



**FIELD STUDY ON IMPACT OF SOCIAL MEDIA ON I YEAR UG STUDENTS OF  
GOVERNMENT ARTS & SCIENCE COLLEGE ATTUPAKKAM ARAKKONAM**

A field study submitted to

**GOVERNMENT ARTS AND SCIENCE COLLEGE, ARAKKONAM 631 051**

In partial fulfilment of the requirements for the degree of

**MASTER OF ARTS IN ENGLISH**

By

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Under the Guidance of

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**PG DEPARTMENT OF ENGLISH  
GOVERNMENT ARTS AND SCIENCE COLLEGE  
ARAKKONAM- 631 051  
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**FROM-A**

TITLE OF FIELD STUDY : THE IMPACT OF SOCIAL MEDIA ON UG  
I YEAR STUDENTS

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## DECLARATION

**NARMATHA. K**, hereby declare that the Field Study entitled **THE IMPACT OF SOCIAL MEDIA ON UG I YEAR STUDENTS IN GOVERNMENT ARTS AND SCIENCE COLLEGE, ARAKKONAM** is the result of my original and independent research work, carried out under the guidance of **P. PADMAVATHI, M.A., B.Ed., M.Phil., SET** guest lecturer, Government Arts and Science College, Arakkonam and that it has not been submitted for the award of any Degree, Diploma, of Fellowship or any other similar titles of any university or institution previously.

Place:

Arakkonam

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Date:

## CERTIFICATE

It is certified that the field study entitled **THE IMPACT OF SOCIAL MEDIA ON UG I YEAR STUDENTS OF GOVERNMENT ARTS AND SCIENCE COLLEGE ARAKKONAM** submitted by NARMATHA.K to Government Arts and Science College, Arakkonam in partial fulfilment of the requirement for the award of the Degree of Master of Arts in English is a record of research work done by the candidate during the period **2021-2022** under the guidance of **P. PADMAVATHI, M.A. B.Ed., M.Phil. SET** guest lecturer, PG Department of English, Government Arts and Science College, Arakkonam. The field study work has not formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar title to any other candidate and it represents independent work on the part of the candidate.

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Submitted for the Viva-Voice Examination on-----

Internal examiner

External examiner

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## **FIELD STUDY ON IMPACT OF SOCIAL MEDIA ON I YEAR UG STUDENTS OF GOVERNMENT ARTS & SCIENCE COLLEGE ATTUPAKKAM ARAKKONAM**

### **INTRODUCTION**

Social media is a virtual interactive platform for sharing ideas, views and information. It has become an inseparable part of our live as it keeps us aware of the daily happenings around the world. With social media, we are just a few clicks away to access the unknown things. Without a doubt, social media has revolutionized the process of communication and with every passing day, communication game is getting strong. Social Media applications like Face book, Instagram, Twitter, Snap chat, Skype and other such apps has made life way more easier than ever. Through social media, we can communicate with people even from faraway places. We can broaden our friend circle through it by constantly interacting with unknown people and keeping in touch with our old friends. Social media helps students on education too. Teachers can make use of social media to teach their students out of classroom situation. Especially in the time of pandemic when attending classes is not possible, social media applications have taken the place of classroom.

Teachers take online classes through various online meeting application. Moreover, students can get extra information form surfing through social media. Social media can also promote unhealthy competition among its users. Almost everyone on social media races to show how exciting their life is. Even though they lead a simple life yet they fake their lifestyle. When the other users constantly witness a happy and happening life of others, they feel in secured and inferior. In such cases, a person might not appreciate his own life and keeps on complaining about everything. It can be said that social media is both a boon and a bane. Social media can be used in other positive and negative ways. It is a great tool if operated with good intentions. Through social media has advantages, it also negative affected society. Some disadvantages of the social

media. While there are several benefits of social media for students, some cons are hard to neglect. One, social media easily distracts students and shifts their focus while taking lessons. It is not uncommon for teachers to ask students are not spending enough time reading- a habit that helps in visualisation.

Social media is a very important and popular tool as provides us with many useful and user- friendly feature. Social media platforms like Twitter, Face book and Instagram are giving people the opportunity to connect with each other anytime and anywhere in the world. Youth is one of the most influential users of social media these days. People have adopted social media so deeply that it has now become an integral part of their lives. We can improve our social skills by sharing our knowledge and ideas with millions of people, even if they are thousands of miles away from us. Social media tools that business and corporations are using these days. The world's largest social network is with more than 1.55 billion monthly active users. Users cite a personal profile, add other users as friends, and exchange messages, including status updates.

