



Internship report

On

**“The negative effects of social media use in the case of student education”**

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## Letter of Transmittal

January 22, 2019

Dr. Seyama Sultana

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**Subject:** Submission of internship report on “The negative effects of social media use in the case of student education”

Dear Madam,

Here I am submitting my internship report on “The negative effects of social media use in the case of student education”. As an instructor to this report, you have provided valuable insights to improve the quality of this report. I am grateful for your guidance and encouragement throughout the period of preparation of the report.

There may have been mistakes on my part but I have tried my best to prepare this report to the required standard. I am looking forward for your kind appraisal on this report.

Sincerely yours,

Afifa Tazrin Id- 111131570

## Acknowledgement

First of all, I would like to express my gratitude to Almighty Allah as I have successfully completed the internship report on “The negative effects of social media use in the case of student education” by His mercy.

As a part of studying Bachelor of Business Administration, I had been assigned to prepare a report on “The negative effects of social media use in the case of student education”.

I would like to acknowledge and extend my heartfelt gratitude to my honorable instructor **Dr. Seyama Sultana** for whom I have prepared this report. I would like to thank her for her vital encouragement and support and assistance in preparing this report.

My classmates have also given me various ideas and important suggestions on this proposal which have helped me to improve my report. So finally, I would like to thank them for their assistance in completing my report.

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## **Executive Summary**

The report provides an extensive overview on the negative effects of social media use in the case of student education. The popularity of the social networking sites has skyrocketed in the last few years. The primary reason behind this phenomenon is the heavy dependence of college and university students on these sites to get global access. Most often the negative effects of those social networking sites far outweigh the positive ones. These sites have caused some significant damage to today's young generation. The students are becoming the victims of these sites far often than anyone else. Students are spending way more time on social media than on face to face communication which is resulting in reduced social skills and making them vulnerable to several health problems. In the end, social media has become an inseparable part of students' lives and as a result, it is currently hampering student education in many different ways. As a result, I have decided to do a report on "the negative effects of social media use in the case of student education" in order to discover the severity of this issue in today's context and get a brief idea on just how many students are being affected by this problem.

The entire report is divided into five parts: introduction, literature review, research methodology, results and discussion and conclusion & recommendations. Starting with the introduction, first of all, we will be stating a brief introduction followed by a brief discussion on the background of the study, problem statement and rational of the report. Secondly, we discuss other relevant literature, theoretical framework of the report, research questions and hypothesis. Thirdly, we talk about the research method for the report, sample selection and data collection and analysis resulting from the report. Then we begin stating the demographic information used in this report and also the factor analysis. Finally, we end up with conclusion along with recommendations.

# **Chapter-1**

## **Introduction**

In the early 2000's, the web became much more personal as social networking websites were introduced and embraced by the masses. Social networking sites (SNS) as defined as web based services that enable people to create a public or semi-public profile within a limited system. (sociology.hku.hk)

What makes social networking websites unique is not that they allow individuals to meet strangers, but rather that they allow people to articulate and make visible their social networks. Social networking websites have attracted millions of users, many of whom log into these sites as a daily practice. The paper will focus on Facebook as the primary example of social networking sites. Today, Facebook is the largest social network in the world. (ijbssnet.com)

The World Wide Web has been radically transformed, shifting from an information repository to a more social environment where users are not only passive receivers or active harvesters of information (uknowledge.uky.edu). Web based technologies now encompass the socializing features of virtual spaces that have emerged as zones for information sharing, collaboration, and community formation and extension (2005). Social media are technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders. These technologies now include blogs, wikis, media (audio, video, photo, text) sharing tools, networking platform (including Facebook), and virtual worlds (2001)

## **Background of the study**

Social media is a place where we throw a lot of these days, often to describe what we post on sites. The term is used so vaguely that it can basically be used to describe almost every site on the internet. Some people have more of a restricted view of social media. Perhaps the best way to get a clearer understanding of it is to break it down into simple terms. The social part refers to interacting with other people by sharing information with them and receiving information from

them. Social media are web based communication tools that enable people to interact with each other by both sharing and consuming information.

### **Common social media features:**

Personal user accounts: If a site allows visitors to create their own account that they can log into, then that's a good first sign it to be used for some kind of user based interaction-perhaps social interaction.

Profile pages: Since social media is all about communication, a profile page is often necessary to help represent an individual and give them a space to create their own personal brand.

News feeds: when users connect with other users on social media, they're basically saying, "I want to get information from these people."

Personalization: social media sites usually give users the flexibility to configure their user settings, customize their profiles to look a specific way, organize their friends or followers.

### **History of social media:**

#### **Social media before 1900**

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to 550 B.C and this primitive delivery system would become more widespread.

