



RESEARCH ARTICLE

THE EFFECTS OF SOCIAL MEDIA ON HEBEI UNIVERSITY STUDENTS IN CHINA

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ABSTRACT

This paper is focused to find the effect of social media on youngsters. No doubt these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent danger through often involves online predators or Individuals. These SNS has great impact on youth china. One can easily see the entry gate of these social networking sites but it is unable to find exit for these SNS. One side these sites provide to communicate with our dear ones on the other side it Creates platform for many cybercrimes. So we focused on the fact that how SNS are implementing and used in an effective As well as negative impact of these social networking sites on the Hebei university student youth and what are the ethical responsibilities of the users of these sites.

INTRODUCTION

The definition of social media is “the relationships that exist between network of people” (Walter & Riviera, 2004). 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 States that the social media sites encourage negative behaviors for teen students such as procrastination (chatting up with friends), and they are more likely to drink and drug. However, every day, many students are spending countless hours immersed in social media, such as we chat , weibo , and QQ At first glance this may seem like a waste of time; however it also helps students to develop important knowledge and social skills, and be active citizens who create and share content. At present, whether 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 amountof research on how social media influences student retention at colleges. Many parents are worried that their college students are spending too much time we chat and other Social media sites and not enough time studying. Therefore, our survey ascertains the relationship between the social media and students’ study efficiency.

The Problem Statement: College students in these days are always very busy with their handset and laptops. Most students access to the Internet and they will spend considerable time on chatting, checking their email, there we chat profile, updating

their Twitter accounts and their LinkedIn account, and it does not happen only once a day. Some do all night browsing. When do they have the time to read/study their books or make research? This paper investigates the effect of social networking site usage on the studies of.

MATERIALS AND METHODS

The instrument used for data collection for this study was the questionnaire method. This was because of the nature of information required and the form of analysis to be conducted. A seven question structured questionnaire was designed and administered to students the questionnaires were designed in anonymity to enable the student fill them truthfully without fear of intrusion of privacy. Of the 80 questionnaires administered, 80were returned adequately filled.

Research Questions

The following research questions were used to guide the study

- Select a Social Networks for which you have created a personal profile.
- How long have you been using social networking sites?
- On average, how much time do you spend daily on a Social networking sites?
- Why do you use an online social Network?
- How does online networking affect your social life?
- How does the use of social networking sites affect student’s academics?
- Do students use the social networking sites for their academic assignments?

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Literature Review

I researched about social media, and found various article but there were nothing about the topic I have chosen for this article. When I did not find anything about the reasons that why Hebei university students use social media then I decided to do a research about this to find out the purposes that for which objectives Hebei university students use social media.

Question 1: Select a Social Networks for which you have created a personal profile.

Table 1. SNS mostly used by students

SNSs	No. of users	Percentage (%)
We chat	44	55
weibo	6	7.5
QQ	20	25
YouTube	10	12.5
Total	80	100

From table 1, of the four social networking sites used by students, We chat is seen to be mostly used by student with 55%, weibo7.5%, QQ25%, YouTube 12.5%. Chart below further displays the graphical distribution of the percentages above

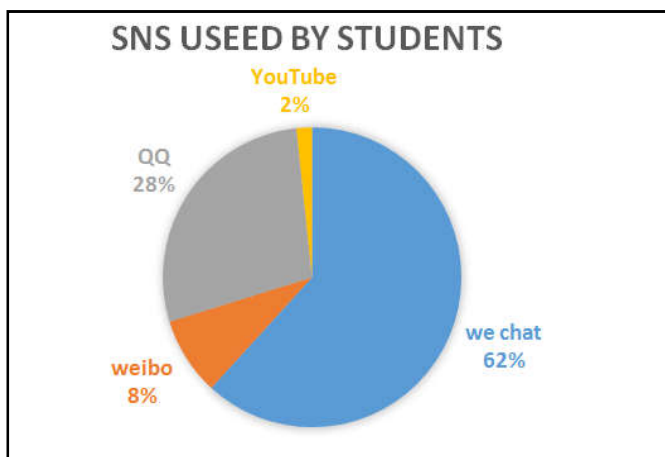


Chart 1. Distribution of SNSs used by students

Question 2: How long have you been using social networking sites?

