IMPACT OF SOCIAL MEDIA ON THE MINDSET OF STUDENTS IN COLLEGES

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ABSTRACT:

The prevalence of Social Media has impacted the mindset of people in general and students in particular, a lot. Due to the prevailing pandemic which has made a total shut down of the schools and colleges, the education system has shifted from teacher to student face to face interaction, the current system advocates online education. This has impacted the mindset of students. This paper discusses pros and cons how the social media is a blessing and a boon to the students. But to a larger level it has impacted the students and their mindsets and made them a bit non performing to an extent. How the social media has deteriorated the thinking and behavior of the students is discussed.

Key words: - *Social Media, Students, Online Courses, Mobile Phones, Mindset of Students, Online Libraries, Cyber Bullying, Whatsapp, Facebook, Meta.*

INTRODUCTION:

Today people have a lot of avenues to access information compared to earlier days when only newspapers and radio stations used to exist about 30 years ago. Since the world has become a small village due to rapid advances in sciences so society in which man leaves has an easy access to devices which have a two way interaction even when two persons are very far apart in different parts of the nation or in a different country. To make the relevance of the social media a further necessity the prevalence of COVID-19 pandemic has made the inclination of the people to resort to social media. In such a scenario, the education system made a lateral shift towards online education. All the students, which were earlier never used mobile phones to access the knowledge have now shown the way to access the information on their mobile. A lot of prominent social media sites like whatsapp, google meet, facebook, meta, instagram and twitter like sites have an impact on the students. Students have now easy access to information not useful but useless information. Many of the sites have a spell bound effect on the student's performance positively or negatively. The display of violence on the social media sites have a negative impact on the students and can turn them towards resorting to violence, social abuse and depression. Some of the impact is only virtual and may or maynot happen in their real life.

Problems created by degrading the mindsets of students due to easy access of social media :

Gone are the days when students used to access libraries for their studies. The book shops used to make a quick buck on the high sale of study material. There was no digital access to books at all. The wide spread of cheap internet access these days 0and then a lot of agencies giving study material to the students in terms of online lessons and instructions has lead to proliferation of websites. Many schools have started making apps for students with study material right from the college itself. Students

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have quick access to these materials. The tests, exams and project submissions have become compulsory "online" has made the students to resort to quick access to easy marks. There are a lot of chances of students doing cheating, copying material as provided by different agencies during the online examination. Since there is no face to face interaction between students and teachers so many a times students, just to keep their attendance, keep the media in muted condition with video and mike off. Many of the rural students, especially from the poor strata of the society who have no money to purchase costly gadgets like mobile phone and laptops miss a lot during the online teaching work. There are instances in the educational system where many colleges have zero attendance in online classes. Students say, they have lost interest in the rote oneway type education where a teacher only teaches and finishes his/her responsibility online. Students many times do not involve themselves in the "whatsapp group" where all the students are registered whole and sole. The announcements done on the social media about the schedule of classes, tests, projects and the demonstrations on the internet are missed by the students who are not in the group. Students also use the platform of the social media to bully each other. Here the bullying student uses the social media to harass online the gullible student, thus, depressing him/her mentally. Students also access inappropriate content on the social media and develop a wrong and bad mindset about people in particular and society in general. Students who still have time to attain maturity intellectually and emotionally may not be able to bear the wrong information on the social media that might deteriorate their mindset. The excess use of social media by the students will hurt productivity. It is said that the students spend 8 hours per day or even more on social media to access different content which are not even educational but very

dangerous. Students face financial deterioration online. For example, various online games need influx online money to fund the next level where more advanced virtual gadgets are procured by the player by paying online money to the game developer. This will lead to stealing the credit cards and debit cards of parents and banking information of parents thereby putting them and parents into severe financial problems. Students can also put their safety into problems when they meet strange and fictitious people online and trust them and give their phone numbers, addressesetc and seek time to meet them at the desired location and put their life into problems when they see that the actual person is a highly problematic compared to the person that they see him/her on the social media. There are many instances where young students are seduced by unknown people and kidnapped by them. Social media hurts the students emotionally too. For example, students get disturbed by the fact that the number of likes and dislikes and number of follows and unfollows when fluctuate, they get into depression. It hurts them emotionally. Students do not intermingle socially. Students spend most of the time on the internet and have many friends on the virtual platform but there are no friends in real life and thus miss the friend circle. The social media also hurts family relationships. For example on social media platform displays on the social media platform that he/she is going to temple for prayer at so and so time but in reality they go to some other place for enjoyment. Thus hurting the family relationship at home. When our students are considered to be future national builders, this trend of impact of social media on the mindset of students will, on a long way, go in putting the future nation care takes in jeopardy.

Some advantages of Social Media on the mindsets of students due to easy access of social media :

Social media when accessed by students have an impact on their all round development. For example, a curious student, who wants to explore cross disciplinary platforms can get a hands free knowledge on topics different from the topics he/she is expert. For example an Economics major student who wants to know about human biology can have an easy access to it by visiting a virtual online website and learn about the concepts of human biology. Also a zoology students can easily access concepts on Economics and gain a anindepth knowledge. Many students who are specially-abled can, by use of social media, can do higher studies by attending online courses and thus become proficient in cross disciplinary topics/subjects. Students can acquire a lot of skills by accessing skill share like websites to learn new skills and acquire new technicalities on various skills. Students can learn animation, visual effects and other techniques to make new advertisements on media with latest software developments thus become proficient in a specialized skill. Students, after acquiring a skill, can become a mentor to other people and thus earn a lot of money. Also websites like youtube can give remuneration to the students if they come out with a module which is very useful to other students world over. Students can access a lot of books, which are costly but available freely on the internet digitally can given them advanced knowledge. Students can also download new softwares by accessing different websites and thus make their presentations very effective and knowledge worthy. Students who are on social media have a very sharp memory and are innovative. Students can think out of box by acquiring knowledge from the social media and develop traits of critical thinking. Students can acquire knowledge about quizzes, explore new areas around the world by making a virtual visit and get a lot of information. Students can also kill loneliness and thus have a virtual friend's circle. Since man is a social animal so needs a society to survive. The presence of social media in life gives the student a sense of being in company with other friendsatleast virtually.

CONCLUSIONS :

The social media has a lot of impact on the students. A student is pro progress, who wants to seek a bright career has a lot of scope in advancing in his life by accessing social media. A student can learn a lot in his life by accessing the social media. Social media is very soothing and entertaining if used in positive sense. The current need of the world is to be as much productive online and the online product itself will be a tool for a job in future. The students have more opportunities compared to their fathers and grandfathers who had cocoon type life with limited information to them. Apart from advantages there are disadvantages too. Students need to have a judicious and well guided mindset to explore the benefic effects of the social media to mould their life to become good future citizens of the nation. The social media, in the long run, will help students in constructing a positive society with a well guided world to make this Earth an ideal place to live.

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