The Impact Of Social Media: A Survey

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Abstract: Social media has become the most popular way of communication globally, especially among teenage students. Who uses Twitter, Instagram, and Facebook, most commonly. The technology is advanced much nowadays. Social media evolved with the advancement of technology and has both beneficial and harmful effects on academia. Students are affected by social media. Social Media have many serious problems and lead to significant issues for students, especially regarding their privacy or security, and cause distraction of studies. This paper highlights and finds the social media impact on student studies, social activities, and academic performances and provides awareness among them. Moreover, a survey was conducted in order to evaluate the effects of social media on students.

Index Terms: Social Media, Security, Academia, Students, Distraction, Twitter, Instagram, Facebook.

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1   INTRODUCTION

Social Networking Site is known as the web-based services that allow every individual to create their profile and connect people. The term "SOCIAL MEDIA" is now the most popular and becomes an essential part of everyone's social life. Social media has provided a medium or platform where users can interact, communicate, and share different types of important documents, images, and videos and provide ease of understanding and work. The number of social media increases with growing popularity and advancement among the people, some famous and familiar social media (WhatsApp, Facebook, and YouTube) [1]. The Concept of Social media was established in 1978 when the first social media was introduced, called the bulletin board system (BBS). Ward Christensen and Ruby Suess have developed the BBS to share information, arrange meetings, and consider a Personal website in 1995. After that World Wide Web (WWW) was launched, which was surprisingly adopted and used much community; similarly, another social media launched in which Geocities was developed by Beverly Hills Internet (BHI). Six Degrees, introduced in 1997, allows users to create a profile and connect with a random list of close friends and millions of users. In 1999 the concept of Blogger appeared so the number of users can communicate with their friends by using their blog or journal. Friendster was founded in 2002 as a social networking group that provided a platform for communication also. MySpace. With more advancement and development in social media, LinkedIn and WordPress were launched in 2003. The dramatic change was founded on social media users in 2004 when most known Mark Zuckerberg introduced social site FACEBOOK as social networking for college students. Consecutively next year, in 2005, YouTube was launched by Jawad Karim. A platform of watching and sharing any videos. Twitter was introduced in 2006 and it permits users to share up to 140 characters, a short message known as Tweet.

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In 2011 Google released Google plus and Hangouts, where users can interact through video calling and chatting. First, Social Scrapbook Pinterest was launched in 2012. Users can create and share an album of photos by using Pinterest, about 10 million users connected with this social network [2]. The above discussion indicates many social media that developed nowadays. The users use these social sites for varying purposes like chatting and sharing the picture, videos, document on social sites for making his/her self up to date with advancement and playing games on social sites. As Social sites are an addiction, youth is getting distracted from their studies. The user gives their personal information to these social sites, leading them to many heinous acts like cybercrime, harassment, etc. [3]. The results were conducted regarding different social platforms. The impact of social sites on academia showed in numbers how much it had been affected by academia. As Table 1 shows, the usage of social media around the globe [4].

TABLE 1
INTRODUCTION TO THE SOCIAL WORLD

Name	Description
FACEBOOK	Used by everyone to share links, short updates, and posting pictures.
TWITTER	Used for short update up to 140 char.
LINKEDIN	The professional network for sharing business information
TUMBLR	Used to share long written content or pictures.
INSTAGRAM	For sharing pictures with filters.
YELP	Let consumers evaluate the business by leaving reviews
GOOGLE+	Provided a web search-engine.

Some of the Challenges regarding the social network are discussed below:

1.1   Gives People a license to be hurtful

As the youth has tremendous anger and is addicted to social media that makes the users senseless due to showing feeling less behavior and lack of respect in nature or teasing others by not fulfilling their expectations [5].

1.2   Decreases Face-To-Face Communication Skills

Relying on the computers totally reduces the personability and, most importantly, a face-to-face conversation that becomes an awkward situation. Social sites also heinously affected the relationships among family members as well as in the community. The trend is now changed, showing the lack of

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interest in face to face communication [6].

1.3   Reduces Family closeness
Spending more time on chatting increases the gap between users and their families. It damages user mentality by feeling relief in chatting rather than a face-to-face conversation; reducing family gathers makes the children feel lonely and increase aggressiveness [7].

