Social Media – A pillar of holistic transformation

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"I believe the issue is not the use of Social Media but the overuse of Social Media."

Craig Hamilton (Sports broadcaster)

Abstract- social media has been a great innovation to showcase as well as an addiction which has become difficult to get rid of. It has been both a bane and boon for humankind. There are many research done in the past which shows both the positive and negative sides of social media on students. One of them is a research work by Mrs. Vishranti Raut and Mrs. Prafulla Patil of the DY Patil ACS college, Pune. Similarly, many other research have been conducted all around the globe focusing primarily on the negative side of social media. However, this research primarily focuses on whether spending time on social media does only bad as the society thinks or if it brings out some positive transformation in terms of skills, knowledge, attitude etc. The research divides users into three categories based on the usage time and uses exploratory case-based methodology by taking interviews of 6 students.

On the basis of the analysis of each of the parameters, propositions are given along with their justifications.

Keywords: Knowledge, Skill, Transformation, Students, Negative, Positive

INTRODUCTION

There have been expansive changes during the last few decades in regard to technology but most importantly how technology allows us as a society to communicate with one another. (Janelle Christine Simmons, 2017). Internet being one of the prominent pillars has changed the way people think. It has also changed the way people interact with each other. People now are more socially interactive, and the credit goes to social media platforms such as Facebook, Instagram, Twitter, LinkedIn etc. Through these platforms, people now share pictures, videos, global news, send job applications, participate in online debates regarding various ongoing issues in the world. Although, every human being uses social media for different purpose. Some use social media to connect with their peers while others use it to gain knowledge regarding the field that interests them. Moreover, networking has

been one of the biggest advantages of social media. For e.g.: An upcoming Marketer will use LinkedIn to connect with more people who can help him/her gain more industry exposure.

There are positives to using social media as much as there are negatives. Social media gives us the ability to discover what is happening in the world on a real time basis. It also allows us to access unlimited knowledge at the tip of the fingers. In the current generation, a student's personality is moulded by their usage of social media and the platform they spend their valuable day to daytime on. According to the latest figures by Oberlo, a Lithuania based software company, an average social media user spends 2 hours 37 minutes on their preferred platform which is 2 minutes more than the figures of the last year. A certain consistency has been noticed since 2018 with the usage time ranging from 2 hours 32 minutes to 2 hours 37 minutes. Numerous elements have aided in social media's explosive rise. These include advancements in technology like wider access to broadband, better software tools, and the creation of more potent gadgets. Social factors such the quick adoption of social media by younger age groups, also have a significant effect. Economic variables like rising computer and mobile devices pricing and increased commercial demand also play a significant role.

However, the negative effects of social media are more eye catching in the society we currently live in. Some of the negative effects which are prominent in students are tiredness, increase in anxiety level, lack of focus/concentration, bullying, spreading rumours, peer pressure, sleep deprivation etc. An older study on the impact of social media on undergraduate college students showed that the longer they used Facebook, the stronger was their belief that others were happier than they were. But the more time the students spent going out with their friends, the less they felt this way. Another drawback of social media is the addiction power it has. Students spent good amount of their day

on social media platforms while ignoring more important work they have while rushing to do it at the last moment causing anxiety. Moreover, the current scenario in the country makes students too much involved in politics as majority of the accounts focus too much on politics and it is possible that a change of opinion is caused while watching such videos or reading political contents on platforms such as Facebook and Twitter.

Although there are many negative effects of social media too which restricts their creativity and hinders their growth but as per this research, students who use social media to network, to create contents, to gain social skills have had maximum transformation. Social media also affects a person's personality. Many a times, it is the reason for mental and emotional instability amongst students, but it also makes students more agreeable and open to new experience. As per the research, students always tend to look for new learning opportunities on social media which in turn increases their level of thinking and creativity in a positive way.

LITERATURE REVIEW

The research being conducted is an attempt to study the impact social media has in shaping various characteristic traits in a student. In an attempt to find related research, we went through articles with the similar idea to get an estimate of the extent of study that has been previously conducted on this topic. The main aim was to find out if the time spent on social media by students actually upgraded their skills, increased their knowledge, made them more outspoken when engaging in conversations, increased or helped them with anxiety etc. For this purpose, a number of parameters were considered such as time, skills gained, Hinderance, Networking and personality traits such as Extrovertedness and Emotional stability. It is commonly noticed that the greater number of hours a student spends on social media, the less focused and concentrated he/she is when it comes to academics hence directly leading to hinderance. But is it always the case? Skills are considered an important factor because students who use social media to create contents, engage with people gain good amount of conversation skills and the ability to put their points forward. Networking skills improves when one uses social media platforms such as LinkedIn and Twitter. A few of the similar case studies are:

