

“A study on the impact of social networking sites on professional and personal life among college students”

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ABSTRACT

Social networking sites (SNS) play an important part in many parts of modern life, and this study looks at those parts from a variety of angles, including how they affect students, workplaces, health, company processes, and interpersonal relationships. In order to offer a thorough grasp of their functions, the research endeavors to classify several forms of social networking sites (SNS), such as social connections, microblogging, multimedia sharing, professional networks, academic groups, social publishing platforms, hobbies hubs, and e-commerce sites. This research looks at the double-edged sword that is social media and academic performance, exposing the positive and negative aspects of these platforms. Furthermore, it delves into the ways in which SNS play a crucial role in the job search by providing networking possibilities and professional development. This article examines the impact of social media on health and wellness, looking at the pros and negatives from a social and health perspective. The research also delves into how companies plan to use SNS to reach certain demographics, strengthen consumer loyalty, and launch fruitful advertising initiatives. Lastly, this article highlights the importance of social networking sites (SNS) in modern digital life by exploring their role in promoting social connections, offering leisure, and creating community support. By conducting a thorough examination, the study seeks to shed light on the ubiquitous impact of social media platforms on several aspects of human life.

KEYWORD- *Social Networking Sites (SNS), Academic Performance, Job Hunting ,Health and Wellness ,Business Marketing*

INTRODUCTION

The goal of social networking is to bring together online communities of people who share common interests. The exponential rise of social media in the last several years has brought people together in all sorts of settings, from the workplace to the classroom. The vast majority of people on Earth have access to one of the many public or private online social networks. In recent years, there has been a meteoric rise in the number of social networking sites catering to various interests, demographics, and occupations around the world.

1. To define and categorize various types of social networking sites (SNS).
2. To examine the impact of social networking sites on the academic performance of students.
3. To analyze the role of social networking sites in job hunting.
4. To evaluate the influence of social networking sites on health and wellness.
5. To investigate the use of social networking sites as a business gateway.

REVIEW OF LITERATURE

Kruchten, (2021) examined social media platforms generally or problematic social media usage in order to comprehend the connection between social anxiety and these platforms. But as far as the writers are aware, no one has really compared various social platforms. College students' use of social media platforms including Snapchat, Instagram, and Facebook in connection to their social anxiety was the focus of this research. Furthermore, this study examined potential modifiers of this association, including fears of negative appraisal, good evaluation, social comparison, and missing out. It was postulated that social anxiety would be mediated by a fear of negative assessment, a fear of good evaluation, a fear of missing out, and social comparison, and that this fear would connect social anxiety with Snapchat, Instagram, and Facebook. The results of the mediation studies conducted by Baron and Kenny showed that the association between social anxiety and Facebook participation was partially mediated by both FOMO and fear of negative assessment. Additionally, the results showed that social comparison, fear of poor assessment, and fear of being caught partially mediated the association between social anxiety and Snapchat use. Findings from this study add to

our understanding of social media use by persons who suffer from social anxiety. Results from this study could help in the fight against social anxiety.

O'Day and Heimberg (2021) The use of social media has become ubiquitous in modern society, especially among the younger generation. Some associations between SMU and social anxiety and loneliness were observed in a study that examined the effects of SMU on wellbeing. Online social relationships on social media tend to be preferred and sought after by individuals who suffer from social anxiety and loneliness. People who suffer from social anxiety and isolation often act out problematically online and seek out online communities to help them cope with their feelings of isolation. The risk of engaging in dubious online conduct may rise if you suffer from problematic SMU, which is associated with SA and LO.

Manjunatha.,(2013) There is little doubt that the widespread use of social networking sites (SNS) has an impact on students' participation in both academic and extracurricular pursuits, particularly among Indian university students. This is why a survey of 500 students from various universities in India was carried out. The results of the survey confirm that social networking sites are popular among young Indian college students. Among the many interesting topics covered by this study are the following: how often people use SNS, how long for each session, whether or not there are gender disparities in usage, why people join, how close they are to their online friends, and much more.

Lin et al.,(2019) In an effort to shed light on the problem of technology addiction, this study examines the antecedences of two types of conduct: high-engagement activity, which involves non-problematic use of technology, and addicted behavior, which involves problematic use of technology. Because of their massive user bases, social media platforms like Facebook, Instagram, and Twitter are used as an example of SNS usage. Relationship maintenance is considerably connected with satisfaction seeking and addictive behavior, while high engagement behavior is highly correlated with it.

