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## **ISSUES AND IMPACT OF SOCIAL MEDIA ON PARENTS AND STUDENTS**

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### *Abstract*

*Social media is currently the dominant means of communication worldwide, especially among high school students. Which demographic predominantly utilises Face book, Instagram, and Twitter? In recent times, technology has undergone significant advancements. The advancement of technology has brought about significant changes in social media, which in turn has had both beneficial and negative effects on academia. The utilisation of social media by students is impacted. Social media poses significant risks to students, especially in terms of their security and privacy, and can serve as a significant source of distraction from studying. This essay focuses on examining and highlighting the impact of social media on students' academic performance, social interactions, and studies. Furthermore, a survey was conducted to evaluate the impact of social media on students. The objective of the study is to examine the impact of social media on adolescents. Significant progress has been achieved in the past two decades to enhance globalisation. It has proven beneficial in nearly every sector, encompassing sports, fashion, education, healthcare, internet shopping, and enhanced communication. Social media has been associated with the youth demographic, offering them numerous prospects for achievement. The study assesses the effectiveness of this instrument in several areas and presents the results in a thorough manner.*

**Keywords:** *Social Media, Face book, Network, Health, Twitter and what's app.*

### **Introduction**

Social networking sites refer to online platforms that enable individuals to build profiles and establish connections with others. Currently, the phrase "social media" is extensively utilised and has a significant influence on the social relationships of every individual. Social media provides individuals with a platform to engage, communicate, and share important documents, photographs, and videos, thereby facilitating learning and work processes. The proliferation of social media platforms correlates with the growing popularity and advancement of individuals; encompassing both renowned and widely recognised social media platforms. The development of the bulletin board system (BBS) in 1978 marked the birth of the concept of social media, as it was the first platform of its kind. Ward Christensen and Ruby Success developed

the BBS in 1995 as a means of facilitating information exchange, organising meetings, and considering the creation of personal websites. Subsequently, the World Wide Web (WWW) was released and received a significant and enthusiastic response from the community. In a similar manner, Beverly Hills Internet (BHI) created Geocities, an additional social media platform. Friendster, founded in 2002, serves as both a social networking site and a communication platform. MySpace. In 2003, Word Press and LinkedIn were launched as social media platforms, contributing to the ongoing growth and expansion of the industry. Mark Zuckerberg, a renowned figure in the tech industry, introduced the social media platform FACEBOOK in 2004. Initially designed as a social networking site for college students, this debut marked a huge change in the way people used social media. Jawad Karim subsequently launched YouTube in the

following year, 2005. A platform designed for the purpose of sharing and viewing videos of diverse kind. Twitter, which was launched in 2006, enables users to submit concise communications called Tweets with a maximum length of 140 characters.

### OBJECTIVES OF THE STUDY

1. The objective of the study is to investigate the potential use of social media in promoting youth engagement in governance.
2. The study will examine the importance of social media and its impact on student participation in government. It will also explore the challenges and consequences of using social media as a means of delivering information.

### GOALS AND SIGNIFICANCE

This study is significant in its ability to enhance students' awareness and comprehension of the potential of social media as a platform for student engagement. Students can get up-to-date news through various information formats on social media platforms to stay informed in their daily life. Individuals have the ability to locate and disseminate information regarding national and contemporary issues through the use of social media platforms. It is an internet-based community where adolescents can interact with their peers while participating in the programme, writing about it, and sharing and commenting on it. Students will have immediate access to easily accessible information regarding their programmes. These devices are utilised to propagate the government's mission and enhance participation.

### RESEARCH METHODOLOGY

Users often dedicate significant amounts of time to utilising social media platforms for both professional and personal purposes. This is due to the rapid growth and evolution of social media, which enables users to express their emotions with friends and seek comfort in the companionship of individuals who have similar interests. Social media is becoming an essential part of daily life for many users, particularly adolescents who are increasingly affected by addiction to social media. This addiction has a significant influence on education, which is becoming more crucial for students and teenagers. Social media distracts individuals from their academic pursuits and leads them towards engaging in various unethical and unsuitable behaviours. Technological improvements have enabled the accessibility of social media on a range of devices, such as

laptops, tablets, and mobile phones. Most of the time, students utilise these devices for socialising, gaming, and listening to music.