Social media use becomes problematic when someone views social networking sites as an important coping mechanism to relieve stress, loneliness, or depression. Social media use provides these individuals with continuous use eventually leads to multiple interpersonal problems, such as ignoring real life relationships, work or college responsibilities, and physical health, which may the then exacerbate an individual undesirable moods. When social network uses repeat this cyclical pattern of relieving undesirables moods with social media use, the level of psychological dependency on social media increases. On Instagram and face book, users see curate content advertisements and posts that are specifically designed to appeal to users based on their interest. Users may see others posting about their great jobs, excellent partners, or beautiful homes and feel happy or inspired as a result. Others, however, may see these pictures and feel jealous, depressed, or even suicidal due to the fact that their own life is not as perfect as those they see on face book or Instagram.

## **AIM OF THE STUDY**

The study aims of identify the impacts of using in social media among college students.

Further, the current study aims at identify students level of ability through the use of technology and modern methods used in education, specifically the use social media.

## **PREFACE TO THE STUDY**

In this study, investigator analyse the importance of English and how the Student learn and improve English language skills through the help of Social media.

## **PLACE OF STUDY**

Government Arts and Science College, Arakkonam.

B.A English 1<sup>st</sup> year students

The study was conducted throughout Feb. 26<sup>th</sup> to march 4.

## **Sample**

V. Harikrishnan

P. Santhanam



D. Gunasunthari

P. Surya

L.Sujith kumar

V. Ramya

D. Praveen kumar

N.Esther

S. Inbanadhan

S. Dhakshayani

F. Rajan

A.Madhumitha

M. Purushothaman

D. Sowndhari

S. Sunil kumar

V. Desima

R. Deepika

T. Hemavathi

C. Narmadha

B. Deepika

M. Jeevitha

G. Subalakshmi

S. Thirishamuthamil

N. Vimala

G. Porkodi

P. Bhuvaneshwari

## **FIELD STUDY TOOLS**

Questionnaire is used to collect data to learn the impact of Social media on I year UG Students. The Students were first befriended to make them talk comfortably. Most of the questions were answered in a friendly interview.

## **STATISTICAL COLLECTION**

The investigator took 30 students for field. The questionnaires are served and response were recorded and collected.

## **NEED AND PURPOSE OF THE STUDY**

Most of the students are using social media for different reason. The purpose of the study is to understand the impact of social media on their education and personal life.

## **FIELD STUDY WORK PLAN**

Choosing place for study



Choosing the tools for study



Formation of quiz list for statistical collection



Statistical Analysis



Understanding

The positive and negative impact of social media on students



Suggesting ideas



Conclusion

## SATISTICAL ANALYSIS

Social media is very important and popular tools as it provides us many useful and user- friendly features.

Social media platform like twitter, Face book and Instagram are giving people a chance to connect with each other at an time and anywhere in the world.

The youngsters are one of the most dominant users of social media in these days. People have embraced social media so deeply that it has become an integral part of their lives now.

## STUDY RESULT

Total number of Students: 30

No. of boys : 10

No. of girls : 20

1. Name of the students have been collected.
2. The investigator asked the name of the students, college and department. In response out of 30 students, all studied in Government Arts and Science College.
3. The investigator asked which social media is good for learning English according to you? In response to that out of 30 students, option (a) 1, option (b) 4, option (c) 1, and option (d) 24.
4. The investigator asked, what is the disadvantage of using social media? in the response to that out of 30 students, option (a) 5, option (b) 3, option (c) 4, and option (d) 18.