In 1972, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and a rider could carry them. Although messages were short, they were a revolutionary way to convey news and information.

#### **Two important discoveries happened in the last decade of the 1800s:**

The telephone in 1890 and the radio in 1891.

#### **Social media in the 20<sup>th</sup> century:**

Technology began to change very rapidly in the 20<sup>th</sup> century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers and this would later lead to the birth of the internet.

The earliest forms of the internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved.

The first recognizable social media site, Six degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating social media sensation that's still popular today.

### **Social media today:**

After the invention of blogging, social media began to explode in popularity. Sites like Myspace and LinkedIn gained prominence in the early 2000s, and sites like photo bucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

### **Problem Statement**

As it's known in this generation tend to rely on the net and also spend most of the time on social networking sites such as Twitter, Facebook, What Sapp, and Instagram. This is probably due to the reason that college and university students as well as teens used it extensively to get global access. The majority of scholars prefer to stay on the internet for hours, than studying for their exams or doing their assignment. The main reason is that when they are studying or searching their course material online, they get attracted to SNS's to kill the boredom in their study time, diverting their attention from their work. The main questions are, does social network site lead scholars to perform their least academic performance?



A human being can't do the same thing for long they tend to be boring, but the youngsters can stay long hours just on Facebook without any complaint. The question that arises is, can they get addicted to SNS?

Users around the world, whether they are teen or college students share personal information on Facebook. Most people disclose personal information on their profile. Analyses of profile have found that SNS users provide a large amount of personal information on public profile. The Facebook profiles of more than 4000 students and found that only a small percentage had changed the default privacy setting. The question that arises is it secured enough that students share their personal information?

Social networking sites have become a very important aspect in student's life. Internet use has grown considerably in the last decade, the majority of young adults uses the internet daily if not more so.

The negative effects of those social networking sites outweigh the positive ones. These sites have caused some potential harm to society. The students become victims of social networks more often than anyone else. This is because of the reason that when they are studying or searching their courses material online. Other negative side effects of social networking websites include the following:

### **Reducing learning and research capabilities**

Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.

### **Multitasking**

Students who get involved in activities on social media sites while studying result in reduction in their focus of attention. This causes reduction in their academic performance, and concentration to study well.

### **Reduction in real human contact**

The more time the students spend on those social sites, the less time they will spend socializing in person to others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success in the real world.

### **Reduces command over languages use age and creative writing skills**

Students mostly use slang word or shortened forms of words social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.

### **Time wastage**

Students, while searching and studying online, get attracted to using social media sites and sometimes they forget why they are using internet. This wastes their time and sometimes students are not able to deliver their work in the specified time frame.

### **Low grades**

Students get low grades in school due to lack of the desired information and writing skills.

### **Loss of motivation in students**

The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world

### **Effect on health**

The excessive use of these sites affect the mental as well as physical health. Students do not take their meals on time and take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their health.

The overuse of these sites on a daily basis has many negative effects on the physical and mental health of students making them unmotivated to create contact with the people in person. The parents should check and balance on their children when they use the internet.

## Rationale

Social media has become a buzzword in this modern era and everyday more and more individuals, especially students are becoming a part of this phenomenon. As a result, students are becoming more and more engrossed in the numerous activities of social media. This is negatively affecting students' productivity in various ways. For example, students are getting more dependent on internet for gathering information rather than being creative and coming up with original ideas. In addition to that, students are attempting to use social media and carry out other tasks at the same tasks which is hampering their concentration and overall productivity. Students are also spending more and more time on social media and less time interacting face to face which is reducing their social skills and causing them to have various health problems. In the end, social media has become an inseparable part of students' lives and as a result, it is currently hampering student education in numerous ways.

My written assignment aims to increase the awareness among the student community on the risks and also consequences of social networking while still being involved in education. Thus, a key focus during my investigation is the effects of social networking on student's education. Students are more dependent on internet and social networking sites rather than being creative.

The Following are also the reasons why my written report claims to be important:

- To find out the gravity of this particular issue in regards to today's context
- To get a brief calculation regarding what percentage of school and college goes this problem is affecting
- To identify the negative effects of social network sites
- To discover the long term impacts this issue may cause on students' physical and mental health
- To find the possible solutions to existing problems or improvement to unsatisfactory conditions

Moreover, the impact of social network site on academic performance also raised another major concern which is health. Today social network sites are running the future and carrier of students. This paper examines the relations between social network sites and health threat.

# **Chapter-2**

## **Literature Review**

### **Social Network Site Impact on Academic Performance**

Today's college student are exposed to all type of technologies in many aspects of their lives. On a daily basis they use desktop computers, laptop, E-reader, tablets, and cell phones to actively engage in social networking, text messaging, blogging, content sharing, online learning, and much more.

