quickly recognized the importance of incorporating this into educational faculties as a resource to care educational interactions between students and faculty, despite efforts by higher education institutions to limit students' access to technology that is less critical to their academic success. An open public sphere.

According to Frank Furedi (2016), social media and the Internet are extremely potent instruments that have the capacity to mold and affect human behavior. Current social protest and resistance movements have been significantly influenced by social media. The resources made available by social media were crucial to the Arab Spring, the growth of anti-Ukrainian rallies, and the organizing of resistance in Hong Kong or Ukraine. Many observers have concluded that in a networked society, Social media has the power to democratize public life and boost public involvement and participation. It is undeniable that web 2.0 and social media are the most effective device for mobilizing persons. However, social media's ability to play a significant part in social protest is not due to its inherent technological prerequisites.

Instead, the creative use of social media is a reaction to wants and desires that already exist or at least persist without it. It must be clear that social and political movements seeking a communication infrastructure to further their cause can use this technology. It is feasible to see culture as being distinct based on traits like history, geography, context, socio-political systems, beliefs, and behaviors by adopting a macro viewpoint on these conflicting cultural viewpoints. Cultural values can now be discussed in order to clarify how they might affect online social networking tactics.

According to Okafor Godson Okechukwu, Achoku Lorreto Ngozi 2014, Facebook, Twitter, and other social media platforms were widely used in 2011 for national and local elections in South Africa and Nigeria, as well as in Tunisia, Egypt, and Libya, which are independent Arab republics. Without a doubt, social media has become a true device for conducting election campaigns and other electioneering operations because of its interactive, participative, and cost-effective nature. In the meanwhile, there are still dangers and concerns about potential exploitation and abuse of these technology.

Researcher Asemah et al., 2013 stated that undergraduate students at Kogi State University have a rising level of experience with social media, which has a negative influence on their performance. Consequently, they also emphasized the following recommendations: Students should restrict their revelation to social media and devote more attention to their studies; students, especially those eager to achieve huge educational achievement, should counsel themselves against the usage of social media; The government should think about changing its policies about teens' use of social media, and schools and other wealthy people should reward good work by offering scholarships and other incentives to successful kids.

Since Facebook is currently The most popular social networking site among American college students, instructors are more open to incorporating Twitter into teaching and learning (Grosbeck, Holotescu & Rankin, 2009).

Students who played an academic online game meant to teach genetics principles were more involved with their work than a control group, according to Annetta et al. (2009). The National Survey of Student Engagement (NSSE) data was also used in a study.

In his research, Chen et al. (2010) found a strong link between student involvement and the utilization of instructional technology. Although These studies have contributed significantly to the field of technology engagement research, their breadth (cross-sectional) and measurement of involvement (single variables) have limited their applicability.

Social media can be used as an instructional devices to assist students extent their college goals. Junco et al. (2010) provided controlled investigational prove showing using Twitter in educationally significant ways can enhance student engagement and enhanced grades.

SIGNIFICANCE OF THE STUDY

The study makes it easier to use social media in the right way for young people and raises awareness among students about how social media can be used effectively to educate, inform, and develop young people's mentalities. It also helps students understand how social media is

affecting their social lives and how it is deteriorating social norms, society standards, and ethics.

3.METHODOLOGY OF THE STUDY

A survey-type research was conducted using a questionnaire to classify student opinions and perceptions concerning the socio-cultural influence of social media among university students, and statements were generated connected to many aspects of youth and cultural life.

4.DATA ANALYSIS AND INTERPRETATION

Every piece of information gathered was entered into SPSS and examined as a percentage, Table and graph were made.

Table 1: Social media deteriorating our social norms

	Frequency	Percentage
Strongly Agree	17	11.3
Agree	32	21.3
Neutral	85	56.7
Strongly Disagree	6	4.0
Disagree	10	6.7
Total	150	100.0