1.4   Causes Distraction
The person who always uses the internet or stays on his phone gets distracted by the world around him. They do not know what the world is up to at which environment they are up to; up to 80 percent of the time people spend online rather than doing their job or any special task. Resultantly causing issues in the form of loss of productivity, decreased performance, and costly mistakes [8].

1.5   Hacking
Anyone's data can hack if he has not secured it properly as it can be their picture, their home address, their phone number. Most people(teenagers/students) use social media users in touch with their family and friends, but they are unaware of social media's security and privacy settings. Due to unawareness, valuable information will be available publicly that is easily accessible to anyone. The hackers targeted such people and steal money by using different hacking strategies like Phishing, Cyberbullying, and Identity theft [9].

1.6   Frauds and Scams
Social media is the right place not only for business but also for marketing. However, the name or organization may trust anyone and are willing to provide information to be a scam or a fraud. Many students rely on Instagram, Facebook, and Twitter to check news and even buy things. Nevertheless, their rising popularity appears as a high risk of fraud [10].

1.7   Reputation
Social media can easily ruin anyone's reputation by merely spreading false news, rumors about anyone. Anything said in the real world can be spread on the social media robustly. If anyone makes one hiccup and presents the wrong happening, it can speedily spread on social media like the plague and shatter his reputation [10].

1.8   Cyberbullying
Cyberbullying has become increasingly common in our youth, as they harass someone through texting them by using social sites. Bullying, including cyberbullying, causes psychological distress, including bullying victims, anxiety, fear, and low self-esteem [11].

2   RELATED WORK
El-Badaway [12] stated that developing studies find that youth surf a considerable portion of their daily lives interacting with social sites. Probably, a true statement that most of the students spend an average of 6 to 8 hours on social media without focusing on their studies. This research's primary focus is to ensure social media's impact on the students' academic behavior. According to their survey, which analyzes that most students spent more than 6 hours on social media, fewer students spent less than 2 hours on social media.
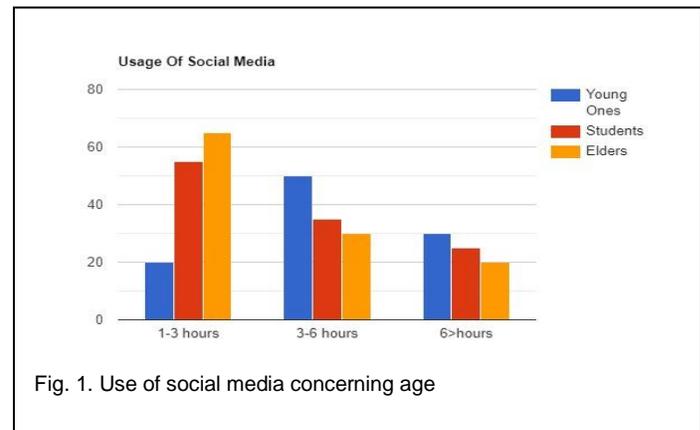

Fig. 1. Use of social media concerning age

Figure 1 categorizes the group of ages into three parts i-e Young Ones, Students, and Elders, and shows their interaction on social media in graphical form. Cabryl Jaclyn [13] proposed the idea by explaining the relationship between the users who are addicted to social media, who are satisfied by their way of life, and self-esteem. A questionnaire-based on life's generic activities and social media addiction was generated. Resultantly, those users who are addicted to social media have a negative suggestion with self-esteem. Furthermore, those who are satisfied with their lives have a positive association. Khurana N. [14] highlighted how social media's accessive use affected the youth by evaluating positive and negative impacts. The data was analyzed and collected by conducting the survey. This research paper clearly showed how the information collected via social media, the cybercrime that has been done on social media as anyone shares personal information, and many other social media things happen. The survey result ultimately shows that the number of fake profiles is created, and several peoples harassed. Relationships have made and strong contacts with the unknowns causing a significant privacy problem. Pulido et al. [15] indicate the growing impact of social media on both the potential and the real world. The researchers from different fields such as medical, public, animal welfare, etc. shared their experiences and skills regarding research conducted in different areas to commercialize their work. They may lead the researchers to increase their research results' relevance and presence and help them understand their requirements. Suleman et al. [16] described the privacy threats, especially users in Online Social Networks (OSN), that focus on youngsters. The discussion showed that every time users do not know about what they are doing and keep on sharing their personal information, which leads to the leakage of their vital information that mostly leads to cybercrime. The researcher introduced a proposed feature that will help the user determine the privacy level by examining its settings. Thus, it will help an OSN user protect his/her profile safe from cyber-attacks and save up their vital information. The primary target of the paper is Facebook as it is an extensive network and most commonly used by the teenager. Weiguo et al. [17] showed that social media is not about connecting with all the people around us or those distant from us. As it also presents that social media has also been a good platform for investing in multiple businesses etc. As they showed through the surveys conducted, a strategy can be developed through social media and implemented in our daily lives. Three main processes have been discussed in this paper, such as capture, understand,