### CHALLENGES FACED BY PARENTS AND STUDENTS

Today's students are believed to exhibit higher levels of violence, promiscuity, substance misuse, self-centeredness, and a lack of societal norms compared to students in previous generations.

Undoubtedly, the advent of social media has led to numerous households and families experiencing genuine concerns and justifiable apprehension. This marvel of contemporary technology possesses both positive, dreadful, and unsightly attributes. As the saying goes, every exceptional thing has a negative. The saying "the world has become a global village" has gained credibility as a result of the extensive utilisation of sophisticated communication technologies and their many platforms. Social media is currently popular among individuals of all age groups, including students, teenagers, adolescents, and older adults, irrespective of their gender and race. The utilisation of social media in all aspects of communication is increasingly pervasive, as well as spreading rapidly.

The challenges arise from the fact that students and young individuals struggle to control their own behaviour, are easily influenced by their peers, and often exhibit online versions of offline behaviours such as forming exclusive groups, engaging in cyberbullying, and experimenting with sexuality, including sending sexually suggestive or explicit messages, images, voicemails, videos, etc. Internet addiction, mental misery, and sleep deprivation are the primary social media challenges that parents must address at home. They begin to display symptoms of depression and avoidable ailments as a result of their excessive reliance on social media, navigation, and internet dependency.

According to the United States Federal Trade Communication (2010), students aged 13 to 17 are regular users of digital technology and new media apps. Including mobile devices, social networking, instant messaging, and file sharing. Undoubtedly, the internet has transformed the value system of students. Moreover, it has had a more substantial impact on their studying habits in educational institutions and at home, their interactions with parents and friends, and their sources of entertainment. Moreover, it is undeniable that children often utilise mobile phones and internet-based computer technology, which has a highly adverse effect on them.

## PARENTS CONCERN RELATING TO SOCIAL MEDIA

The primary concern for parents and guardians is how to protect their children and dependents from the evident dangers and hazards associated with excessive usage of social media. Symbol not recognised. Parents are concerned about how to mitigate the excessive exposure of teenagers and students to the perceived negative impact of social media. They also desire to oversee, limit, decrease, and maybe eliminate this level of contact.

There is no text provided. Considering that adolescence is a crucial period in an individual's development, during which pupils explore different behaviours while shaping their own identities, it is reasonable for parents to have concerns.

Symbol: Parents are supposed to establish a hospitable atmosphere in their homes, where children feel at ease discussing any social media or other issues with them. Pediatricians strongly advocate for the importance of guiding and emphasizing the need to supervise internet activities by fostering a close relationship and open communication with the child. This approach can help parents effectively handle their child's emotional discomfort. Parents can readily engage in conversations with their child regarding the importance of eliminating offensive and improper content or associations with individuals who appear troublesome. Despite the possibility for future breakthroughs, it is important for parents to acknowledge that social media networking is a permanent fixture, despite the genuine and alarming problems it presents. The optimal approach is to acquire the ability to adjust to the current circumstances, harness the vast benefits of social media, and manage its detrimental patterns.

## PARENTS VS STUDENTS

Mothers actively participate on social media platforms, providing and receiving a significant amount of support through their networks. Social media platforms serve as a platform for diverse human experiences, facilitating connections between individuals during both positive and negative circumstances. According to this study, parents, namely those with children under the age of 18, are particularly inclined to engage with positive updates from others, provide answers to inquiries, or seek support through online networks. This applies universally to all types of personal issues that individuals come upon, not limited to parenting-related content. Although less prevalent, a

majority of parents concur that they make an effort to address unfavourable information as well. Mothers are more inclined than fathers to actively involve their networks in various forms of outreach and assistance.

A significant majority of parents (81%) who utilise social media make an effort to acknowledge and respond to positive news shared by others in their online networks. This includes 45% of social media-using parents who strongly express their agreement with this behaviour. Approximately 53% of moms express a strong level of agreement, but just 33% of fathers share the same sentiment.

74% of parents who utilise social media receive assistance from their acquaintances on the platform. Upon analysing the data, it is shown that 35% of parents who use social media "strongly agree" that they receive assistance from their friends on social media. Approximately 45% of moms who utilise social media "strongly agree" that they receive assistance from friends on social media, in contrast to only 22% of fathers.