Academic institutions and faculty are increasingly using social networking sites, such as Facebook and Whatsapp, to connect with current and potential students and to deliver instructional content. Time spent on Facebook and checking Facebook were negatively related to overall GPA, and time spent on Facebook is slightly negatively related to time spent studying. In addition, the ability of time spent on Facebook to significantly predict overall GPA shows that they may be negative academic effects for students who use Facebook in their exam time.

### **Social Networking Websites and Health**

Every human being fear is having health problem. Once someone has health issue, his or her life will be affected. Therefore, people need to be careful and cherish their good health. Nowadays, a health issue, not only comes from the so called environment of the person, but also within the web 2.0 environment. In the previous years the main discussion issue was the addiction to television, today's issue deal with internet addiction and the increased amount of time young people and adults spend on searching the internet.

Internet use plays in the lives of today's adults, understanding possible health implication is of clinical importance. In particular, problematic internet use (PIU) is a new and growing health concern for adolescents and young adults. PIU lacks a standardized definition, it has also been referred to as internet addiction (2009)

Young adult also may be the population most at risk for the development of PIU. Because adolescents and young adults have the highest rates of internet use and frequently. Student around the world spend a lot of time on social network sites which this leads to major

consequences. Excessive time spent in this manner could lead to the problematic behavior known as Internet addiction.

In this research, Bangladeshi were reported to have the most number of Facebook friends, spend more time on Facebook and might be addicted to Facebook as well.

Even though Facebook is used to connect with people and improve the social life of students, it was also noticed the excessive of Facebook page usage bring bad consequences. As a matter of face, the term Facebook Addiction Disorder (FAD) was coined to refer to the negative consequences of excessive use of Facebook (2009).

As a result, the study identified the addictive symptoms by using Facebook among the students; therefore, social networking sites affect health of the users.

Using Facebook increases the likelihood of addiction to the internet. While establishing new friendships and socializing, children through the internet can satisfy their need for contact, for belonging, however, the excessive use of social networks brings the risk of developing an internet addiction.

### **Social Networking Websites and Security/privacy Issue**

The social networking phenomenon is consuming the lives of millions of users around the world. Since the inception of the first social networking sites, SixDegrees.com at 1997, the social networking craze has grown beyond all expectations. Data privacy is a fundamental problem in today's information era. Enormous amounts of data are collected by government agencies, search agencies, social networking systems, hospitals, financial institutions and other organizations, and are store in database. Those stored information is very crucial for individuals, people might misuse this information. The problem that exist in the real world such as theft, fraud, vandalism also exists in online Web 2 environments and identify thief.

Social networking is becoming a necessity day by day. It is a phenomenon that is exploited by SNS, which strive to transform relationships between people and groups of people.

Facebook users are not completely informed or aware of all activities concerning privacy on the social networking sites. Though, low trust level to date have not hindered activity on Facebook and membership countries to rise. Facebook users seem willing to push aside trust issues to

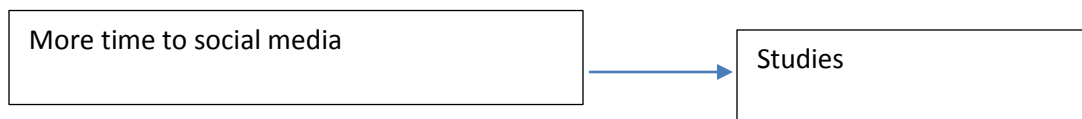
achieve social interaction. The importance of trust in a social networking context is clearly questionable and perhaps different determinants for online activity exist in different online environment.

There are a number of barriers to trust in the online environment. These barriers include perceived risk, website design and content, the user themselves and privacy concerns. Privacy concerns are considered the greatest barrier of them all because “the internet, by design, lacks unified provisions for identifying who communicates with whom; it lacks of well-designed identify infrastructure”.

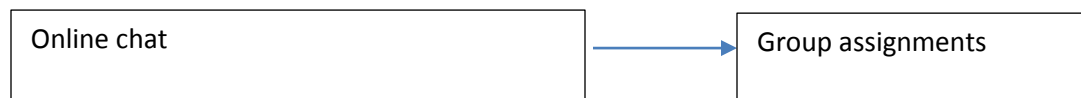
However, Facebook has continually introduced new features and services including the Newsfeed, Facebook beacon, Facebook Advertisements and Facebook Platform, which subsequently lead to changes in the privacy settings and privacy policy (less privacy). With each additional expansion to the website has come a growing level of discontent and concern and a general feeling that ‘the company was eroding privacy and making substantial information public.