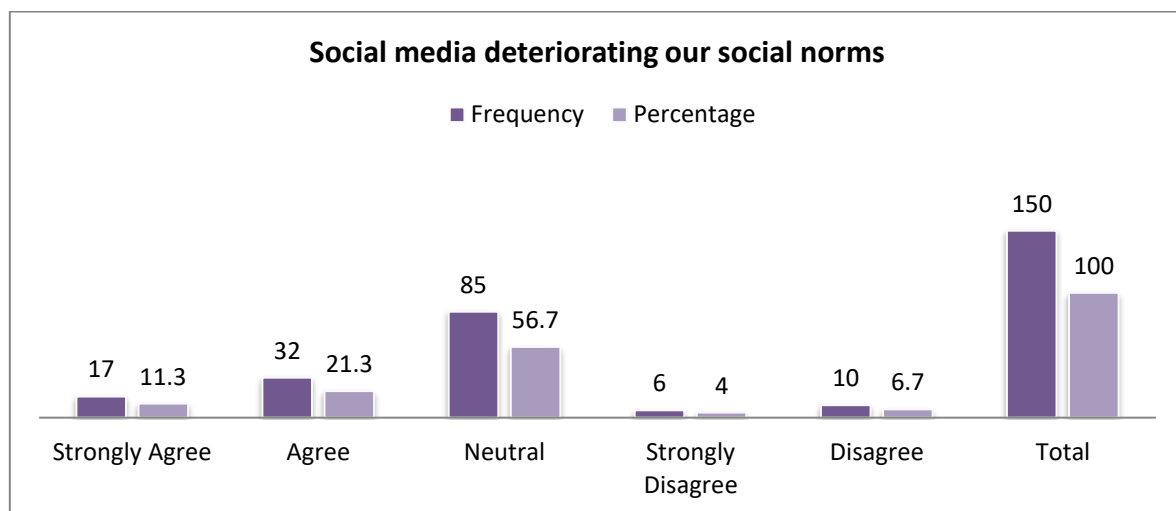


Table1 evident the statement that Social media deteriorating our social norms. 56.7% responded neutral, 21.3% responded Agree, 11.3% responded strongly Agree, 6.7% answered Disagree, 4.0% responded for strongly Disagree. When analysis the intact frequency all the respondent where not answered either agree neither disagree they were neutral to the deteriorating our social norms this resembles respondents are just a participant to share their opinion to the public.

TABLE 2: Social media is a great facilitator to create awareness among youth to develop global cultural

	Frequency	Percent
Strongly Agree	16	10.7
Agree	119	79.3
Neutral	13	8.7
Strongly Disagree	2	1.3
Total	150	100.0

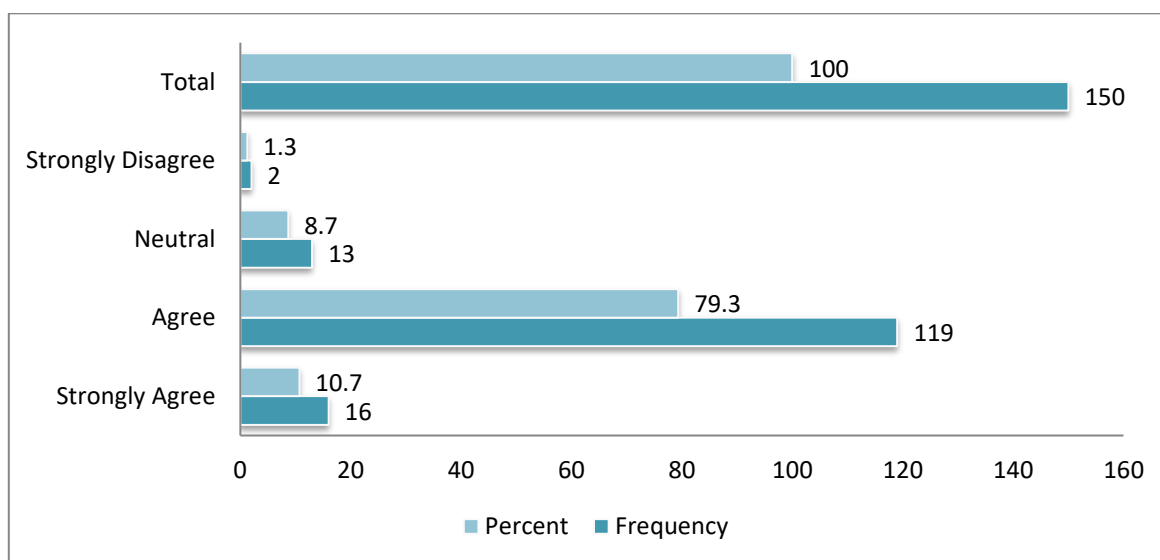


Table 2 demonstrates that social media is a good instrument for developing young awareness and promoting global culture. 79.3% responded "Agree," 10.7% responded "strongly agree," 8.7% responded Neutral, and 1.3% responded strongly. Disagree. Seems to be this results says that the maximum number of students were accept social media is the medium to create an awareness towards the global culture. This response denotes social media us power to perceive international culture in the one floor.