Chen et al., (2020) This study aims to examine the relationships between social anxiety, SNS addiction, and susceptibility to SNS addiction. State attachment avoidance and anxiety are also examined as moderators. The results demonstrated a positive association between social anxiety and propensity for and addiction to SNS. When controlling for age, gender, and state attachment avoidance, we found that anxiety over state attachment mediated these two relationships, whereas

avoidance of state attachment had no such effect. Only those who had a weak predisposition toward addiction to social networking sites and modest levels of state attachment anxiety demonstrated a favorable correlation between the two. Although there was no longer a correlation between social anxiety and addiction to social networking sites or a propensity to become addicted in those with high levels of state attachment anxiety. This study sheds light on the role of state attachment as a moderator in the associations between social anxiety and a propensity to overuse social networking sites.

Jolly., (2022) Online social networking services have a large user base. Researchers exploring their link to mental health have just recently started looking into them, though. There are pros and cons to them for different people, according to the literature. Finding out how much time people spend on social media is related to their degrees of social anxiety is the driving force behind this research. The hypothesis states that being apprehensive in social situations is unrelated to utilizing social media. Instruments used to evaluate the same were the Kutcher Generalized Social Anxiety Disorder Scale for Adolescents (K-GSADS-A) and the Social Networking Time Use Scale (SONTUS). Thirty boys and thirty girls, totaling sixty, made up the sample. A correlation coefficient of -0.08 was obtained following statistical analysis using SPSS-23. The results showed that adolescent social anxiety levels are unrelated to their use of social media.

Kircaburun and Griffiths., (2018) A new study found that social media use has the potential to become addictive. Although there has been a lot of research on probable addiction to Facebook, Twitter, Tinder, and YouTube, only one little study has previously examined possible addiction to Instagram. Thus, this study set out to utilize path analysis to investigate the relationships between personality, self-liking, regular Internet use, and Instagram addiction; furthermore, it aimed to determine whether and how self-liking mediates the relationship between personality and Instagram addiction. Methods: A total of 752 college students filled out a self-report survey that included the Instagram Addiction Scale (IAS), the Big Five Inventory (BFI), and the Self-Liking Scale. This study contributes to the little literature on the topic by being one of only two to examine the addictive nature of Instagram and the factors linked to it. It also adds to the existing body of knowledge regarding the correlation between personality traits and addiction to social networking sites.

Carruthers et al., (2019). Social media is becoming more popular, and there may be benefits for people with social anxiety disorder (SA), but very little is known about their online interactions. We aimed

to better understand the differences in cognitive and behavioral processes between individuals with high and low SA levels by utilizing a range of Facebook (FB)-based activities, both online and offline. College students with varying levels of SA were given three tasks: posting on Facebook, using Facebook in a lab setting, and creating three perplexing Facebook scenarios. Participants with higher SA reported more anxiety throughout the trial, and an interaction effect demonstrated that their anxiety levels increased relative to those of participants with lower SA across tasks. The high SA group was more prone to have a negative impression of the ambiguous FB scenarios than the low SA group. They also acknowledged to having more negative thoughts and acting in a more safety-seeking manner. The study's authors concluded that social anxiety shows up in the same cognitive and behavioral ways in online conversations as it does in face-to-face encounters. It is proposed that these findings have therapeutic implications.

Jiang and Ngien, (2020) The previous decade has seen meteoric growth for social media. However, whether social media aids or hinders people's mental stability remains debatable. We hope to learn more about the effects of Instagram on people's social anxiety in this study. The results demonstrated that Instagram use was not associated with an increase in social anxiety. Rather, the entire mediation effects were supported by the mediating functions of self-esteem (an intermediate outcome) and social comparison (a proximal outcome). The study found that Instagram usage alone is unlikely to increase social anxiety. Rather, its effect was fully mitigated by factors such as self-esteem and social comparison. Health educators and campaigners can benefit from further research into the mechanisms underlying the impacts of social media on emotional wellbeing so they can develop more effective programs to promote public wellness in the digital era.

Iqbal et al., (2022) The present COVID-19 pandemic has been associated with an upsurge in mental health issues such as melancholy, social anxiety, social overload, and excessive usage of social networking sites (SMNSU). To determine the potential direct and indirect effects of SMNSU on depression, this quantitative investigation looked at social anxiety and loneliness as mediator factors. This study focused on the Chinese higher education industry by recruiting individuals with psychological disorders who were taking blended learning courses during the COVID-19 pandemic. We found that depressive symptoms are associated with increased SMNSU. Amidst unique circumstances, such as the COVID-19 epidemic, blended learning students experience elevated SMNSU, which is accompanied by feelings of despair brought on by loneliness and social anxiety.

