Exploring the Impact of Social Media in Education and Employment in Youth

Mubashir Ansari and Prof Saba Ansari
Late Bhausaheb Hiray S S Trust's Hiray Institute of Computer Application, Mumbai, India
J K College of Science and Commerce, Navi Mumbai, India

Abstract: *During the previous several years, the use of social media has exploded. It is not only utilised by working people, but it is also becoming increasingly popular among students, or in the education society. During the previous several years, the use of social media has exploded. It is not only utilised by working people, but it is also becoming increasingly popular among students, or in the education society. This study is an attempt to investigate the applicability and utility of social media in transferring resources and interacting with academicians in higher education institutions and employment, an area of research that has remained largely unexplored. This empirical study is based on a survey of some students from a Maharashtra College in India, with the goal of understanding students' perceptions of social media and mobile devices through collaborative learning, interactivity with peers, and teachers, as well as their impact on academic performance. According to the findings, using online social media for collaborative learning had a substantial impact on peer interaction, teacher interaction, and online knowledge sharing behaviour.*

Keywords: Social Media

I. INTRODUCTION

With today's fast-paced world, teenagers' wants and requirements are also rapidly changing, putting immense pressure on technological innovation, improvements, and upgrades in a variety of fields. Social media is a tool or medium for quickly and effectively sharing ideas, opinions, suggestions, and messages with a large audience.

It is a platform that allows an individual to interact with other media users. Empowering them to overcome their physical, geographical, regional and language barriers. It is a weapon that aids an individual to grasp, learn, progress, respond and react to things that are of near and far environment promptly and enthusiastically. The application of social media among youths in schools, colleges have both positive and negative implications. On one hand it serves as an opportunity to overcome various barriers whereas on other hand it possess a severe threat to personal security and data security.

Today, with the advent of new technologies even schools and colleges have stated using social media extensively for a variety of *reasons* such as,

- Building a close connection with the each other.
- Promoting, publicizing the school/college.
- Forming connectivity with other educational institutes, the world.
- Laying a general outreach for all.
- To encourage classroom sharing
- Parental involvement.
- Stimulate the knowledge and discussions
- Bringing pride to one's own educational institutes etc.

Educational institutes have started using social media effectively, optimum utilization of digital aspect in their schools and colleges such as,

- Classroom
- Meet
- Instagram
- Linked in

- Youtube
- Google
- Others

Here are the few Advantages and Disadvantage of social media in education and employment context:-

1.1 Positive Aspects

- Social media helps to build self-identity, relationships, have a better collaborations.
- It helps to overcome geographical limitations.
- Acquisition of social, communication, and other technical skills.
- It promotes the communication system prevailing both in formal and informal groups.
- It provides an ease access to online, e-resources, reference materials better and faster.
- Social media serves as a platform to discuss assignments with a mass effectively at 1:1 ratio too.
- It reduces the absenteeism, failure to transmit messages, loss in studies due to any genuine problems.
- It helps the corporates, institutes to participate conveniently in social movements by quickly sharing information and mobilizing human resources.
- Social media indeed helps in academic research in terms of resource options, sample size, data collections, floating of questionnaire among the groups.
- It connects the corporate, industry expert to the empowerment of students in terms of practical training required.
- It helps the students to connect, find employment, future education opportunities.
- Social media is itself very vital in creating several of e- commerce, online jobs thereby creating employment options.

1.2 Negative Aspects

- Social media possibly may even result in wastage of time.
- Non responsiveness, un- purposeful work may even be
- May result in digital addiction.
- Impact on mental and physical health.
- May result in leak, misuse of personal data.
- Unauthorized sharing of other intellectual property.
- Cyber-attacks, hacking, identity theft can also be witnessed.
- Students may even be at times drives away from core work.

1.3 Objectives of My Study

1. To understand the social media user's perception towards the key benefits derived by social media in educational and employment aspect.
2. To know about the emerging social media platforms for youth empowerment.
3. To understand the impact of social media growth in job creation, employability, overall developments amongst youth.
4. To determine the effectiveness of social media in making youth active participate in education.
5. To examine the impact of social media on students/teachers academics.

1.4 Scope of Study

The scope of our study is limited to the regular students Maharashtra College. It consists of the teaching and non-teaching staff of Maharashtra College .

The findings and conclusions further has a potential of being suggested, implemented to achieve (further) good and successful academic code of conduct in future in terms of teaching learning process, teaching aids, alumini connectivity, campus drive etc.

1.5 Limitations of my Study

The *primary limitation* of this study are

- Time constraint
- Financial resource limitedness
- Geographic/Area wise limit.

Other limitation for this study are:-

- Willingness
- Truthfulness/honesty
- Factual data
- Biasness
- Invasion of privacy
- Fear of any threats by respondents in this study.

1.6 Assumption of my Study

Assumptions made by researcher is that the students, teaching, non- teaching staff members are willing to co-operate and would give a true, honest opinions, answer to the items being asked in our Questionnaire.