Table3: Respondent where asked prefer to Interact with people on social networking sites rather than face to face interaction

	Frequency	Percentage
Strongly Agree	6	4.0
Agree	89	59.3
Neutral	32	21.3
Strongly Disagree	5	3.3
Disagree	18	12.0
Total	150	100.0

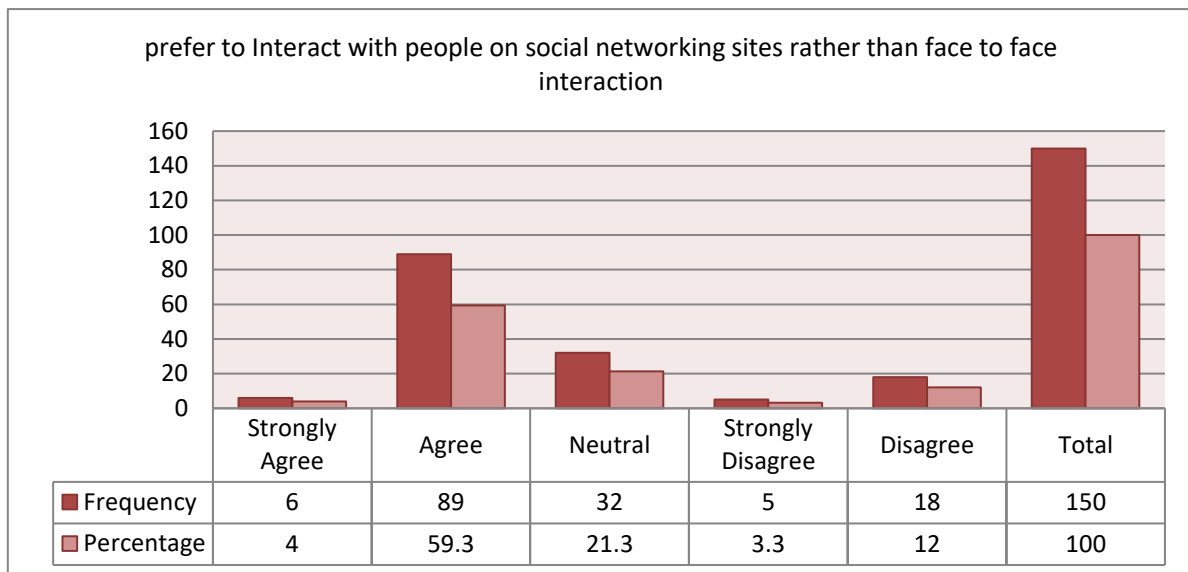


Table 3 demonstrates the preference for social networking sites over in-person interactions, 59.3% responded “Agree”, 21.3% responded “Neutral”, 12.0% responded “disagree”, 4.0% responded “Strongly Disagree”, 3.3% responded for “Strongly Disagree”. This results ascertain us rather than face to face interaction maximum students agree to converse in social networking sites. This notifies all the respondents are more to be active in social media rather than direct conversation.

Table4: Social media is main space for freedom of expression

	Frequency	Percentage
Strongly Agree	15	10.0
Agree	104	69.3
Neutral	20	13.3
Strongly Disagree	5	3.3
Disagree	6	4.0
Total	150	100.0