Academic administrators, guidance counselors, and teachers can benefit greatly from these findings, which we discuss in detail.

Lam et al., (2022) Aggression directed at another person through electronic means with the intent to cause them damage is known as cyberbullying. The prevalence of cyberbullying and the damage it does to people's mental health have both grown in tandem with the popularity of social media. While studies on cyberbullying and adolescent mental health have shown a potential moderating effect of social comparison on social anxiety, less is known about this phenomenon among college students. Examining the relationships between cyberbullying, social anxiety, and social comparison among college students was the primary objective of this study. Our research found that cyberbullying was associated with social anxiety rather than social comparison, regardless of whether one was the bully or the victim. College students' experiences with social comparison and anxiety may be stage-specific, since cyberbullying victimization did not attenuate the link between the two, in contrast to adolescence.

Curvis et al., (2018) Social anxiety (SA) after traumatic brain injury (TBI) may affect a person's general mental health and social functioning, albeit the exact reasons of SA have not been thoroughly studied. This study used hierarchical multiple regression to look at the demographic, clinical, and psychological factors related to SA following TBI. A total of 85 people with traumatic brain injuries were surveyed via various online outlets and brain injury centers spread out across the Northwest of England. With five imputations of missing data, the overall combined biopsychosocial model explained 52–54.3% of the variation in SA, proving its significance. Beyond what was explained by demographic and clinical characteristics, the addition of psychological variables (self-esteem, locus of control, and self-efficacy) greatly enhanced the overall model by explaining an additional 12.2–13% of the variation in SA. At the independent variable level, perceived stigma was the sole predictor of SA ($B=.274$, $p =.005$). The results indicate that in order to predict whether SA will develop following a TBI, one needs consider both clinical and psychological factors. The need for treatments at both the individual and societal levels is further underscored by the enormous relevance of stigma.

Mese and Aydin.,(2019) Innovations in technology are having an effect on many different fields, including education. Looking at it from this angle, it's easy to see how the instruments used in classrooms and by students change with the times. Students of the twenty-first century clearly

incorporate technology into their daily lives. It's crucial to understand the motivations behind children's social media use and the elements that may influence them. The goal of this research is to help teachers make their classrooms more conducive to learning by cataloging the many ways in which students utilize social media. Understanding the elements that impact the reasons and purposes of social media use among undergraduates is the primary objective of this study. The use of cross-sectional surveys was one method of quantitative research. The results show that men and women start conversations differently, that people who use social media for a long time typically post more, and that the most popular platforms are Instagram and WhatsApp. Based on these results, we discussed the issue and made some suggestions.

Baltaci.,(2019) The purpose of this research is to find out how college students' social media use is associated with their levels of loneliness, happiness, and anxiety. A correlational survey approach was utilized in the design of the study. Of the 312 undergraduates who participated in the study, 165 were female (53% of the total) and 147 were male (47% of the total) and enrolled in public universities in Turkey throughout the 2017–2018 school year. Data was collected using a variety of measures, including a Personal Information version, a Social Media Addiction Scale, a Social Anxiety Scale, a short version of the Oxford Happiness Questionnaire, and a short form of the UCLA Loneliness Questionnaire. We utilized SPSS's Pearson correlation and hierarchical regression analysis to examine how students' social media use was associated with their emotions of happiness, loneliness, and social anxiety. Students' levels of social anxiety and loneliness were found to be correlated with their degree of social media addiction, according to the research. Conversely, students' levels of satisfaction were negatively correlated with their addiction to social media. Social anxiety and pleasure were found to be important predictors of social media addiction, however loneliness was not found to be a significant predictor.

Kruchten.,(2021). When investigating the link between social anxiety and social media, researchers have taken a broad view of SNS or focused on harmful behaviors within them. However, the authors are unaware of any research that compares different social media platforms. Finding out how social anxiety affects college students' usage of social media platforms like Snapchat, Instagram, and Facebook was the main goal of this research. Furthermore, the study examined potential mediators of this connection, including social comparison, FOMO, phobic assessment, negative evaluation, and positive evaluation fears. Baron and Kenny tests for mediation found that FOMO and TGIF both

moderated the relationship between social anxiety and Facebook connection to some extent. Additionally, the results demonstrated that the relationship between social anxiety and Snapchat usage was moderated by social comparison, FOMO, and fear of unfavorable evaluation. This study added to our understanding of the social media habits of individuals who suffer from social anxiety. People who suffer from social anxiety may benefit from this study's conclusions when seeking treatment.