5. The investigator asked, what are the benefits of using social media? In response to that out of 30 students, option (a) 4, option (b) 8, option (c) 13, and option (d) 5.
6. The investigator asked how social media helps to understand English poetry.? In the response to that all 30 students, option(a) 3, option (b) 8, option (c) 9, and option (d) 10.
7. response to that all the 30 students, option (a) 3, Option (b) 8, option (c) 9, and option (d) 10.
8. The investigator asked what do you consider as the most popular social media platform in India? In response to that out of 30 students, option (a) 2, Option (b) 16, option(c) 6, and option (d) 6.
9. The investigator asked what type of social media do you use most to understand English grammar? In response to that out of 30 students, option (a) 29, option (b) 0, option (c) 1, option (d) 0.
10. The investigator asked which social media is used by you the most as an English literature students? In response to that out of 30 students, option (a) 2, option (b) 2, option (c) 24, and option (d) 2.
11. The investigator asked how can you understand the English language through the YouTube? In response to that out of 30 students, option (a) 1, option (b) 7, option(c) 3, and option (d) 19.
12. The investigator asked which social media you used the most to understand poetry? In response to that out of 30 students, option (a) 2, option (b) 26, option (c) 1, option (d) 1.
13. The investigator asked how social media influence the students in learning? In response to that out of 30 students, option (a) 5, option (b) 9, option (c) 10, and option (d) 6.
14. The investigator asked which social media you use the most to learn pronunciation? In response to that out of 30 students, option (a) 26 , option (b) 2, option (c) 2, and option (d) 0.
15. The investigator asked which social media you use the most to understand fiction? In response to that out of 30 students, option (a) 2, option (b) 2, option (c) 26, and option (d) 0.

16. The investigator asked what is the advantage of social media to you as a literature student? In response to that out of 30 students, option (a) 12, option (b) 7, option (c) 10, and option(d) 1.
17. The investigator asked how many novels did you learn through social media? In response to that out of 30 students, option (a) 14, option (b) 1, option (c) 4, and option (d) 11.
18. The investigator asked how many hours do you spend in social media per day? In response to that out of 30 students, option (a) 8, option (b) 7, option (c) 5, and option (d) 10.
19. The investigator asked In which language do you use social media to understand English words? Response to that out of 30 students, option (a) 18, option (b) 12, option (c) 0, and option (d) 0

## IMPLEMENTING SOLUTION

Through the field study the investigator found that social media has more impact on the students.

Building and maintaining partnership was reflected in the positive attitude to digital communication expressed by both parents and teachers.

It was the parents experience that they received less encouraging feedback about their children than the teachers believed that the had given. Digital messages were consider to be more understandable by parents.

## SUGGESTING IDEAS

Social media is neither a boon nor a bane by itself, it is totally depends on how we use it. We must maintain a balance between our productive and unproductive activities.

Excess use of anything is harmful and the same thing applies to social media too.

## CONCLUSION

Social media has both advantage and disadvantage. It depends on how they use it. It is the most powerful tool today. It has revolutionized our lives You Tubers who post funny things in social media or their video links in social media are creating a higher chance of these videos going viral. These videos are no longer only in the YouTube platform, but in multiple social media feeds. It is also much easier for someone to like a video in Face book or between tweets in twitter than doing it in YouTube, and thus more people get to see the YouTube content. It is like a chain reaction, it expands and expands in a very quick way making their YouTube have a lot of views in a matter of minutes. On the other hand, a you tuber that produces very good content but refuses to use social media, will only be able to reach the loyal audience he has, the audience that his name on the YouTube search box and check to see if he uploaded a video, instead of having instance as notification. We can firmly conclude that social media has a very strong impact on YouTube, since it makes the producer content reach more people, it facilitates the incorporation of new subscribers to a channel and it makes it seem more local or familiar.

The ability of writing a tweet to YouTube star and maybe have a response is a great way of interaction between communicator and receiver. The entire interview said that they want to decrease how much they use social media and their phone in general but we failed to ask them if they would. With the knowledge of both positive and negative affects it would be interesting to see if they would and give good insight into how ad-



dicted our generation using social media networks to find and share content and media social media to grow and nurture an invaluable on social networks using social media to build a community in your school and professional network. Social media is also useful for the producer since it acts as a way to receive feedback if a lot of people start complaining about how he plays, or the producer will have no way of not reading it, and hopefully fixing whatever problem in case there was one. In conclusion, YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people. The best way to succeed at it, apart from creating good video content, is knowing what people like and knowing how to those people, for which of course you will need a mastery of social media. Social media changed our life so much.