The study finds that the level of awareness, exposure and use of Facebook among these youth is quite high. However, it has been seen that young people use Facebook in a more intimate, frivolous, and enjoyable way. Thus, rather than encouraging active participation in their expected role in social evolution and transformation, the youth's use of social media disengages them from it.(Uzuegbunam, 2015)

The study used survey questions that measured people's social networking behaviours and views as well as their level of privacy and secrecy preferences. Therefore, hackers, identity theft, and viruses were the three main causes of worry for students online. Social media anxiety and worry among female students was higher than among male students.(ÇAVUŞ et al., 2019)

According to research, social media are utilised for education in order to quickly increase one's knowledge and information. In addition, it was found that undergraduates bound with close and prospective groups for change. Universities are advised to be aware of the wants and concerns of students in the classrooms.(Williams & Adesope, 2017)

According to the findings, students regularly spend 30 minutes on Facebook as part of their daily routine. On Facebook, students interacted with one another in a one-to-many format, creating and sharing content with their pals. Nevertheless, they spent more time perusing Facebook content than they did posting it. Facebook was mostly utilised by students for social contact, mostly with individuals they already had an established offline relationship with. (Pempek et al., 2009)

In order to assess its effects on the students' speaking abilities, this study introduced a mobile social networking site into first grade EFL sessions in China. Two classes were enrolled: one served as the experimental group, which used social networking sites, and the other served as the control group, which did not. While speaking abilities in all classes increased between the pre- and post-test, the experimental group's improvements in English fluency were noticeably larger. On the other hand, there were comparable improvements in both pronunciation and accuracy between the two groups. (Sun et al., 2017)

The association between the Big Five personality traits and offensive posts made by college students on Facebook and Twitter is examined in this research article. An online survey capturing the personality

traits and online posting habits of 180 undergraduate business students was performed. According to the findings, conscientiousness was inversely connected to inappropriate Facebook posting, but none of the Big Five traits was a significant predictor of inappropriate Twitter posting. The findings also show a strong correlation between students' behaviour on Facebook and Twitter and inappropriate posts made by close friends. (Miller, 2020)

To conclude, referring to similar studies it was found that social networking sites do help in gaining necessary skills, helps to create and share content and one of the studies also showed that the anxiety level within women are more than men while using social networks. Another study showed how important some undergraduate students feel close groups are to discuss and have conversation to gain knowledge and information. Hence, going against the popular notion of social media being the evil, the studies focus extensively on the positive side of social media.

RESEARCH METHODOLOGY

Exploratory research is defined as research conducted to address an issue that is not yet well understood. It is carried out to have a better knowledge of the issue at hand. Research can be carried out in one of two ways: Primary or Secondary. A researcher can undertake a variety of methodologies under these two categories. These studies can either be qualitative or quantitative data.

This research uses a type of qualitative research design called Case Study method. It is a method which is used to gather in depth information about a person or a group of people or even a community. One can gather information just by observing or by conducting interviews. Case studies are useful for describing, comparing, evaluating and understanding various facets of a study subject. One of a case study's biggest benefits is that it enables researchers to look at things that are frequently challenging or impossible to replicate. It also allows researchers to develop hypothesis that can be explored in experimental research.

The research work here was carried out by taking interviews of 6 students. The interviews were taken for duration of 15-20 minutes each. To begin with, there were few main parameters on the basis of which questions were framed and interviews were taken. The parameters are time, skills, attitude, extrovertedness, hinderance and networking. After conducting the interviews, the analysis was concluded by assembling all the results that we got by putting them in one analysis table. The propositions are arrived at using the common findings in the analysis table.

CASE ANALYSIS

The 6 students were selected solely based on their usage of social media. Amongst the many students, these were the students who were active on social media since past 3 years. The interviews were taken in person with each ranging from 15-20 minutes. During interviews, the questions were based on the answers which the students gave, and it was more of a conversation to understand the role of social media in their life and the kind of holistic transformation they underwent.

Analysis – Student 1

Variables	Outcome	Reason
Time	Low	On an average, Student 1 uses SM for 1 hours. He uses it to read news and to get updates on sports and other interest areas he follows.
Networking	Low	In terms of networking, he doesn't use much LinkedIn. He isn't part of any discussion groups on SM too hence gaining skills and knowledge through the medium is less. Although he did one course from Coursera after seeing Ad on Instagram.
Skills gained	High	He said that social media does elevate his social skills and he gained extensive knowledge on historic and scientific facts through social media platforms like twitter. He prefers social media for news because of time constraints and because the news is available at one place. So, it does help him gain knowledge on everyday things.
Extrovertedness	Low	Social media has made him mould his personality and attitude to fit his peer group. And he feels this restricts his creativity.