Handy and Cnaan.,(2007) The best way to recruit volunteers, according to studies on volunteer management, is to take a personal approach. However, organisations that use this practice do not report the anticipated success in recruiting volunteers. People who claim to be interested in volunteering don't necessarily end up doing so, according to the volunteer recruiting fallacy, which they often run against. Drawing on studies on shyness and social anxiety as well as empirical evidence, this article argues that new recruits' social anxiety prevents them from volunteering. Our working hypothesis is that people with higher levels of social anxiety are less likely to volunteer. We also anticipate that people who suffer from severe social anxiety will be more likely to make monetary donations to worthy causes than to provide their time in kind, and that when they do volunteer, they will bring friends. The findings from a large non-random sample in the United States lend credence to our hypotheses. Our recommendation for avoiding the volunteer recruiting myth is to foster an inclusive atmosphere that is friendly to candidates who suffer from severe social anxiety. A more personal approach and the elimination of the dread of severe evaluation by strangers upon first attendance at the organization may increase the probability that new recruits will become long-term and reliable volunteers.

Lai et al., (2023) Symptoms of social anxiety are being reported by an increasing number of college students in this era of ubiquitous social networking. There may be a correlation between college students' social anxiety and their usage of social media. However, none of this has been confirmed. The purpose of this research is to examine the mediating function of communication abilities in the relationship between college students' social anxiety and their use of different types of social media. Approximately 1,740 students from seven different Chinese universities were part of the sample that was analyzed. Structural equation modeling and bivariate correlation both indicated a positive association between social anxiety and passive social media use. There was a negative correlation between social anxiety and heavy social media use. The ability to effectively communicate mediated,

to some extent, the relationship between active and passive social media use and social anxiety. Both active and passive social media use have the potential to mitigate social anxiety; the former may do so by improving communication skills, while the latter may have the opposite effect. Instructors should be mindful that students' reactions to social anxiety might vary greatly depending on the kind of social media they use. It is possible that college students may have less social anxiety if they were to improve their communication abilities.

Social Networking Sites: A Definition

Boyd & Ellison (2007) defined 'Social Network Sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system'.

Students can showcase their personalized profiles, share information, images, and videos, and communicate with other internet users using social networking sites.

As the number of people using the internet has exploded in recent years, so too has the popularity of social networking sites like Facebook, Twitter, MySpace, and many more. The most popular social networking sites that allow users to find others with similar interests, hobbies, and occupations are Facebook, Twitter, and MySpace.

Social networking sites may differ in purpose and functionality, but they all share the ability to share personal information and encourage conversation through tools like chat rooms, forums, email, and instant messenger. Subgroups or communities formed by people with shared interests are common on several SNSs.

Social Networking Sites and Students Community

Social media has become an industry standard for students all over the globe, drawing in users from all walks of life and all corners of the globe, regardless of their cultural background, degree of education, etc. According to 'Social Media & Mobile Internet Use among Teens and Young Adults' by Lenhart et al. (2010), 72% of college students are active on social media, with 45% of those students utilizing a site daily or more often. Nowadays, internet users often check their social media accounts, whether it's to see what others are up to, update their own, or just take a quick peek at what others have posted. This is in addition to the usual habits of checking email and reading newspapers.

Establishing connections between various communities is the primary goal of networking sites. While some users may be more interested in making commercial connections, others may be more interested in forming friendships with people who share their interests.

There is a wide range of reasons why students use social media: it's easy to use, students can stay up-to-date on the latest trends, they can share what's popular, they can express their opinions on current events, they can make and maintain friends, they can learn from each other, they can help with education, and much more besides.

These days' college students are better able to multitask, more educated, and laser-focused on their areas of interest. There are many positive aspects to social networking. For example, it allows aspiring entrepreneurs to connect with many people in their field at once, improves students' academic performance, encourages younger people to get involved in community events, and much more. In previous decades, attending gatherings or conferences was necessary for network building. However, with the advent of internet technology, net citizens are no longer limited in their ability to stay in touch with their particular individuals at any time of day or night.