### **Theoretical Framework**

1. Do you think you are allocating more time to social media than to your studies?



2. According to you, is online chat more effective than physical meetups in the case of group assignments?



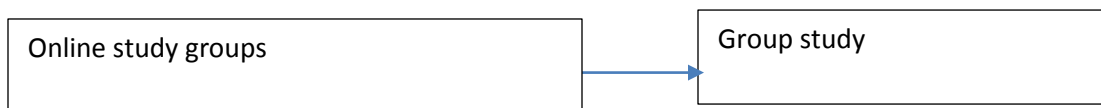
3. Do you think social media is causing students to become socially introverted?



4. Do you rely on news or articles published on social media than your study materials and textbooks for valid information?



5. Do you prefer online group studies on social media than physical group studies?



6. Has excessive use of social media made you anxious or depressed or caused you to have unhealthy sleep patterns?



7. Do you use social media while studying or in class?



8. Do you check the validity of any news, article or information before posting it on social media?





## **Research questions**

1. Do you think you are allocating more time to social media than to your studies?
2. According to you, is online chat more effective than physical meetups in the case of group assignments?
3. Do you think social media is causing students to become socially introverted?
4. Do you rely on news or articles published on social media than your study materials and textbooks for valid information?
5. Do you prefer online group studies on social media than physical group studies?
6. Has excessive use of social media made you anxious or depressed or caused you to have unhealthy sleep patterns?
7. Do you use social media while studying or in class?
8. Do you check the validity of any news, article or information before posting it on social media?

## **Hypothesis**

1. We are allocating more time to social media than to our studies.
2. Online chat is more effective than physical meetups in the case of group assignments.
3. Social media is causing students to become socially introverted.
4. We rely on news or articles published on social media than our study materials and textbooks for valid information.
5. We prefer online group studies on social media than physical group studies.
6. Excessive use of social media has made us anxious or depressed or has caused us to have unhealthy sleep patterns.
7. We use social media while studying or in class.
8. We check the validity of any news, article or information before posting it on social media

## **Chapter three: Research methodology**

### **Research method**

I used survey as a medium of finding out the negative effect of social media use in the case of student education. I surveyed around 30 students belonging to the age group of 20-24 years and asked them 8 questions regarding social media use, such as: if they think they are allocating more time to using social media than studies, if they think online chat is more effective than physical meetups in the case of group assignments and so on. For reply purpose, I included options like strongly disagree, disagree, neutral and so on. I then rounded up all of the students' answers and converted them to percentage.

### **Sample collection**

I surveyed 30 students in the age range of 20-24 years asking various questions regarding the negative effect of social media use like if they think they are allocating more time to social media use than studies, if they think online chat is more effective than physical meetups in the case of group assignments etc. Then I gathered all the students' replies and converted the data into percentage.

### **Data collection and analysis**

I asked around 30 students of United International University 8 different questions about the negative effect of social media use on education. After gathering and analyzing all the answers, I found out a lot of data like 67.9 percent of the students agree that they are allocating more time to using social media than they are to studies, 25 percent strongly agree with the aforementioned statement and the remaining are either neutral or disagree with the statement. I also found out that 29.6 percent students disagree with the statement online chat is more effective than physical meetups in the case of group assignments, 29.6 percent students strongly disagree with the statement, 17.9 percent disagree with the statement, 14.3 percent completely disagree and 10.7

are neutral. I also collected a lot of additional data, such as: what percentage of the students agree or disagree that social media is making them socially introverted, what percent of the student prefer online study groups than physical study groups and so on.

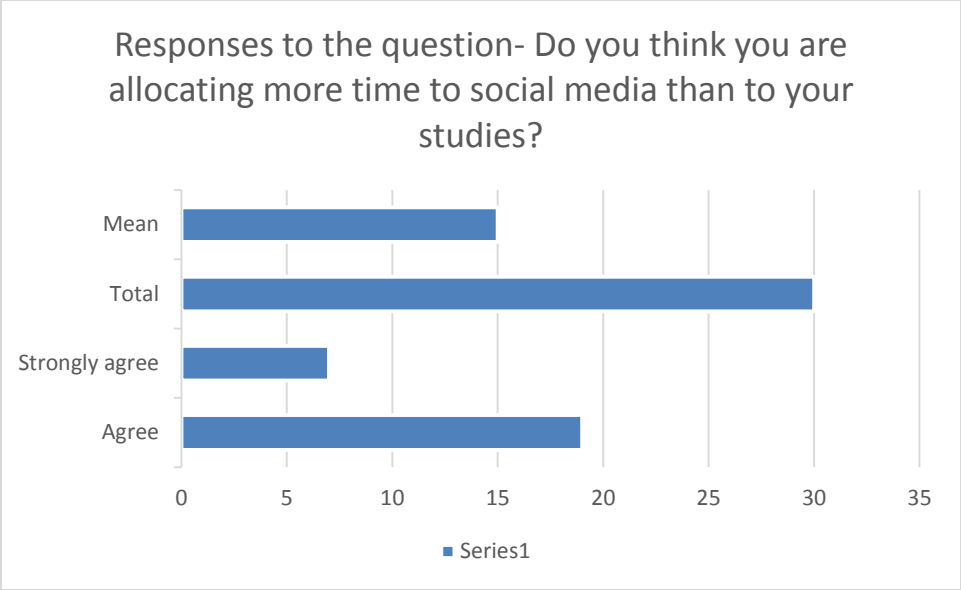
## **Chapter Four: Results and Discussion**