and present. The capture process gets the relevant data from social media. The understanding process can extract meaningful data and remove the data, which is noisy. The present process can display/efficiently present the data. Bogdan et al. [18] present the idea of the tool developed for the social media network. Their survey resulted from how social media has become so vast and entirely a different platform to find anything related to anyone. This paper also reviews the tools related to social media and explains how to use these tools/platforms. McCaffrey et al. [19] presented various data collected from different sources to understand or improve market intelligence and business research. It is associated with social media that provide a beneficial approach to collaborate with the people or businesses to satisfy the customers. All these things are done under big data. Stefan, et al. [20] showed that social media is a bigger platform. It takes much information for the user simultaneously, so it becomes hard to collect a topic of discovery and data collection. The most important thing is that when anyone has much information, it becomes even harder to choose the best one. The challenges discussed as social media analysis are Topic Discovery, Data collection, and Data preparation.

3   METHODOLOGY

As the social media landscape is getting vast and rapidly changes daily user routines, users can spend much time utilizing media for business purposes and enjoying by sharing feelings with friends to make their lives full of relief. Somehow, considering that social media is becoming the need of the user's daily routine, that would not be wrong because youth is getting more affected by this social media addiction, significantly affecting the education that becomes an essential part of students and teenagers. Social media distracts their studies and grab their attention to diverts their concentration towards different unethical, inappropriate actions. The advancement in technology provides different devices where social media can be easily accessible, like Mobile Phones, Tablet, Laptops, etc. Students spend most of their time playing games, music, and chatting and searching to kill time by using these devices.

3.1   Snapchat

It is a campus messaging application that allows users to swap videos, pictures, and vanishing after viewing them. It is advertised as a "new type of camera" because the essential function is to take a picture or video, add filters, lenses, or other effects and share them. Users spent many hours on social media sites; most of them are known, but not all of them as a survey was taken on one of the most trending social site SNAPCHAT [21]. Resultantly unbelievable results were received. Another survey was taken of 43 people between 15 and 30, including 22 women and 21 men. The result drawn from the survey is given below in Figure 2.

Fig. 2. Addiction to social media in age groups
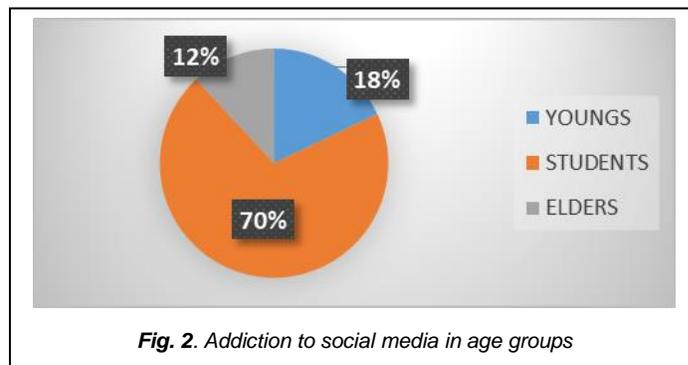
The result shows that social media addiction is getting more common in youth, especially students with more knowledge than elders regarding social media. According to students, dozens of sites are available on the internet; having more than thousands of users is registered there; some social media also exist, unknown by ordinary users like OZONE[22] SINA WEIBO[10].

3.2   WhatsApp

Another social media that is most common among the users is WhatsApp, which can be used worldwide. It is considered part of the user's daily life due to restlessly relying on WhatsApp because users share images, videos, notes, and songs and increase enterprises' level. Another survey related to WhatsApp also is taken and presented in Figure 3, which shows the usage rate of these Social Sites among the Student level, business level, and communication purpose [11].