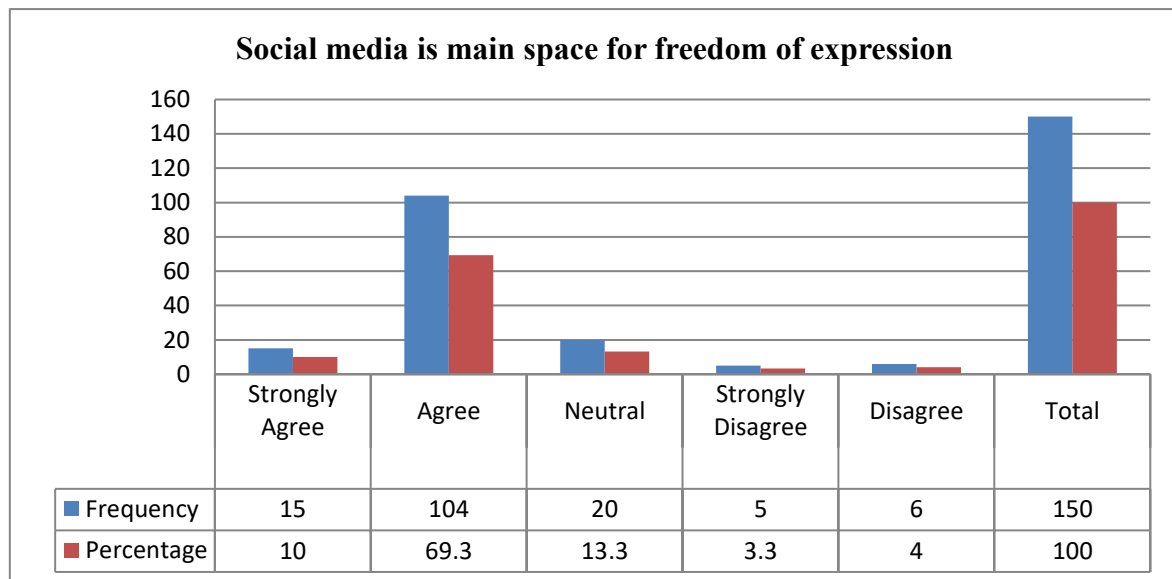


Table 4 noted. Social media is the primary venue for freedom of expression. 69.3% answered. Agree, 13.3% answered. Neutral: 10.0% responded. Strongly Agree, 4.0% responded. Disagree, 3.3% answered angrily. Disagree. The details elaborates most respondents where concur social media will be the one of medium to proclaim their opinion to mass people toward space for freedom of expression.

TABLE 5: Social media is altering our cultural values

	Frequency	Percent
Strongly Agree	19	12.7
Agree	92	61.3
Neutral	25	16.7
Disagree	14	9.3
Total	150	100.0

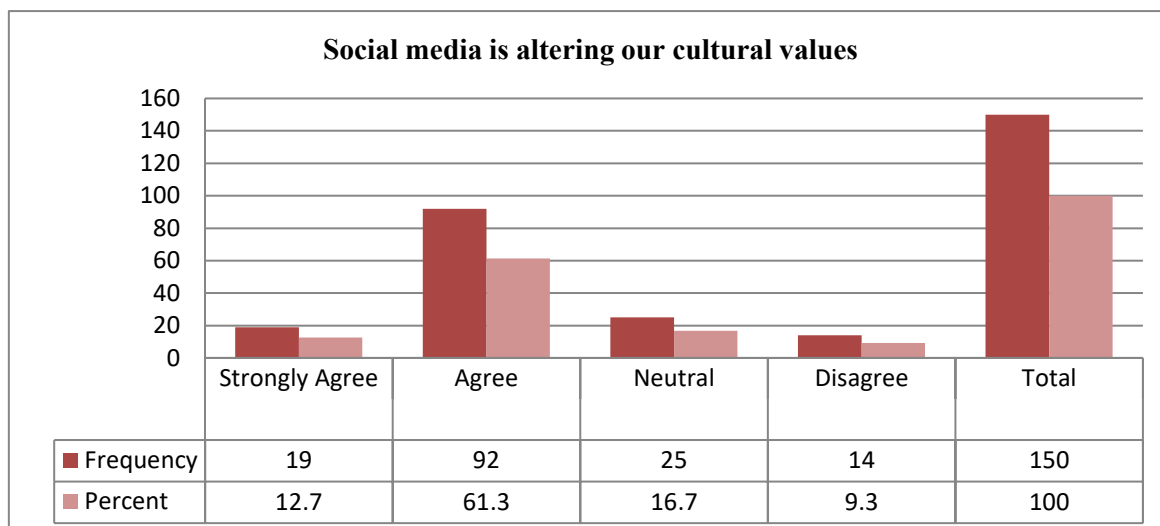


Table 5 is apparent. Social networking is changing our cultural beliefs. 61.3% of respondents said they agreed, 16.7% said they were neutral, 12.7% said they strongly agreed, and 9.3% said they disagreed, the results states us maximum numbers respondents response social media is alternating cultural values .this shows social media have a wider impact in changing culture and alternating cultural values.