### **Demographic information**

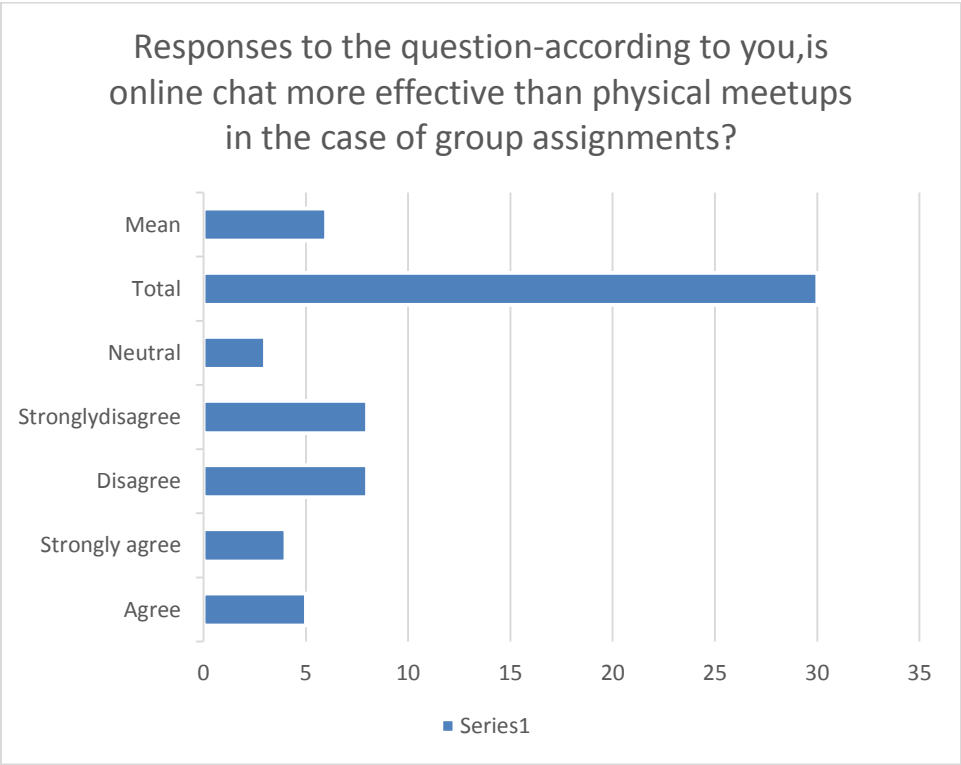
The target demographic I surveyed were mostly BBA students and belonged to the age group of 20-24 years. Therefore, it can be said that the respondents were young. Around 55% of the people interviewed were females and the remaining 45% were males. Almost 40% of the respondents held part time jobs or tutored other students for a living and the rest were just pursuing different degrees in the University. Among the students surveyed, around 40% of them were BBA students, 30% were EEE students, 25% were CSE students and the rest 5% pursued other degrees. Among these respondents, around 60% were Muslim, 20% were Hindu, 10% were Christian and the rest 10% students belonged to other religions.