Fig. 3. Random survey of WhatsApp usage
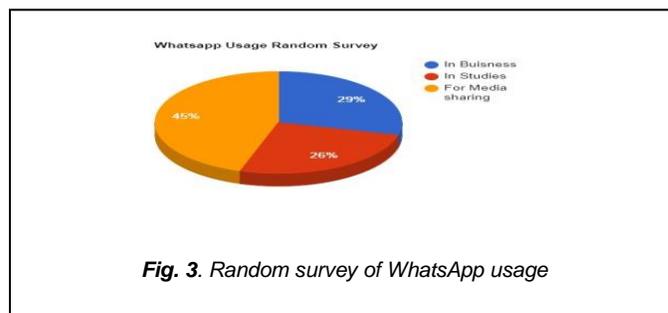
Students and youth can utilize this network for sharing assignments and notes related to classwork. Whereas utilization of social media at the business for sharing product detail and satisfying customer with their service. Undoubtedly, social sites are beneficial for productive work; social media also negatively impacts student or youth performance regarding studies[22].
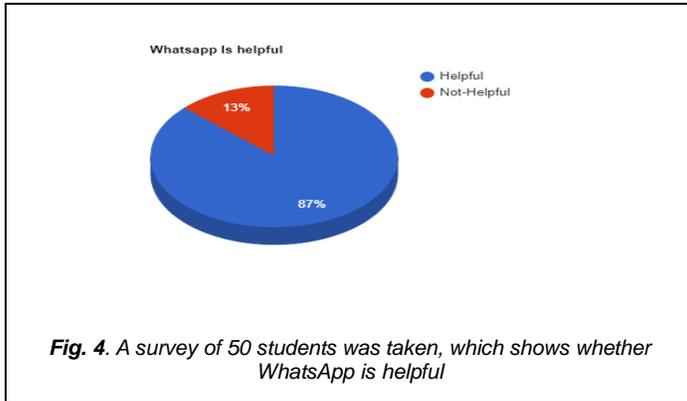
Fig. 4*. A survey of 50 students was taken, which shows whether WhatsApp is helpful*

Figure 4 clearly showed the survey taken among 50 students related to Whatsapp helpfulness. The result shows that WhatsApp is the most effective, helpful, and beneficial platform for students to share their content and get in touch quickly with their classmates in case of the missing lecture.
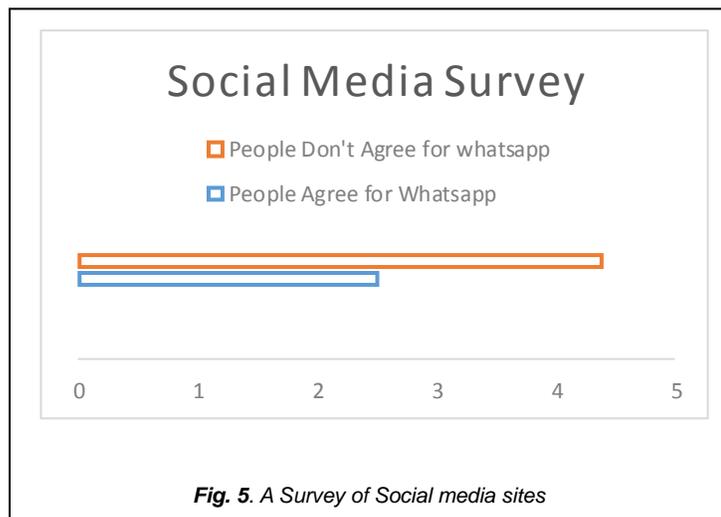

Fig. 5*. A Survey of Social media sites*

Whatsapp has several users, and this application considers to be very helpful; besides, this number of people also disagree and feeling unhappy about the development of Whatsapp. Due to Whatsapp's negative impacts, Figure 5 shows people's interest in this social application.

