

© 2020 IJCRT | Volume 8, Issue 8 August 2020 | ISSN: 2320-2320

**ISSN : 2320-2882**

**INTERNATIONAL JOURNAL OF CREATIVE  
RESEARCH THOUGHTS (IJCRT)**  
An International Open Access, Peer-reviewed, Refereed Journal

**STUDY ON IMPACT OF SOCIAL MEDIA ON  
COLLEGE STUDENTS**

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**ABSTRACT**

Social media plays a wide role in human lives. Social media is significantly determines the performance of the students. Social networking has become a common mode which has spread world. Social media is a web-based telecommunication which facilitate the social interaction group of people via some type of network. But social media platforms are also for local network. Social media is a platform where we can get any source of data or information. Social media can acquire knowledge through establishing communication with other students and teachers connecting with Facebook, Instagram, Twitter, etc. Although the students are getting benefit, there are also some negative impacts. The students are getting benefit by using the social media because they are addicted through spending more time on media. This addiction negatively affect the students in their academic life. In this view, the researcher has taken this study to examine the negative impact on students [social media on college students]. This study sample size had covered 105 students studying in Commerce & Management in Bangalore. A well-structured questionnaire has been framed and distributed among the students to collect their opinion towards negative impact of social media. The collected data were summarized and charts with the help of the statistical package SPSS 22.0. Also, statistical tools such as Descriptive Statistics, Mean Score Analysis. The results showed that most of students are 19 years old and affected by the social media like twitter, instagram etc.

Keywords: college students, information sharing, opinion, interaction

IJCRT2008133 | International Journal of Creative Research Thoughts (IJCRT) [www.ijcrt.org](http://www.ijcrt.org)