TABLE 6: Respondent usage of social media for social contribution

	Frequency	Percent
Strongly Agree	11	7.3
Agree	45	30.0
Neutral	90	60.0
Disagree	4	2.7
Total	150	100.0

Table 6 shows Respondents use social media for social contributions. 60.0% answered. Neutral: 30.0% responded. Agree, 7.3% answered passionately. 2.7% of respondents said they agreed. Disagree. The maximum number of students was neutral to the point this denotes us only less number of respondent use social media for the social contribution. Although this state's social media is used for relaxation.

5.Findings:

When asked if social media is eroding our social norms, 56.7% said "neutral," 21.3% said "agree," 11.3% said "strongly agree," 6.7% said "disagree," and 4.0% said "strongly disagree." It is evident that most of the responses were neutral to social media and is not weakening the social norms. This analysis report us that social media is only used for entertainment objective and for sharing the information.

The student respondent stated that social media is a wonderful instrument for increasing youth awareness and developing a global society. 79.3% said they agree, 10.7% said they

strongly agree, 8.7% said they were unbiased, and 1.3% said they strongly disagreed. The majority of respondent believe that social media will develop the global culture. These key factors denote that social media plays a important place to develop the global culture in all aspects, and the impacts towards development of culture resembles in their daily life.

Social networking services are typically preferred by people over in-person interactions and the survey shows 59.3% responded “Agree”, 21.3% responded “Neutral”, 12.0% responded “disagree”, 4.0% responded “Strongly Disagree”, and 3.3% responded for “Strongly Disagree”. This shows that the majority of respondent agree interacting with people in social media rather in face-to-face meetings. Here social-media is used as a major tool to communicate with people.

When enquiry was made about Social media as a main space for freedom of expression 69.3% responded Agree, 13.3% responded Neutral, 10.0% responded Strongly Agree, 4.0% responded Disagree, and 3.3% responded as Strongly Disagree. The majority of respondent agreed that social media gave freedom of expression. This denotes that social media explores the rights and serves as basic tool to express ones opinion.

When a survey was conducted to determine whether social media is changing our cultural values, 61.3% said they agreed, 16.7% said they were neutral, 12.7% said they strongly agreed, and 9.3% said they disagreed. This shows that the majority of respondent agree social media as alternating our cultural values. This resembles in daily life behaviour, attitude in all the aspects. Moreover this is one of the biggest causes for fastest growth in developing culture.

Finally the survey on respondent’s usage of social media for social contribution shows 60.0% “Neutral”, 30.0% “Agree”, 7.3% “strongly Agree”, and 2.7% as “Disagree”. This shows that the majority of those surveyed had no opinion about social media because social contribution. When we analyze respondent data, students use social media only for relaxation, for sharing information and writing comments etc apart from that few use for social contribution.

6.CONCLUSION

The study focuses on a survey of the sociocultural influence of social media on Chennai university students. Facebook, Twitter, YouTube, Skype, MySpace, and Watts Up are the social media platforms that are utilized in the study tool. There are 27 open-ended questions and 10 closed-ended items on the survey. This researcher approached 150 university students with the survey. All participants actively responded to this questionnaire. Ninety percent was a fairly high average for the questionnaire. With an average engagement rate of 60%, female respondents outperform male respondents. The responders' degrees range from master's to doctoral degrees, and they were all Madras University students. The majority of responders are from both rural and urban areas. The average age range that this researcher was contacting was 18–35 years old. Only students were used to collect all of the data. This demonstrates that social media is extensively used by all societal segments of Chennai university students. The survey's findings indicate that a large percentage of students use social media on a daily basis. It was similarly pragmatic that the use of social media influences social connections among Chennai University students. This means that students

can maintain and expand their active friendships by talking via social networks. Furthermore, it was demonstrated that the use of social media has a negative impact on the culture of Chennai University student life. For example, the current study discovered that social media has become a popular activity and a valuable instrument for students' communication.

In conclusion, it was discovered that social media use by university students in Chennai is associated with both positive and negative influences. Moreover social media considering in socio cultural aspect most of respondent are had a different types of opinion towards social norms, ethics, behaviour , cultural so on . Nonetheless, the following suggestions are made in light of the study's findings. (a) The government and politicians should develop technology to monitor the sufficiency of information available on social media networks. (b) Parents should supervise and limit their children's indulgence and social media use. (c) To mitigate the negative effects of social media on pupils, parents should teach their children about the frequency of disclosure. (d) Students should be taught about the causes of excessive social media use and how it affects social and psychological well-being.

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