### **Result**

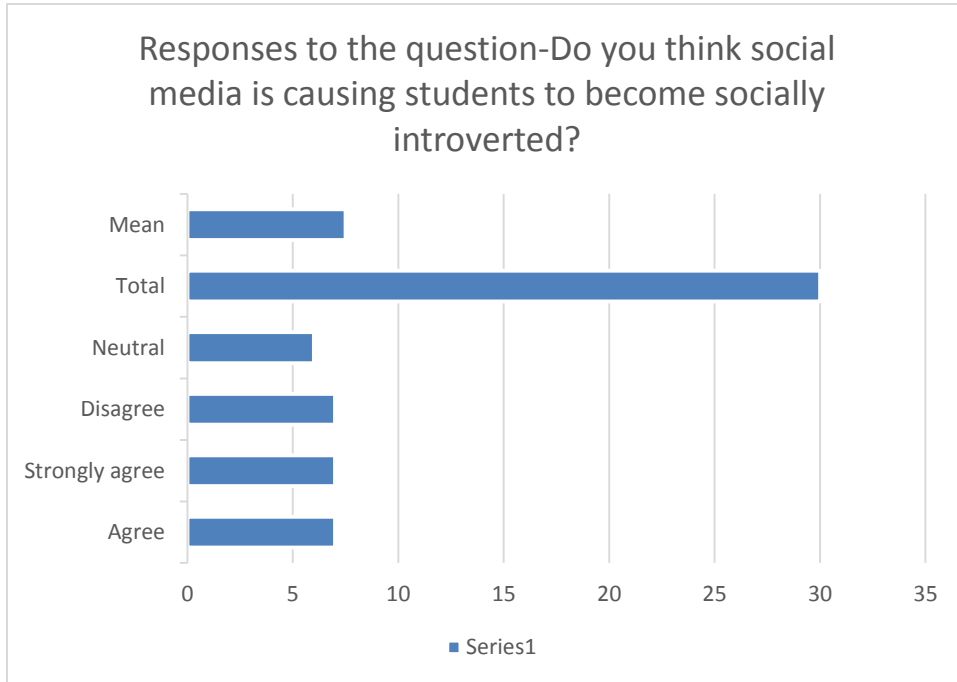
Findings indicate that 67.9% of the respondents agree and 25% of the respondents strongly agree that they are allocating more time to social media than their studies.



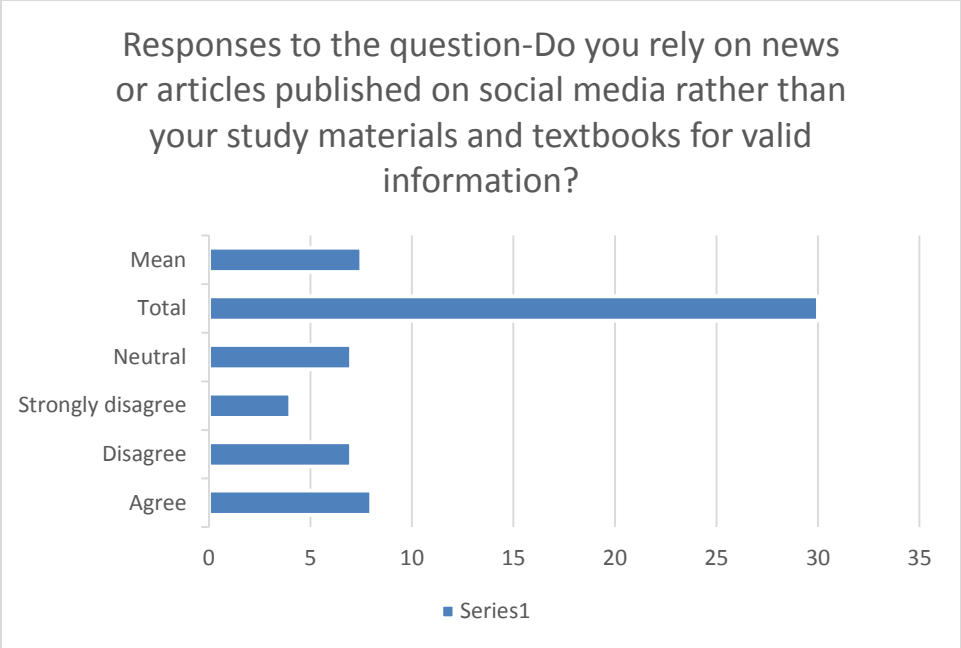
Noticeably, 28.6% of the students disagree and 28.6% of the students strongly disagree that online chat is more effective than physical meetups in the case of group assignments.



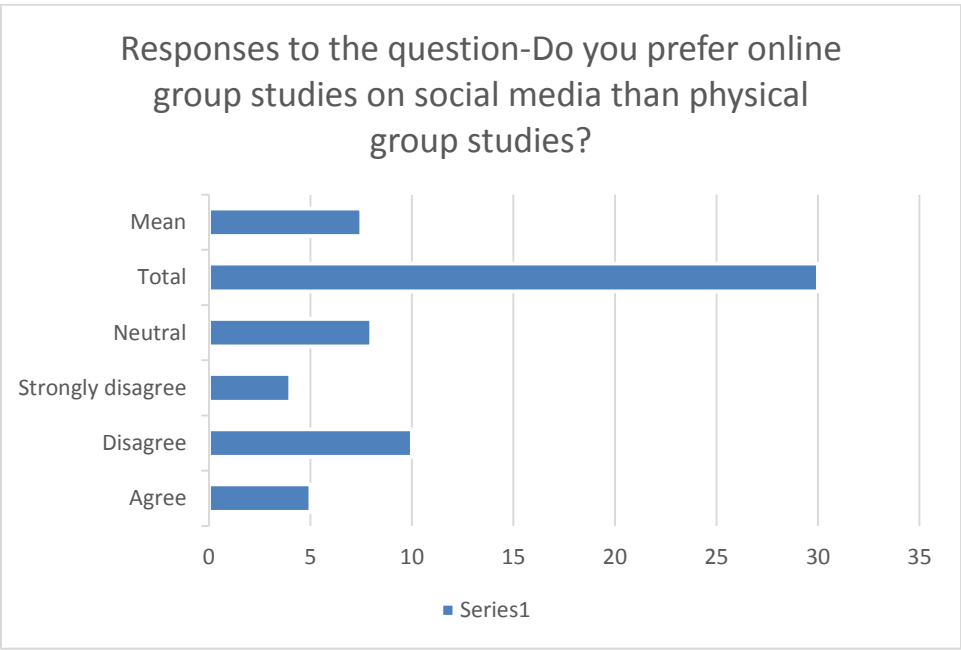
Additionally, 25% of the respondents agree and 25% of the respondents strongly agree that social media is causing students to become socially introverted. However, 25% of the students disagree with this statement.