Table 2. Uses of SNSs by students

Time No. of Answers	Time No. of Answers	Time No. of Answers
Percentage (%)	Percentage (%)	Percentage (%)
Less than a month	8	10
1-6 Month	3	3.75
7 months to year	13	16.25
More than a Year	56	70
Total	80	100

We want to find that how long students have been using SNSs. In this we find that only 10% students were using SNSs since last one month.3.75% students are using it since 1 to 6 month. 16.25% students were using since 7 months to 1 year and 70% were using it since more than year. Chart -2 below further displays the graphical distribution of the percentages above.

Question 3: On average, how much time do you spend daily on Social networking Sites?

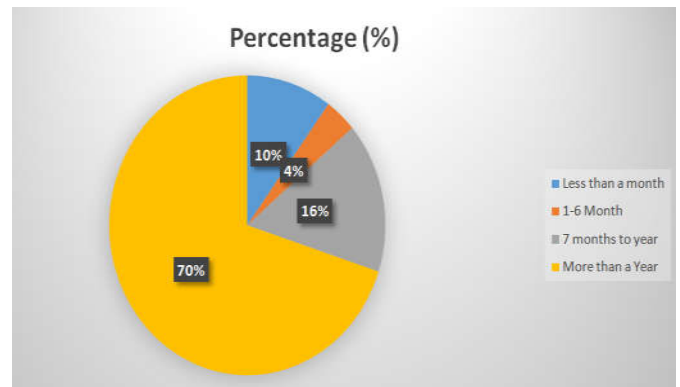


Chart 2. Uses of SNSs by students

Table 3. Daily use of SNSs by students

Time Spent	No. of Answers	Percentage (%)
Less than 1 hour	70	87.5
1-12 hours per day	7	8.75
13-24 hours per day	3	3.75
Total	80	100

87.5% of total sample were using SNSs for less than one hour in single day. 8.75% were using it from 1 to 12 hours in a day and3.75% use 13 to 24 hours in a day. Chart -3 below further displays the graphical distribution of the percentages above.

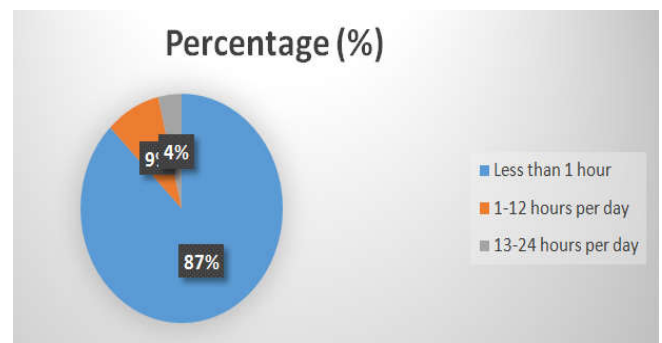


Chart 3. Daily use of SNSs by students

Question 4: Why do you use an online social Network?

Table 4. Purpose of using SNSs

Purpose	No. of Answers	Percentage %
To find Information	43	53.75
To Play Games	4	5
To make Professional and business contact	3	3.75
To keep in touch with family and friends	39	48.75
To make new friends	18	22.5
To get opinions	12	15
To share videos/pictures/Music	21	26.25
To share your experience	23	28.75

In this question Students were asked to choose one or more than one option. 53.75% students use SNSs to find information, 5% for play games, 3.75% to make business contact,48.75% to keep in touch with family & friends.,22.5% for making new friends,15% to get other opinions,26.25% to share videos /picture and music, and 28.75% for sharing their experience. Chart -4 below further displays the graphical distribution of the percentages above.

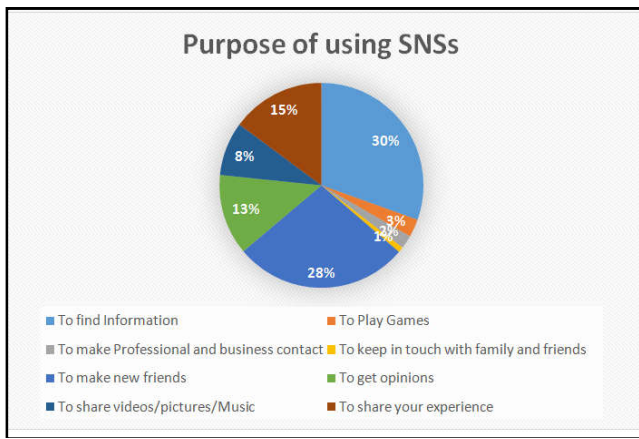


Chart 4. Purpose of using SNSs

Question 5: How does online networking affect your social life?