3.3   Facebook
Similarly, another most commonly and widely used social site from all over the world is Facebook. Facebook was introduced in October 2004 by Mark Zuckerberg. It was not popular on those days but gained popularity with the passage of everyone familiar with Facebook's name and usage [23]. Facebook can be used by not only popular among elders but gain much popularity in youth. Hence, people belong to a different community; having different age levels becomes a part of Facebook. This means age does not matter; Facebook addiction is on the peak [24].
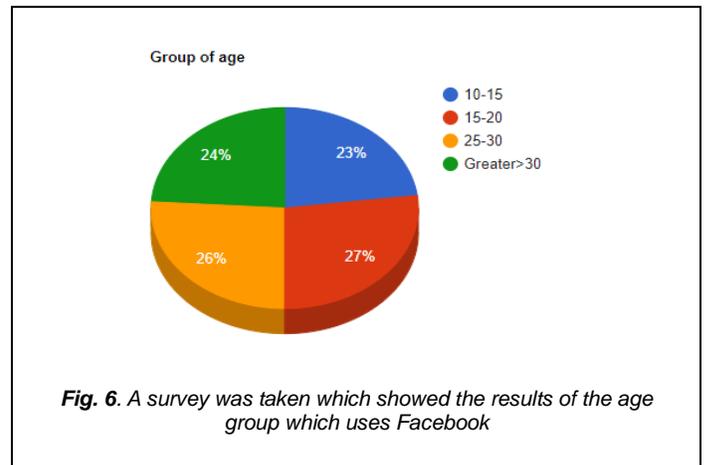

Fig. 6*. A survey was taken which showed the results of the age group which uses Facebook*

Another survey conducted related to the age of a Facebook user, the shocking result achieved as several teenagers in which especially students have age 15-20 using Facebook in an addictive manner, as shown in Figure 6. Facebook addiction is spreading instantly among young students and badly affects their academic behavior. They do not concentrate on their studies and spend more time on Facebook to play games, chat, and enjoy music. This is a bad situation that makes the student lazy, decreases confidence, increases the communication gap, and causes behavior issues. All these things distract the student from studies. Their minds do not allow them to concentrate on their work and stay on the laziness side [25].
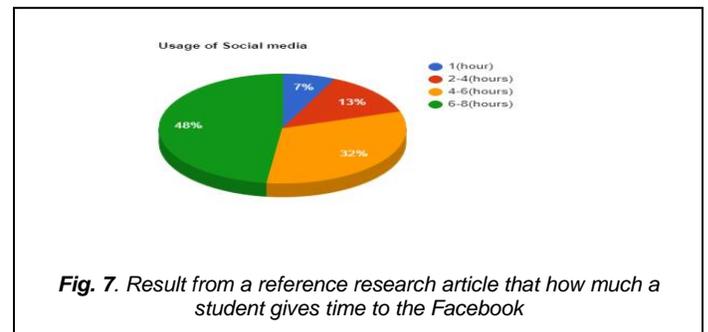

Fig. 7*. Result from a reference research article that how much a student gives time to the Facebook*

To improve the performance and student morale, the activity regarding the social site for students and youth should be under parental control. Moreover, just provide a limited time as according to their age and performance, so Figure 7 shows the survey question, which was related to Facebook usage hours for the students.
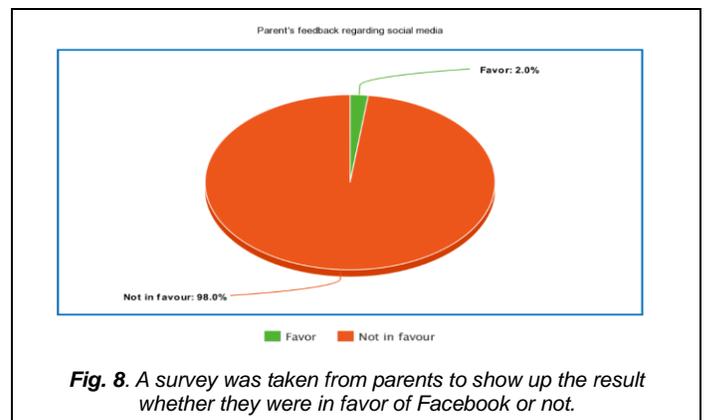

Fig. 8*. A survey was taken from parents to show up the result whether they were in favor of Facebook or not.*

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Figure 8 shows that parents were never in favor of Facebook. According to parents, "that Facebook is irrelevant to their children studies as it is a point of full distraction. Whatsapp provides them a platform where irrelevant things were not offered as Facebook that causes distraction.

3.4   Twitter
Youth can get more reliable information on twitter by just following up on the official ANCHORS or SCHOLARS. The officials' tweets are instant, too, because nowadays, Facebook has been full of fake accounts where anyone can create an account of anyone; similarly, the same thing can also be done on Instagram. However, a fake account can be recognized more quickly than on Facebook [26]. Twitter is a better platform than Facebook or Instagram if a student wants to get in touch with the current affairs and reliable news [27]. Twitter is a trustworthy platform for the user, as Figure 9 displays the trust level of users.