		He doesn't believe social media makes him an extrovert and that he is the same person. He follows people from outside his interest area but very rarely.
Hinderance	High	Student 1 has a compulsive addiction of checking social media first thing in the morning. During SIP, he was actively participative on social media.
Emotional stability	Low	He believes that social media platforms do affect his Emotional stability in a negative way. Makes him anxious.

Student 1 is low on networking, spends just an hour on social media but uses social media platforms like Twitter to gain knowledge on his interest area. Another reason to him using social media is for news and since all the news is available at a single place, he prefers it over traditional newspaper. He spends his time on twitter scrolling and observing contents. Hence, extrovertedness is low in his case. The transformation in this case is low.

Analysis – Student 2

Variables	Outcome	Reason
Time	High	On an average, Student 2 uses social media for 4 hours. She uses it watch travel and tourism vlogs of no specific content maker.
Networking	High	In terms of networking, she uses LinkedIn at least once to check the latest posts, messages and people to connect. She is a part of a few discussion groups on Social media. She also did a few courses from Coursera and Udemy after seeing the advertisement and it was helpful for her.
Skills gained	High	She also said that she has developed better photography skills, networking skills, content writing skills through social media. She prefers Newspaper more than twitter for news because she believes the sources of news on social media platforms are not reliable.
Extrovertedness	High	Social media has made her mould her personality and attitude to fit her peer group. And she doesn't feel this restricts her creativity. She does believe it makes her an extrovert. She said that social media can make you an extrovert, one can learn to develop his/her personality as a whole. Social media does help her to voice her opinions. She follows people who are good leaders who spread positivity and awareness.
Hinderance	Low	She had the habit of checking Instagram the first thing in the morning but now she has stopped. For her, social media is a way to connect with her peers rather than an addiction. During Summer Internship, she wasn't active on social media which meant the hinderance was low.
Emotional stability	Low	She believes that social media platforms do affect her Emotional stability in a negative way. Made her anxious.

Student 2's networking skills are high. She gained content writing and photography skills from creating contents on social media. She is high on extrovertedness and believes social media doesn't restrict her creativity rather enhances it. Social media has made her more outspoken but the negative side being high anxiety and low emotional stability.

Analysis – Student 3

Variables	Outcome	Reason
Time	Medium	On an average, Student 3 uses SM for 2-3 hours. He uses it to read news, follow his favourite contents and to connect with his friends.
Networking	Medium	In terms of networking, he doesn't use LinkedIn. He isn't part of any discussion groups on social media but he prefers to engage with public and comments and engages with the contents he likes. He prefers to engage openly. He also did one course from Coursera but that's just once.

Skills gained	High	Social media does elevate his social skills as he gets to engage and understand people by engaging in topics which interest him. He prefers Social media for news because of time constraints. So, it does help him gain knowledge on everyday things.
Extrovertedness	High	Social media has made him mould his personality and attitude to fit his peer group. But he doesn't feel it restricts his creativity because he engages only on topics which he thinks are of his interest area. He does believe social media makes him an extrovert. He follows people from outside his interest area to understand various fields.
Hinderance	High	He has the habit of checking social media the first thing in the morning. For Student 3, these platforms are a way to connect with his peers rather and an addiction too. It's a mix of both for him. During SIP, he was active on social media which meant the hinderance was high.
Emotional stability	Low	He believes that social media platforms do affect his Emotional stability in a negative way. Makes him anxious.

Student 3 uses social media for up to 3 hours at max. He doesn't use LinkedIn but other social media platforms to engage with his audience. In his case, Social media does elevate his social skills and makes him an extrovert. He follows people from different fields which means his networking and conversation skills are high. Similar to other cases, his emotional stability is low.

Analysis – Student 4

Variables	Outcome	Reason
Time	Low	On an average, Student 4 uses social media for 1 hours. He uses it to read news and to connect with his friends.
Networking	Low	In terms of networking, he uses LinkedIn for 15 minutes a day just to keep in touch with his connections. He isn't part of any discussion groups as he prefers to observe and gain knowledge over actually engaging. He prefers to read and watch the content over responding to people.
Skills gained	Medium	Student 4 said that social media doesn't elevate his social skills as he is the same person before and after. He also said that he has gained the skill of authenticating the contents via research. He prefers social media for news because of time constraints and because the news is available at one place. So, it does help him gain knowledge on everyday things.
Extrovertedness	Low	Social media has made him mould his personality and attitude to fit his peer group. And he feels this restricts his creativity as he isn't really himself. He doesn't believe social media makes him an extrovert and that he is the same person. He follows people from outside his interest area to gain knowledge.
Hinderance	Low	He has the habit of checking social media the first thing in the morning. Social media is a way to connect with his peers rather than an addiction. During SIP, he wasn't active on social media which meant the hinderance was low.
Emotional Stability	Low	He believes it does affect his Emotional stability in a negative way.