Table 5. Effect of SNSs on Social Life

Effect	No. of Answers	Percentage (%)
No effect on face to face communication	49	61.25
some what effect on face to face communication	22	27.5
positive effect on face to face communication	9	11.25
Total	80	100

Due to social media we lose face to face communication. But 61.25% students believe that SNSs do not effect on Face to face communication.27.5% thinks that SNSs has somewhat effect on face to face communication. And 11.25 % believe that SNSs has a positive effect on face to face communication. Chart -5 below further displays the graphical distribution of the percentages above.

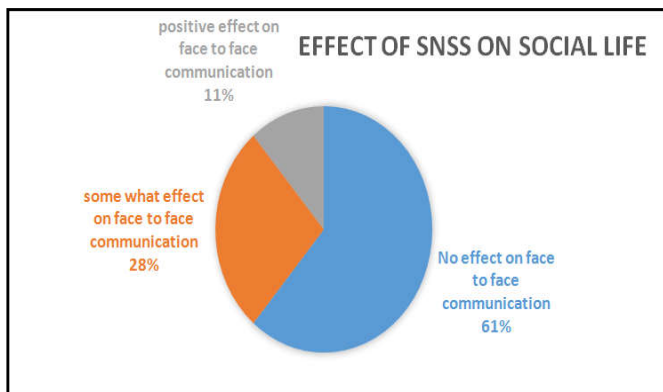


Chart 5. Effect of SNSs on social life

Question 6: How does the use of social networking sites affect student’s academics?

Table 6. Effect of SNSs on academics

Effect	No. of Answers	Percentage (%)
Positive	69	86.25
Negative	3	3.75
No effect	8	10
Total	80	100

86.25% students thinks that SNSs has a positive effect on academics.3.75% students thinks that SNSs has a negative effect on academics and 10% students thinks that SNSs do not

effect on their academic work. Chart -6 below further displays the graphical distribution of the percentages above

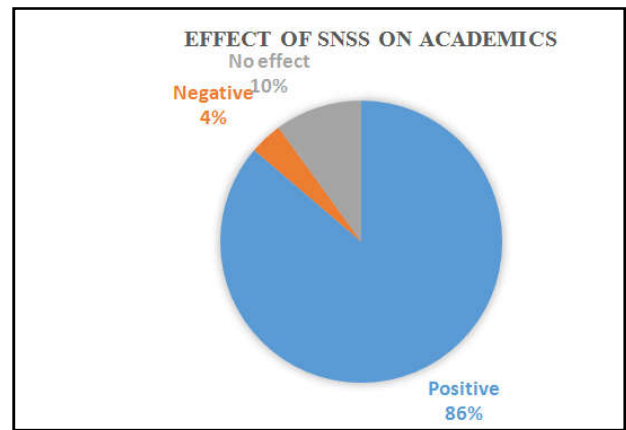


Chart 6. Effect of SNSs on academics

Questions 7: Do students use the social networking sites for their academic assignments?

Table 7. Use of SNSs for academic Assignments

Use of SNSs for assignments	No. of Answers	Percentage (%)
Yes	76	95
NO	4	5
Total	80	100

95% Students thinks that SNSs is helpful for their Academic assignment and 5% thinks that it is not useful for their Assignment.

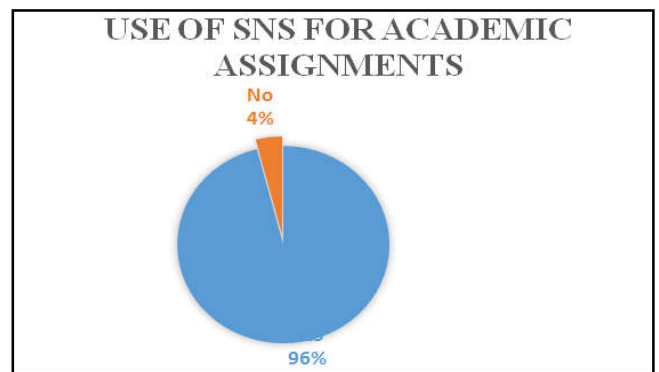


Chart 7. Use of SNSs for academic Assignments

Conclusion

The students need to create a balance between the use of SNS and studies. This is because students are seen using the SNS even in the lecture hall while lectures are going on and also while reading (studying). There is need for students to learn time management and to allocate, to each task, a specific timeframe. Students and young adults should always make out special time for using the SNSs and not to devote all their available time to it. The students believe that this would increase students’ academic performance. Since students are also using SNSs for their academic activities, lecturers should use SNSs to enhance teaching learning process by uploading academic contents for use by the students.

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