Fig. 9. Statistics of user's trust on Twitter as compared to Facebook or Instagram.
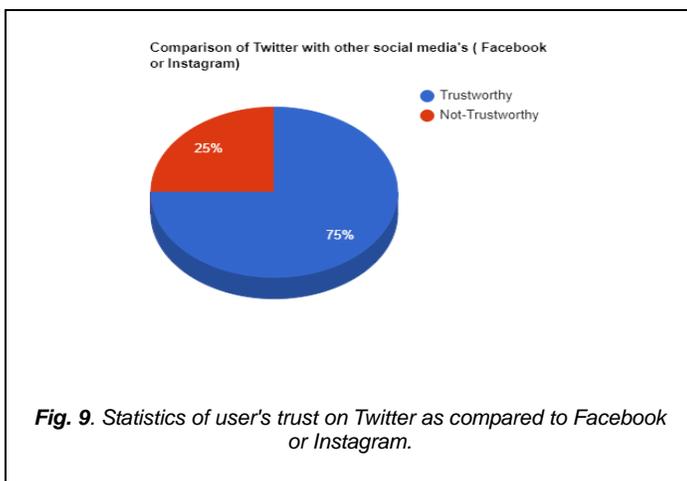
3.6   General Survey regarding Social media users in Pakistan
Figure 10 shows the usage progress of different social sites/apps, including Twitter, Facebook, Snapchat, Instagram, and Whatsapp, and indicated the number of users registered on social media.

Fig. 10. Overall usage progress
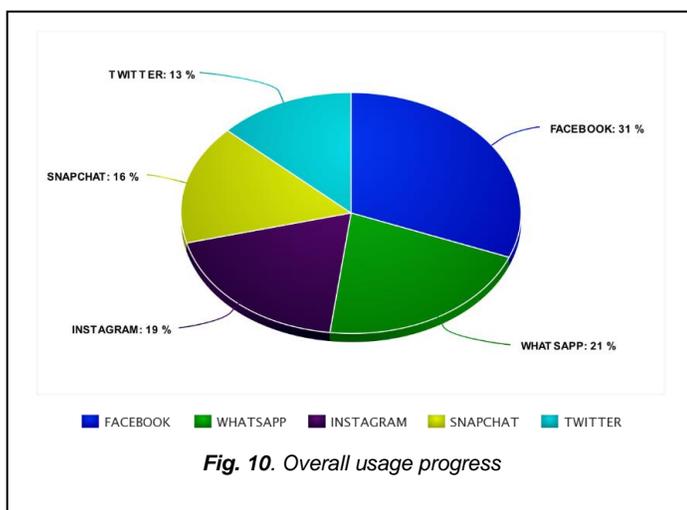
This comparison between social sites' positive and negative

impacts will let us know that these are useful or beneficial. However, somehow at the same point, we will come to know about their limitations [28].

4.1   Positive impacts of Social Media
As previously discussed, Whatsapp is becoming more popular among students and youth used to make the user's life easier, so some of WhatsApp's positive impacts are given below:

4.1.1   Cost-free
Whatsapp provides an open-source platform to the students as it just requires an internet connection for communication and data sharing purposes. Like every social site/app, it is cost-free and needs an internet connection and can freely connect to the social world [29].

4.1.2   The platform for e-learning
Provide a modern communication way to earn advanced knowledge regarding different fields and subjects to improve technical skills by sharing their view or asking questions and getting responses just on run time as a virtual classroom [30].

4.1.3   Seamless Operation
Students can instantly share voice messages to provide better concepts and clearly understand a specific topic, which seems to be problematic through texting or chatting. It provides a platform where we can freely handle every problem according to the situation, like sharing video messages, voice messages, etc. [31].

4.1.4   Does not have an advertisement
As most social apps and social sites are filled with the advertisement, Whatsapp allows a platform that provides the user's freedom without any interruptions. Whatsapp is the most frequently used application worldwide; it is a feature such as media(Document, pictures, attachment, etc.) sharing is speedy [32].

4.1.5   End-to-End Encryption:
Whatsapp provides all discussed facilities in a more secure manner, which means that all the communication is done through social media in a more safe form. Whatsapp also has a simple feature of blocking a contact where user can easily block unwanted contacts [33].