II. STATEMENT OF PROBLEM

The study attempts to find out the impact of social media on the youths

Students , teaching and non-teaching staff in terms of change in behavior , perception, understanding learning modes, teaching aids, teaching learning process, creative and effective teaching. sharing resource, information through the use of social media and also to study the effectiveness of social media in empowerment, up-skilling, potential developments, opportunity grasping ,implication/implementation of social media derivation in the academic conduct

III. REVIEW OF LITERATURE

Social media was considered only platform to build relationship with people virtually.

Various studies have been conducted till date over social media and aligned educational context few referred during my study are:

- Joanne Gikas and Michael M. Grant (2018) entitled "Mobile computing devices in higher education: Student perspectives on learning with cell phones, smartphones & social media". The researcher has made study over the teaching and learning process with the help of mobile computing devices in higher education. Their findings and conclusions being the perception of students using mobile phones, role of social media in education.
- KK Esteves (2015) with the research title: Exploring Facebook to Enhance Learning and Student Engagement: A Case from the University of Philippines (UP) Open University. Here the Researcher attempt to study the potential importance of Facebook in educational context. The findings and conclusion of the study being the significance of features of Facebook for teaching practical skills through online mode spread across a vast number of users.
- The impact of social media on academic performance of selected college students . Today the Internet has taken a firm place in people's lives. It is difficult to imagine a young man who at least once a day did not check for updates in social networks and did not leaf through the news lines. The modern reality requires us to stay in touch and keep abreast of the latest news and trends. However, does this trend affect the performance of students?

IV. RESEARCH METHODOLOGY

The research methodology for this study, selected with the defined objectives are as follows:-

Parameters	Description
Universe	Maharashtra College
Population	Students, teaching and non-teaching staff of Maharashtra College
Sampling frame	Students, and teaching staff of Maharashtra College
Sample size	113 (teaching staff and students) 66.4% students and 33.6% teaching staff
Sampling method	Random Sampling
Type of research	Exploratory, descriptive research
Sources of Data Collection	Primary and secondary
Primary source	Questionnaire
Secondary Sources	Books, Magazines, Journals, Articles, Bulletins, Digital database, Newspapers, etc.
Measurement scales used	Nominal and Ordinal
Questions types	Likert scale, open ended, closed ended, multiple choices.
Data Interpretation	Graphs, bars, pie- charts, descriptive statistics.