The majority of college students (78%) use social media sites such as Facebook, Twitter, Instagram, and others, according to a 2015 survey by the Pew Research Center. These figures demonstrate how immersed the student body is in the online social networking community. The amount of kids involved with social media sites continues to rise annually.

These days, all it takes is a short glance at social media to get the latest, greatest news. The college students' daily lives have been enriched by these social media platforms, which have allowed them

to stay connected with their classmates and friends for a variety of reasons. As a result, several forms of social networking sites have become an integral part of students' contemporary lives.

2. TYPES OF SOCIAL NETWORKS

As the number of social media sites continues to grow, it's crucial to be familiar with the many different kinds of social networks and how they differ. People can find the social media sites they're looking for by browsing several network categories, each with its own set of functions.

In spite of the dominance of Facebook, Twitter, and LinkedIn, a plethora of alternative social media platforms have emerged with the explicit goal of attracting the student community from all directions. Presented here are eight distinct forms of social media, together with descriptions of their main online service capabilities and examples of influential users from each.

2.1. Social Connections

By using these sites, you can stay in touch with loved ones and make new acquaintances who share your interests. These networks allow users to do a lot of different things, like build communities, communicate with one other easier, share changes with all of their networks at once, etc. The most popular websites for establishing online social interactions among users are those listed below.

Facebook: Facebook is a popular free social networking site where users may make profiles, share media (pictures, videos, links), communicate with one another (messages, calls, etc.), and maintain personal and professional relationships. There are a few different ways to share content: with the world at large, with a select few, or even with just one individual.

Google+: One of Google's many products is the social media platform Google Plus. For the benefit of multitasking, Google+ is the premier platform that unites all of Google's services, including search, video, and email. Any user can upload high-resolution images to Google+. Hangouts, a feature of Google+, is a free video chat service that supports groups of up to 10 individuals.

MySpace: MySpace is a user-friendly social networking site where people can connect with one another and share a variety of content, including images, videos, music, and user-created blogs. Members of the site can also display their hobbies and abilities to a large audience.

2.2. Micro Blogging

The term "micro blogging" refers to a type of internet service where users can post and share brief messages with an audience. Various content layouts, including text, graphics, video, audio, and hyperlinks, can be used to display these brief messages. Publicizing these messages on a website allows them to be seen by all subscribers of that network. Twitter has quickly become the go-to platform for microblogging.

Twitter: Tweets are brief messages that registered members of the social networking service can send to one another. Users of Twitter can post tweets and follow the tweets of other users from a variety of devices and platforms. The character limit for a tweet is 140. What you choose to share with the world and what you choose to keep private is entirely up to you on Twitter. The experience becomes more fulfilling and entertaining as you build a network of many Twitter friends.

2.3. Multimedia Sharing

Sharing visual information like videos and photos online has never been easier than with social networking sites. Images and videos can be easily uploaded and shared using these dedicated websites. In addition to the standard fare of material uploading and sharing, the majority of these sites give extra functionality like user profile creation and commenting. Two of the most well-known websites for sharing media are Flickr and YouTube.

YouTube: YouTube is a great place to watch videos online because it's free and easy to use. Users who sign up for the service can make and share videos with the community. A website for public communication that is accessible online. The videos uploaded to this website are accessible to everybody who visits the site. All skill levels are welcome, from beginner to expert, in the videos.

Flickr: In the realm of online media hosting, Flickr is an indispensable platform. There is a free and a premium version of this service that lets users upload and store images online. Flickr is a community site where anyone can search for photographs to use with their work. It's perfect for bloggers, teachers, students, and project managers. People can choose to make their images available to everyone or private, so only members of a certain group can see them.

2.4. Professional Network

Opportunities for professional growth are the primary goal of professional social networks. Professionals can connect in a broad sense through these networks, while some cater specifically to those with similar interests or careers. Users are able to post resumes, discuss information on industry-related events, and access other services exclusive to their networking sites. When it comes to professional networks, LinkedIn is by far the most used.

LinkedIn: With an ever-expanding user base of hundreds of millions, LinkedIn has become the preeminent global professional network. The world's professionals are brought together in this network, which boosts their productivity and job success. LinkedIn is a social media platform that facilitates professional networking by allowing users to build profiles and connect with one another in an online social network. The profile page of a LinkedIn member showcases their schooling, career experience, and news feeds from their professional networks, among other things.