Our life became more convenient because social media is a very useful tool for us 21<sup>st</sup> century, it could help us to improve our life. However, we have to aware of how we use them. If we could use the social media smartly, having social media will become a good change for us. YouTube has become an important “visual journalism” platform, both for conventionally produced content from established news organizations and for citizen eyewitness contributions. Certain independent or alternative news organizations have established YouTube channels that reach a wider audience than traditional broadcast television. YouTube has promoted democracy through free expression of individual political views, for example enabling certain to censor the website. YouTube has affected conventional politics, becoming even more important than direct mail in political campaigning, with politicians and governments using the website to directly engage citizens and promote policies. However, its recommendation algorithm has been shown to recommend extremist content, especially far-right and conspiracy, leading to claims that YouTube has been used as a tool for political. Social media is a boon for human civilization because it has brought the whole world individuals can share their views and ideas and such interactions are beneficial for the people as it helps in increasing social skills. In today’s world, technology has made our life easier because with the help of technology we can learn new things and meet new people all over the world.

While mobile phones invention was done for empowering us, but it has now started dominating us. Smart phones enable us to engage in gaming, studying and online shopping. It also allows us to watch movies, click pictures, listen to music, surf the internet and enjoy various other activities. Due to high utility it results can be very harmful for us. Mobile addiction can become the main cause many serious problems, such as headaches, weakening of eyesight, sleepiness, depression, social isolation, stress, aggressive behaviour, financial problems and less professional development. They simply scroll through the app to check the information they are online and engage in such other useless activities on their mobile phones. Social media is an important tool put into the hands of an ordinary person. He or she can express views without going to conventional means of mass communication like TV, radio, etc. Of all the creatures, only human beings have the faculty of expressing themselves through language, written or spoken. It is for this purpose, freedom of speech is the most basic rights protected in all democratic setup. But at the same time, it should not eat away other rights through the spread of misinformation. A regulation is necessary so that it is put to good use, not the bad. Social media has brought the world so close that political and geographical boundaries are crumbling. Time may come when the more people communication is, the more is the strengthening of relationships. This is the basic principle of the political concept of nation- building.

## **APPENDIX – I**

### **QUESTIONNAIRE FOR FIELD STUDY ON THE IMPACT OF SOCIAL MEDIA ON I YEAR UG STUDENTS OF GOVERNMENT ARTS AND SCIENCE COLLEGE, ARAKKONAM**

Student Name:

College Name:

Department:

1. Which social media is good for learning English according to you?

a) Face book

b) Instagram

c) Telegram

d) YouTube

2. What is the disadvantage of using social media?

a) Social media used for hacking

b) Social media causes security issues

c) Decrease Face-to-face communication skills

d) Addiction of the people to social media

3. What is the benefits of using social media?

a) They have all study materials

b) English learning

c) Improve knowledge retention & understanding

d) Even other language learn

4. How social media helps to understand English poetry?

a) Live classes through the particular channel

b) To join the particular channel group as a student

c) Ask our doubts through comments

d) Improve knowledge

5. What do you consider as the most popular social media platform in India?

a) Face book

b) YouTube

c) What's app

d) Instagram

6. What type of social media do you use most to understand English grammar?

a) YouTube

b) Instagram

c) Telegram

d) Face book

7. Which social media is used by you the most as an English literature students?

a) Instagram

b) Face book

c) YouTube

d) What's app

8. How can you understand the English language through the YouTube?

a) Through pronunciation

b) Subtitle

c) Visual impact

d) With Tamil explanation

9. Which social media you used the most to understand poetry?

a) Instagram

b) YouTube

c) Face book

d) Telegram

10. How social media influence the students in learning?

a) Gain better communication

b) Improve knowledge

c) Analyse new words

d) Knowing clear procedure

11. Which social media you use the most to learn pronunciation?

a) YouTube

b) Telegram

c) Instagram

d) Twitter

12. Which social media you use the most to understand fiction?

a) Telegram

b) Instagram

c) YouTube

d) Face book

13. What is the advantage of social media to you as a literature student?

a) Meeting new people

b) Easy to understand new work

c) Speedy communication

d) Getting fluency

14. How many novels did you learn through social media?

a) 1

b) 2

c) 3

d) More than 2(or) 3

15. How many hours do you spend in social media per day?

a) 1

b) 2

c) 3

d) More than1 (or) 3

16. In which language do you use social media to understand English words?

a) Tamil

b) English

c) Telugu

d) Hindi

## **APENDIX – II**

**(PHOTOGRAPHS)**



