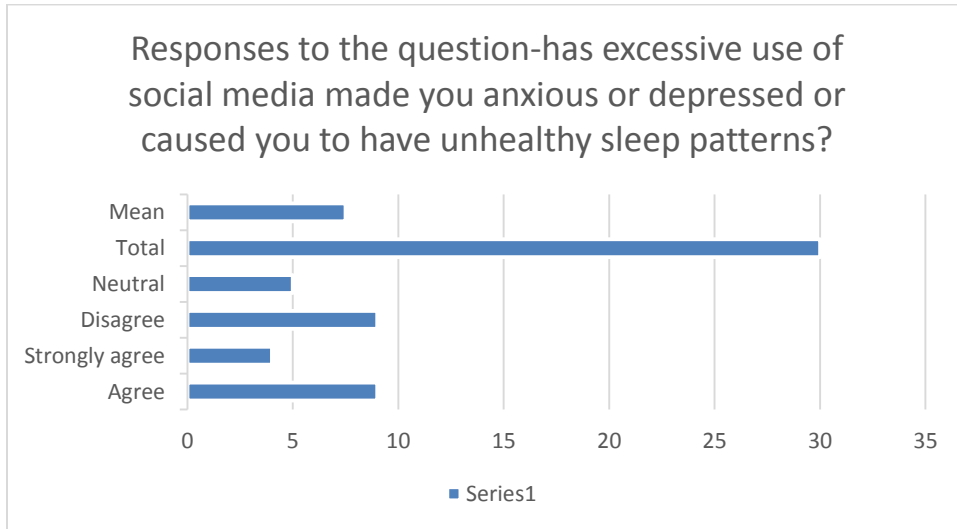
Surprisingly, 28.6% of the respondents agree that they rely on news or articles published on social media rather than their study materials or textbooks for valid information. On the contrary, 25% of the students disagree and 25% of the students remain neutral regarding this statement.



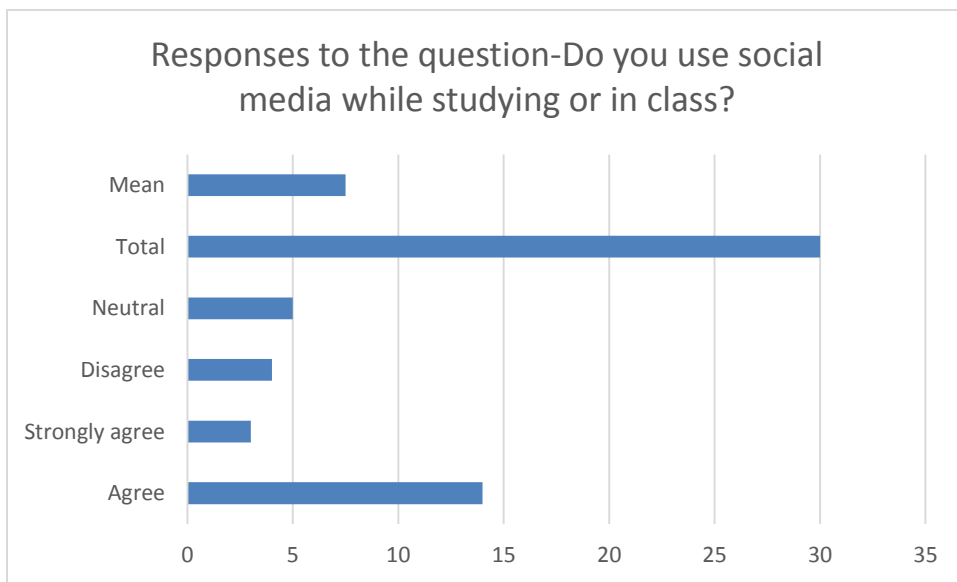
In addition to that, 35.7% of the respondents disagree that they prefer online group studies on social media than physical group studies. On the other hand, 28.6% of the students are neutral regarding this particular statement.