2.5. Academic Groups

Student communities rely heavily on social networking sites because they allow members to share and highlight their achievements while also facilitating the development of new professional and academic relationships. As a result of participating in these networks, students are better able to work together on projects, make new friends, and stay abreast of technological developments in their field of study. Students benefit greatly from social networking sites, and administrators and teachers can communicate much more easily using these platforms. Teachers may help their students learn more effectively, create a positive learning atmosphere, practice effective communication, and increase their technological competence by using these specialized social networking sites.

Academia.edu: Academics are the target audience for this social media platform. You can use the site to share papers, track their impact, and keep up with research in a specific topic. Users are able to build their own academic profiles and find others all over the globe who share their interests in order to further their academic careers using this platform.

The Student Room: Connecting with students on a more personal level in the student room is an excellent strategy to increase their visibility to prospective employers. It links students together so that they can build better educational foundations through collaboration and modeling. Students can connect with other students from all over the world and receive academic support through this network, which enables them to raise their IQ.

2.6. Social Publishing Platform

Sites like blogs and message boards allow users to publish and share both lengthy and brief pieces of text with one another. A forum is a type of online message board or discussion site where users can publish messages to have conversations. Each network's users can start new conversations, read those of other members, and reply to them. An online diary or journal that is updated often is called a blog. Users are able to publish their ideas, opinions, and passions to the world here. One person, or a small group of people, may write a blog. Some internet forums and blogs have a large following.

WordPress: With support for over 60 million websites, WordPress is clearly the most popular and user-friendly platform for managing content and blogging on the web. From basic blog sites to fully fledged enterprise-level portals, WordPress is the most popular platform for building and maintaining websites.

Blogger: Blogger is a web-based service that enables multiple users to write blogs with time-stamped updates. It is used for online conversation and information sharing. Whether it's sports, academics, technology, hobbies, or something else entirely, blogs can have a singular concentration. To keep one's online presence up-to-date, attract the attention of search engines, and direct visitors to one's website, all one needs is a blog—which is straightforward to start, simple, and inexpensive.

2.7. Hobbies Hub

Among the many benefits of social networking sites is the opportunity they provide to meet new individuals with similar interests, which can lead to the discovery of new passions and the cultivation of existing skills. Numerous niches have their own social media platforms; such examples include art, literature, music, film, pets, and writing. Everyone on these networks shares their expertise, insights, and experiences in their respective fields. By connecting with experts in the field, users of these sites can advance their hobbies.

Hobeze: You can find other people who share your interests on this hobby-specific social networking site. All aspects of the activity, including practice, safety, advice, and recommendations, can be discussed among the users of this network. Within their profiles, they are free to express themselves through multimedia components such as images, videos, and comments.

2.8. E-Commerce

There has been a meteoric rise in the number of people using social networking sites to make purchases in the past several years. When it comes to digital marketing, social media platforms are indispensable. They help businesses have a stronger online presence, attract more customers, enhance sales, and raise brand recognition. Communicating directly with prospective customers in this way is an inexpensive option. After seeing an item on Pinterest, Facebook, or Twitter, many users of those social media sites go on to buy it online. The product holder can learn about the end users' true desires when they engage with them through social media networks and receive feedback.

1. SOCIAL NETWORKING SITES AND ACADEMIC PERFORMANCE OF STUDENTS

Among students, the use of social networking sites skyrocketed in the digital age. The use of social networking sites by students is on the rise, and this trend has both good and bad effects on students' academic performance. They spend more time on social media because, with the proliferation of smartphones, it's easier than ever to reach these sites.

Many students rely on social media for academic purposes, such as discussing and completing class assignments, watching tutorials, and more. This age group's routine now includes frequent visits to social networking sites. Even for just an hour, some students can't resist the temptation to check their social media accounts. Because of the knowledge some kids gain from these resources, we can say that they are exceptionally bright.

On focusing academic performance or excellence, Tuckman (1975) explored that, 'performance is used to label the observable manifestation of knowledge, skills, concepts, understanding and ideas. It is the accomplishment of collective tasks in a course objective in order to meet the necessities of examination bodies'. Results on tests are indicative of a candidate's competence, good context, and abilities to apply what they've learned in specific contexts. Exam scores are the standard by which pupils are evaluated.

Shah et al. (2001) asserted that internet use has an effect on students, the kind of which depends on the type of internet use. Students' academic performance improves dramatically when they make good use of the internet for learning. A number of research have examined the relationship between social media and academic performance. More than a thousand students were recently surveyed by the Whittemore School of Business and Economics at the University of New Hampshire in England. The students were asked to fill out a survey that inquired about their social media usage, how much time they spent on each site, their GPA, and why they went to school. The results demonstrate that the amount of time students spend on social networking sites does not correlate with their academic performance.