4.1 Data Interpretations
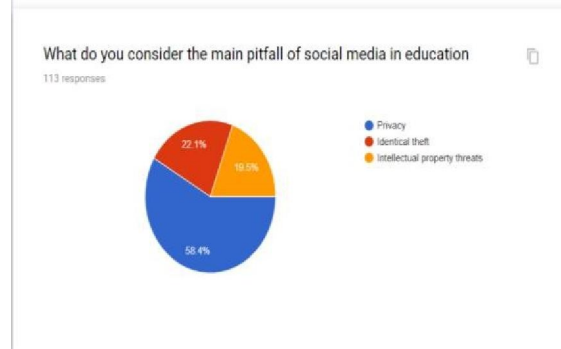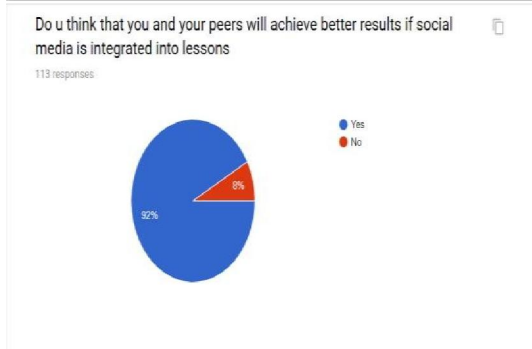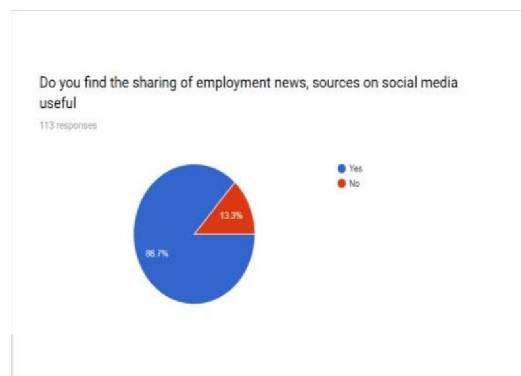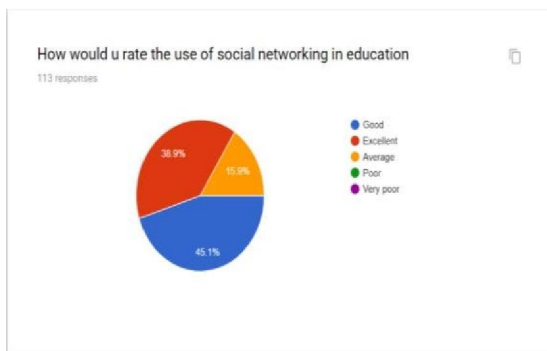
- **45.1%** of the respondents rated use of social media in education as good, 38.9% as Excellent and 15.9% as Average.
- **92%** respondents reverted that their peer group will achieve better results and 8% said no towards the same.
- **58.4%** fear about their privacy issue while using social media whereas 22.1% for their identical theft and 19.5 % for their Intellectual property threats.
- **86.7%** respondents of my study do rely on social media options as employment sources, whereas 13.3% consider other valid soucres
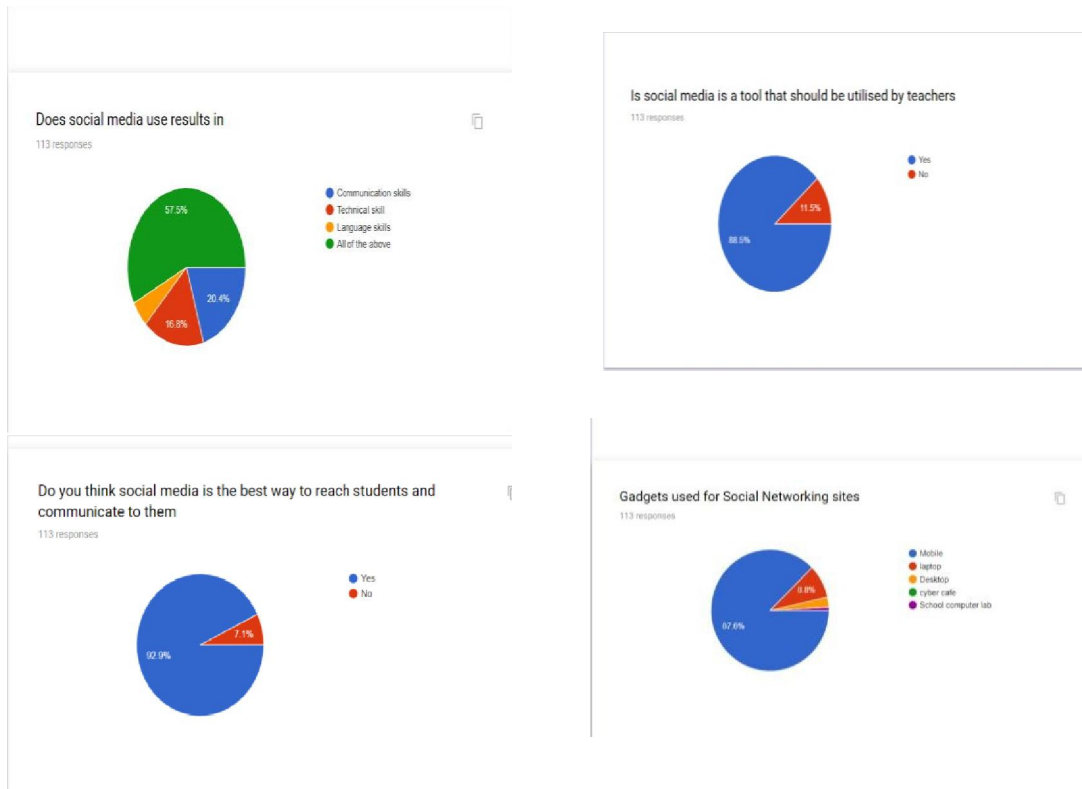
- Respondents are highly aware about the benefits they derive from social media 57.5 % opted for all the skills, where as respondents even option as 16.8% for language,20.4 %communicatio n and rest for language.
- 92.9% teachers do agree that social media is the best tool to reach, communicate to the students, whereas 7.1% don't.
- 87.6% respondents used mobile as a gadget to link themselves to social media whereas 8.8% use laptops and rest use cyber café , computer labs.
- 88.5% repondents support the use of social media in educational institues for teaching learning, connectivity purpose whereas 11.5% disagree.

V. RESULTS

- All social media platforms are not equally famous, used amongst users.
- There is a free entry and exit , blocking option to various social media, thus maintainging each ones compatibility, privacy.
- Educational Institues under utilize the potential of social media.
- Bridging of knowledge gap, resource gap,time gap expert availability can be done through the use of social media is very less.
- Freshers are more very adaptive to personal, group msgs, employment circulars.
- Users are unaware of the potential skills they derive while using social media.

VI. CONCLUSION

- Educational Institutes must have their presence in social media.
- Teaching learning process must be aided through the use of social media.
- Incorporation of audio-video, expert virtual lectures should be an essence of teaching
- Practical knowledge towards self employment through blogging, twitting, load-unload of videos, you tubing surfing must be spread accreoss all the streams.

- Virtual alumini must be created that provides an open source of guidance , feedbackand motivations to the students.
- Campus drive that do take place once in a year can be made available all the time by connecting them with our social media options