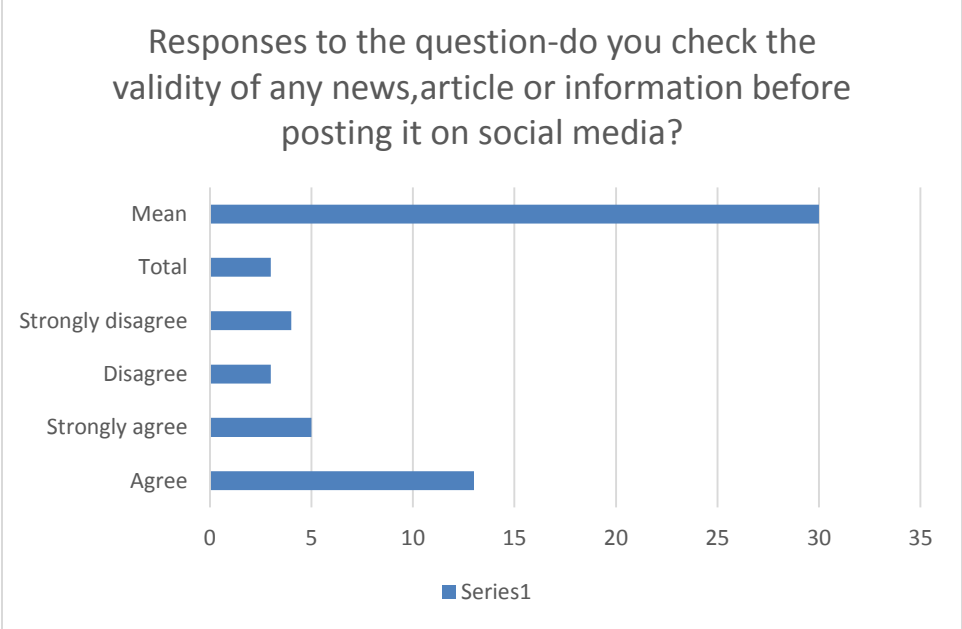
32.1% of the respondents agree and 32.1% of the respondents disagree regarding the statement that excessive use of social media has made them anxious, depressed or caused them to have unhealthy sleep patterns.



Along with that, 50% of the students agree that they use social media while studying or in class. However, 17.9% of the respondents remain neutral regarding this specific statement.



Finally, 46.4% of the students agree and 17.9% of the students strongly agree that they check the validity of any news, article or information before posting it on social media.





## **Conclusion**

After carefully speculating the results of the research we conducted, it can be concluded that social media has become a part and parcel of students of today's generation and so it has become fairly impossible to completely refrain them from its daily use. In the end, it can be stated that social media is similar to a double-edged sword. Though its sure benefits, social media has the power to disrupt students' daily lives if it is used beyond limit and bring about a lot of harmful consequences, especially in the way of education. As a result, students need to conserve their social media usage as much as possible, otherwise its use will not only hamper their academic performance, but also have a long term effect on their overall health.

## **Recommendation**

We have to come up with ways to reduce its usage and effects in the way of students' education as much as possible. Some possible initiatives are as follows:

- Educational institutions can ban the use of smartphones during class or impose regulations on students to submit their smartphones to the authorities just for the class time.
- Students can utilize monitoring apps to check their daily social media usage and keep their usage to a bare minimum.
- Students should find a hobby or passion that can act as a substitute for scrolling social media every now and then, for example, reading books, playing sports, painting and so on.
- Students should emphasize on face-to-face communication and meet up with their friends and family members outside more often rather than communicating online which will not only boost their confidence and social skills, but also decrease the possibility of having mental illnesses like depression.

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## **APPENDIX**

### **The Questionnaire**

1. Do you think you are allocating more time to social media than to your studies?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral

2. According to you, is online chat more effective than physical meet ups in the case of group assignments?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral

3. Do you think social media is causing students to become socially introverted?

- Agree
- Strongly agree
- Disagree
- Strongly disagree

- Neutral

4. Do you rely on news or articles published on social media than your study materials and textbooks for valid information?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral

5. Do you prefer online group studies on social media than physical group studies?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral

6. Has excessive use of social media made you anxious or depressed or caused you to have unhealthy sleep patterns?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral

7. Do you use social media while studying or in class?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral

8. Do you check the validity of any news, article or information before posting it on social media?

- Agree
- Strongly agree
- Disagree
- Strongly disagree
- Neutral