1.1. Positive Effects of SNS on Academic Performance

Facebook, one of the biggest social media platforms in the world, has 1.49 billion active members, and that number is growing at a rapid pace. The majority of social media users are young adults (those between the ages of 18 and 29), with 72% of high school students and 78% of college students regularly engaging with platforms like Facebook, Twitter, Instagram, LinkedIn, and others (72% of high school students and 78% of college students, respectively). These figures show how much the student body is interested in social media online.

Socializing: Social networks provide students freedom to socialize, make friends and to do whatever they want. It facilitates students to exchange ideas, share opinions and learn new things. Thus it helps to gain more confident in their life.

Knowledge Sharing: Through social networking sites, people are able to communicate and share information with one another regardless of physical distance. Anybody may access information easily on the internet. Consequently, the data can be readily accessed by students for learning, customization, and sharing.

Self Updates: From time to time, news from all across the globe is instantly updated on social media. You can stay up-to-date on everything happening in the world right now by using these networks. Every user can easily update their personal knowledge database with this.

Different Sources of Learning: Social networking sites provide a wealth of educational opportunities. The design of these platforms allows students to easily follow their favorite groups, activities, or individuals for daily updates and information acquisition.

Idea Hub: The most recent global trends are displayed on social networking sites. By keeping up with the latest updates, sharing, discussions, and speeches on relevant topics on social networking sites, students can gather a wealth of ideas for their projects.

Platform to Share Thoughts: More and more, students are finding that social networking sites provide a safe space to share their ideas and opinions. These networks provide them with a platform to share their ideas and opinions. This makes it simple for children to discern between right and wrong.

1.2. Negative Effects of SNS on Academic Performance

In general, teenagers and college students are the most avid users of social networking sites. While it does have some beneficial effects on students, it hardly has any detrimental affects on their academic performance. Among the many drawbacks of social media platforms arE:

Reduced Learning Ability: Students no longer think critically and instead depend on the information that is easily accessible on the web and social media sites whenever they require any kind of information. Their capacity for original thought, education, and investigation is hampered as a result.

Multitasking: In their spare time, most students waste time on social networking sites. Their concentration in class suffers as a result of this behavior. This leads to a lack of focus on their studies and ultimately, poor academic performance.

Lack of Real Human Contact: The more time students spend on these sites, the less time they have for real-life social interactions. Their capacity to communicate is weakened as a result of this. Isolation might result from a lack of effective communication skills.

Reduced Knowledge in Language Usage and Creative Writing Skills: Online acronyms and chat lingo are common among students on social media platforms like Facebook, WhatsApp, and chat rooms. The majority of students depend on their computers' built-in grammar and spelling checkers. As a result, they become less fluent, less able to think creatively, and less competent writers.

Wastage of Time: The aspects of social networking sites are so alluring that students readily become engrossed in them, preventing them from focusing on their actual study materials. Time is wasted as a result, and occasionally pupils don't manage to finish their work within the allotted time.

Low Grades: There are several ways in which students' academic performance suffers when they utilize these networking sites frequently. They get disinterested in schoolwork, have trouble focusing, and have trouble learning new things since they spend so much time on these sites. Because of this, they end up performing really poorly in school.

Loss of Self-Motivation: Students' excessive usage of these online social networking sites takes time away from their studies and other responsibilities. They lose interest in learning and their ability to adapt to real-world situations as a result.

1. ROLE OF SOCIAL NETWORKING SITES IN JOB HUNTING

In today's labor market, social media platforms such as Google+, LinkedIn, Facebook, and Twitter play an important role. By utilizing the services offered by these networking sites, companies are able to find and hire the most qualified candidates for each platform. Some of the many benefits that social media platforms offer to the job market include rapid exposure of job opportunities at different organizations, the chance for users to learn about companies that interest them, and the ability to connect with current and past employees. So, it's no surprise that a large number of people looking for work are also active on social media and use it to further their careers.

Professionals can connect with one another through niche social media platforms. According to recent surveys, LinkedIn is the preferred social media platform for both job searchers and hiring managers. Applicants ranked LinkedIn as their top platform, while hiring managers ranked it as their top platform for candidate selection. Twitter, Google+, and Facebook were the next most popular social media platforms among job searchers, after LinkedIn.