Approximately 71% of parents who use social media make an effort to provide a response when they have knowledge of the solution to a query asked by someone in their online network. Approximately 32% of parents who utilise social media have a strong inclination to promptly address inquiries. Women and fathers exhibit similar levels of responsiveness to queries on social media. Specifically, 35% of women strongly agree that they make an attempt to answer to questions, while 28% of fathers hold the same view.

Approximately 58% of parents who utilise social media make an effort to provide a response when a friend or acquaintance publishes negative news on the platform. Mothers are far more likely to "strongly agree" that they make an effort to accomplish this - 31% of mothers express this sentiment, in contrast to 21% of fathers.

## Mothers use it as a parenting resource slightly more often than fathers:

Although many parents believe social media to be a valuable source of general knowledge, a smaller number report encountering useful parenting advice while using social media. Simultaneously, 25% of individuals report receiving assistance from their social circles on parenting matters. Additionally, mothers who utilise social media are over three times as inclined than fathers to acknowledge receiving support.

Approximately 79% of parents who utilise social media platforms concur that they receive valuable knowledge from their online connections. 32% of respondents strongly believe that they receive valuable information. Mothers and fathers

have an equal likelihood of "strongly agreeing" that they obtain valuable information from their social media networks, with 35% of mothers and 27% of fathers expressing this sentiment.

Approximately 59% of parents who use social media have encountered valuable parenting-related material within the past month while browsing through other social media content. Mothers are more prone to come across beneficial parenting material, with a rate of 66% in the past 30 days, whereas only 48% of fathers have.

42% of these parents have had social or emotional assistance from their online networks on a parenting matter within the past 30 days. 50% of mothers, in contrast to 28% of fathers, engage in social media.

31% of parents who utilise social media have recently inquired about parenting matters to their online networks during the past 30 days. Both mothers and fathers have an equal probability of doing so.

12% of parents with children under 18 report experiencing discomfort due to social media posts about their child made by their spouse, family member, or friend. A staggering 88% of individuals report that they have not experienced this emotion.

11% of parents have requested the removal of content concerning their child that was placed on social media by a family member, carer, or friend.

#### **Both parents and non-parents utilise a diverse range of social media channels**

This poll also conducted a comprehensive examination of the social media behaviours of parents. Social media usage is widespread among parents who use the internet, and it is observed across several platforms. Non-parents and parents share many similarities in this aspect, while there are distinctions between mothers and fathers:

Approximately 75% of parents who use the internet also use Facebook, while 70% of individuals who are not parents also use Facebook. Mothers exhibit a higher propensity to utilise Facebook compared to fathers, as seen by 81% of moms and 66% of dads engaging with the platform.

28% of parents who use the internet utilise Interest, with 40% of mothers and 15% of fathers being among them.

Approximately 27% of parents who use the internet also utilise LinkedIn. Both mothers and fathers have an equal probability of utilising LinkedIn.

Approximately one-fourth of parents who use the internet are active users of Instagram. Mothers exhibit a higher likelihood of utilising the platform compared to fathers, with a percentage of 30% versus 19%. Parents who are under the age of 40 are more inclined to utilise Instagram compared to older parents, with a usage rate of 33% versus 18%.

Approximately 23% of parents who use the internet also use Twitter. Mothers and fathers have an equal probability of utilising Twitter. Parents exhibit higher levels of engagement on social media platforms such as Facebook and LinkedIn, whilst non-parents tend to utilise Instagram more regularly. Parents on Facebook are particularly enthusiastic users, with 75% accessing the platform on a daily basis. Among them, 51% log in multiple times during the day.

#### **The majority of Facebook networks for both parents and non-parents consist of family and friends.**

The most prevalent sorts of relationships in users' Facebook networks are typically family and friends, both new and long-standing.