Student 4 like student 1 spends just an hour on social media. Hence the networking skills are low. Since the time is spent for observing and scrolling through contents, the extrovertedness is also low. Although, he uses social media for news purpose, he has learnt the skill of authenticating the news before sharing it with his peers

Analysis – Student 5

Variables	Outcome	Reason
Time	High	On an average, she spends 4 hrs. on SM. Her top used apps are Instagram, LinkedIn, YouTube, Twitter.
Networking	High	In terms of networking, she does use LinkedIn a lot of times. She is also part of a few discussion groups on social media.
Skills gained	High	She believes that social media can be utilised to acquire any skill that interests one. She takes skill tests on LinkedIn to improve her skills and uses social media and 'Inshort' app for day-to-day news
Extrovertedness	High	Social media has made her mould her personality and attitude to fit her peer group. But she doesn't feel it restricts her creativity because she engages only on topics which she thinks are of her interest. She does believe these social media platforms can make someone an extrovert. She believes that social media does affect her Emotional stability sometimes.
Hinderance	High	She has the habit of checking social media the first thing in the morning. During internship, she was very active on social media
Emotional Stability	Low	She believes that social media platforms do affect her Emotional stability in a negative way. Made her anxious at times.

Student 5 has all the parameters as high. She spends most time on social media, creates content, gain skills through skill tests, has a big networking circle and is an extrovert. But the hinderance caused by social media in her life is also high as she has this compulsive addiction of checking social media at regular intervals.

Analysis – Student 6

Variables	Outcome	Reason
Time	Medium	On an average, she spends 2-2.5 hrs. on social media. Her top used apps are Instagram, Twitter and Facebook.
Networking	Medium	In terms of networking, she does use LinkedIn couple of times. She isn't part of any discussion groups on LinkedIn or Facebook but she does listen to other issues and when something she feels strongly about, she responds.
Skills gained	High	She believes that these platforms can be utilised to acquire any skill that interests one. It has a tremendous amount of information and knowledge flowing at any given time. She uses Inshorts for daily news because of time constraints and because the news is available at one place.
Extrovertedness	High	Social media platforms like Twitter have encouraged her to not keep quiet on issues where she feels strongly for or for anything that is not right. It does help her voice her opinions if she sees something that is actually not right. Social media has made her more outspoken than before.
Hinderance	High	She has the habit of checking social media the first thing in the morning. During her internship, she was active on social media which meant social media usage was a big hinderance for her.
Emotional Stability	Low	She believes that social media platforms do affect her Emotional stability in a negative way. Made her anxious at times.

Student 6 spends an average of 2-2.5 hours on social media. The skills she gained while interacting and engaging in conversations with other people is high as most of the time, she gets information from having debates or while engaging with other people. The extrovertedness is high as she prefers to engage in talks about her interest areas as well as outside her interest areas. Like all the cases, she also feels social media affects her emotional stability in a negative way.

FINAL ANALYSIS

While conducting the interviews, we observed that people who used social media for creating content spent the most time on social media. They spent most of the time engaging with people of similar interest, networking and sharing content to audience of similar interest. The observed time was an average of 4 hours. Hence, we assigned high as 4 hours.

Moreover, Responders who spent time on social media responding and engaging with people with similar interest spent an average of 2 hours. Since they didn't create content of any kind while gaining skills and knowledge solely through interaction, their time on social media is assigned medium. In contrast, Observers who spent their time on social media to scroll and observe without any kind of interaction were assigned low since their average use of social media was barely 1 hour on average.

- Low = 1 hour
- Average = 2 hours
- High = 4 hours

The research shows the three types of social media users and the transformation that it brings in their life. The audience for this research is students pursuing PGDM. Creators to begin with have high outcome in majority of the parameters and hence they undergo the most transformation. Creators spend most of their time on creating contents, engaging with their audience and their potential audience, gaining knowledge from various social media platforms which ultimately shapes their overall personality which is more extroverted and outgoing compared to the other two categories.

Responders spent most of their time on social media platforms looking at the contents and responding or engaging to the ones which they feel connected with. Their skills and knowledge transformation is high compared to observers but less than creators. Responders generally are not part of any discussion group as per the research but they are keen on discussions if the content is engaging enough for them. As for Observers, they are the least engaging of the three as per the study. Observers prefer to spend most of their time scrolling through the internet rather than engaging with any of the contents. They prefer to gain knowledge just by seeing/reading rather than having conversations or engaging in discussions with like minded people. Observers spend least time of all the categories while Creators spend the most.

Hence, Creators benefit the most in terms of transformation due to social media usage. And this also breaks the long-standing notion of the society that spending time on social media only does bad. Creators are a proof that if you engage with the right people and create contents, the time being used isn't wasteful but useful in moulding ones' personality.

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