Researchers at JobVite found that 73 percent of recruiters had hired candidates through social media, and 93 percent of hiring managers look at a candidate's social profile before choosing to hire them. This highlights the importance of the applicant's social media presence and how to optimize it for job search purposes.

Once a year, Career Builder surveyed the state of social media recruitment. According to the findings, 60% of companies conduct candidate research on social media. From 52% in 2007 to 22% in 2008 to 11% in 2006, there has been a significant growth. Also, up from 51% last year, 59% of employee staffing teams use search engines to research applications.

To find out how companies feel about employees using social media to get a job, Career Builder (2016) surveyed them. When asked why they use social media to research potential employees, 65% of employers said they want to see the candidate's professional demeanor. Additionally, 45% want to know more about the candidate's qualifications, and 51% want to know if they would fit in with the company's culture.

One study that looked at how people used their phones and social media to locate jobs was Jobvite (2014). In table 1.1 below, we can observe which social media platforms are most often used by those

looking for jobs. At 83%, Facebook is far and away the leader, followed by Twitter at 40%, Google+ at 37%, and LinkedIn at 36%. The following are also among the most popular social media platforms among recruiters. LinkedIn has 94% of the market share, Facebook has 65%, Twitter has 55%, and Google+ has 18%. The use of mobile job search applications, in addition to mobile-optimized websites and Google searches, is on the rise in the modern job market.

Table 1.1 Popular Social Networking Sites

Job Seekers		Recruiters	
SNS	Percentage	SNS	Percentage
Facebook	83%	Facebook	65%
Twitter	40%	Twitter	55%
Google +	37%	Google +	18%
LinkedIn	36%	LinkedIn	94%
Source:	Jobsite Job Seeker Nation Study, 2015		

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When looking for a job in today's increasingly competitive market, as many as 45 percent of applicants utilize their mobile devices. The market is ripe with potential for job search apps that streamline the application process for potential employees.

6. INFLUENCE OF SOCIAL NETWORKING SITES IN HEALTH AND WELLNESS

By allowing users to freely share their thoughts, feelings, and facts with one another on social networking sites, the internet platform has been transformed in real time. The upshot was a growing reliance on social media platforms for a wide range of contemporary activities beyond just online

chat. Few studies have found that since this idea of social networks is so simple and easy to implement,

extent to which frequent social networking practices affect online users' psychological well-being.

Social networking sites have largely supplanted traditional leisure pursuits as a means for people to unwind after a long day at work, thanks to technological advancements. Despite the abundance of evidence showing that social media sites are bad for users' psychological and emotional well-being, there is some evidence that the reverse may be true. Finding people who are struggling with mental health issues may be easier with the help of social networking sites.

1.3. Social Aspects and Wellness

A user can meet new people and keep in touch with those they already know using social networking sites. Therefore, these networks can make people feel less alone, provide a platform for freely sharing thoughts and opinions, promote education and the acquisition of new information, and ultimately lead to a more tolerant and accepting society as a whole. Many people are sharing helpful information for health amongst themselves through health-based information sites, which provide a wealth of health ideas and apps online. When other people see that you're doing well, it motivates others to do the same.

1.4. Health Hazards

Conversely, frequent social media users among students are associated with an increased risk of gastrointestinal distress, disturbed sleep, anxiety, and depression. A wide range of antisocial behaviors and aggressive inclinations are among the many psychological illnesses experienced by these students.

The health of all students is negatively impacted by the excessive usage of these social networking sites, as it increases their susceptibility to future health problems. Now is the moment for parents, educators, and coworkers to step up and help kids weigh the pros and cons of spending too much time on these potentially harmful websites.

CONCLUSION

According to the research, SNS are crucial to many parts of contemporary life, such as learning, career advancement, health, commerce, and interpersonal ties. Social networking sites (SNS) provide a wide variety of features, from facilitating professional networking and online commerce to promoting social interactions and sharing multimedia. Social networking sites (SNS) have both beneficial and bad effects on students' academic performance; on the one hand, they facilitate more chances for learning and collaboration, but on the other, they can be distracting. When it comes to networking and finding a job, social media sites are invaluable tools. When it comes to health, social networking sites (SNS) have the potential to both improve well-being (via social support) and harm (due to excessive use). Social media sites allow companies to reach a wider audience, interact with existing customers, and establish a reputation for their brand. Online social interactions provide a space for people to connect, unwind, and get emotional support. In sum, SNS have become ubiquitous in modern life and have a major impact on many different areas.

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