- 93% of parents who utilise Facebook have established connections with relatives other than their parents or students on the platform.
- 88% of individuals are connected as friends on Facebook with their present acquaintances.
- 88% of individuals are connected with acquaintances from their past, such as former high school or college classmates.
- About 60% of individuals have a friendship with their coworkers.
- 53% of individuals have a friendly relationship with their parents.
- Approximately 47% of teachers have connected with their pupils on Facebook.
- 41% of individuals are connected with individuals whom they have not met in person.
- Approximately 41% of individuals have established friendships with their neighbours.

Parents are more inclined to have their parents as friends on Facebook compared to non-parents, with a percentage of 53% versus 40%. Additionally, they have a higher probability of forming friendships with their neighbours on the network, with 41% compared to 34% of individuals without children.

Age is a significant determinant of the majority of parents' Facebook networks. Approximately 93% of parents who are under the age of 40 and use

Facebook are linked with acquaintances from their past. This percentage is considerably higher than the 83% of parents who are older (aged 40 and above) who have the same sentiment. Younger parents exhibit a higher likelihood of being connected as friends on Facebook with their own parents compared to older parents (71% vs. 35%). Older parents, specifically those who are 40 years old and above, have a higher probability of forming friendships with their pupils on Facebook. A majority of 65% agreed, in contrast to only 30% of parents who are younger. These findings are most likely a result of the requirement by Facebook that users must be at least 13 years old.

#### **Positive Impact**

1. **Communication and Connectivity:** Social media platforms have facilitated seamless interaction among students, enabling them to establish connections with friends, family, and peers, irrespective of geographical limitations. This has enhanced communication and aided in the preservation of relationships.

2. **Knowledge Sharing:** Social media platforms provide students with abundant knowledge and educational materials. Various educational institutions and specialists disseminate useful knowledge on platforms such as YouTube and LinkedIn, hence enhancing the accessibility of learning.

3. **Social media platforms provide networking opportunities** for students to establish connections with professionals in their desired area. This can be highly beneficial for career advancement, as students can gain essential insights from industry professionals, solicit guidance, and delve into potential employment prospects.

4. **Social media offers a means of self-expression** by allowing users to share photographs, videos, and textual content. Engaging in this activity can enhance creative thinking and facilitate the growth of students' digital personas.

5. **Social media has been essential in fostering awareness and promoting activism** about social and political matters. Students can facilitate activism and advocacy endeavours more conveniently by disseminating information and coordinating events using internet platforms.

#### **Negative Impact**

1. **Time Management:** The overuse of social media might result in difficulties in managing one's time. Excessive time spent by students looking through their social media feeds might have a negative impact on their academic performance and general efficiency.

2. **Research has indicated that over utilisation of social media platforms can be a contributing factor to the development of anxiety, depression, and feelings of isolation among students.** The imperative to meticulously craft an impeccable digital identity and the perpetual evaluation in relation to others might have adverse effects on one's mental health.

3. **Cyber bullying:** Social media platforms can facilitate the proliferation of cyber bullying. Students may encounter instances of harassment, cyber threats, or public embarrassment, which can result in significant emotional repercussions.

4. **Privacy Concerns:** Students frequently disclose personal information on social media platforms, occasionally without comprehending the potential privacy hazards involved. Malicious individuals can exploit this information or negatively affect future possibilities.

5. **Distraction:** Social media can significantly divert students' attention away from their studies. The incessant notifications and the irresistible temptation to check social media might impede attention and undermine academic performance.

#### **Conclusions**

This study focused on examining the impact of social media platforms, specifically Facebook, Twitter, and Whatsapp, on students. Initially, this essay highlights the challenges that kids and young individuals face when dealing with social media. Furthermore, a comprehensive survey was conducted across multiple social networks, inquiring about age, time allocation, trust, and preferences. According to the report, parents universally disapprove of Facebook and other social media platforms. Parents must devise a meticulously crafted strategy to steer their children away from engaging on social media. They should be encouraged to engage in outside activities, such as singing or any other fun activity, or any sport that could be advantageous. Furthermore, social media exerts both beneficial and detrimental effects on students' lives. While it has the potential to improve communication, learning, and networking, it also presents dangers to mental well-being, privacy, and academic achievement. It is imperative for students to utilise social media with mindfulness and achieve a harmonious equilibrium between its advantages and disadvantages. Educators and parents can also contribute to guiding pupils in making prudent and beneficial decisions regarding their utilisation of social media.

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