4.2   Negative Impacts of Social Media
Although Whatsapp has many benefits as previously shown, most probably, some of the negative impacts also exist that are heinously affected the student and academia by distracting them [34].

4.2.1   An Unwelcome distraction
On Social sites, various types of senseless (irrational) content are available in constant memes, trolls, lame jokes, pictures, videos, etc. that is the primary cause of distraction. The most common distraction on social media is added. Many times anyone loses his concentration when an adds pop-ups [35].

4.2.2   Encourages Laziness
The students spend much time on chatting and doing unproductive work, which causes the vagueness among students. Resultantly, users become lazy and unable to perform productive work energetically. Thus, social media

engages someone sitting or saying just sticking to one place as this lies that to laziness because hours and hours are spent on social media [36].

4.2.3   Harmful effect on Health
Constant typing causes swelling of wrist tendons. This condition is also called TENOSYNOVITIS and causes a vision problem. These types of applications use a two-dimensional play of-screen. The same screen could cause high blood pressure and anxiety by watching a long time, which may be harmful to health and education [37].

4.2.4   Sleep deprivation
Whatsapp obsessed students are sleep deprived. Thus makes them prone to perform poorly in academics. According to the survey, students do not take their meals on time and do not sleep on time, which causes a very non-serious attitude with education [38].

4.2.5   Discussion and analysis
The discussion of different social media's Facebook, Twitter, Snapchat, and Instagram are precisely discussed to evaluate different parameters based on the survey. The results indicated that the students having age between 15-20 are affected badly. The reason is that the student spends most of the time using social media for sharing the pictures, videos etc. which is about 6-8 hours. The survey also indicated parent views as most of the parents are not in favor of using social media like Facebook. The discussion also shows that Twitter is a more trustworthy social site than other social media such as Facebook, Instagram, etc. Many social media users exist, but the survey indicated that 31% are Facebook users from total social media users. The Positive and negative impact and challenges are also apart discussed in order to provide awareness among the students/users.

5   COMPARISON WITH EXISTING RESEARCH
Table 2 provides a comparative analysis with existing research based on different factors: social media, positive and negative impacts, attacks, and challenges. The tick sign represents the factor discussed in the particular research paper. The cross sign represents the factor which is not discussed in the particular research paper.

TABLE 2
COMPARISON AND ANALYSIS WITH THE EXISTING METHOD

SOCIAL SITES/ Factors	Marcos, et al.	Amadi, el al.	Abousaber, et al.	Shensa at el.	Aljabry et al.	Mansoor, A, et al	This paper
Whatsapp	✓	✓	✗	✓	✓	✓	✓
Snapchat	✗	✗	✓	✗	✗	✓	✓
Facebook	✓	✓	✓	✓	✓	✓	✓
Twitter	✓	✓	✓	✓	✓	✗	✓
Instagram	✓	✓	✓	✗	✓	✗	✓
Negative Impact	✗	✓	✗	✗	✗	✗	✓
Positive Impact	✗	✗	✗	✓	✗	✗	✓
Attacks	✓	✓	✗	✗	✓	✗	✓
Challenges	✓	✗	✗	✓	✓	✗	✓

The comparative analysis shows this research work perceptively covers most of the factors, while the rest of the research work targeted only limiting factors. Most of the researches has not covered the positive and negative impact regarding social sites. The information about challenges and attack are not significantly discussed so far in the literature.

6   CONCLUSION
This research presented the impacts of social Social Media (Facebook, Twitter, and Whatsapp) on students. First, this paper highlights the challenges of Social Media faced by the student and youth as well. Second, a survey conducted on several questionaries' (age, spent hours, trust, favor) regarding different social networks. The survey shows that parents are never in favor of Facebook and other social sites. The strategic plan must be developed by parents to distract them from using social sites. They should be allowed to get in some outdoor activities such as any sport that would be helpful or interested in singing or any other activity. Third, Social Media positive and negative impact was discussed to provide the usefulness, weakness, and awareness among Social Media users. The purpose of awareness is to highlights how social networks badly affected students and academia. Finally, a comparative analysis was performed to evaluate the survey based on different factors, including social networks, challenges, attacks, and positive and negative impacts. The survey results indicated that teenage students having age between15-20 are badly affected. Facebook users (31%) are dominant in the survey. These type of challenges was never discussed previously by the researchers.

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