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Social Media: How is it Affecting College Students?

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# Social Media: How is it Affecting College Students?

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Social Media

- Research shows how participation in social media creates issues with self image, instant gratification, low self-esteem, affects relationships and exasperates symptoms of anxiety and depression.

- Social media has participants in nearly every age group, race, class, ethnicity, culture and socioeconomic background.

- Social networking sites (i.e.: Facebook), microblogging apps (i.e.: Twitter) and content sharing apps (i.e.: YouTube, Snap Chat, Tumblr) have become such an ingrained part of society that people check their phones constantly throughout the day, at work, even while driving.

- More than 98 percent of college-aged students use social media, says consumer insight service Experian Simmons (Gerlich, 2011) . In addition, an annual nationwide survey of college students by UCLA found that 27.2 percent of college students spent more than six hours on social media a week (Kalpidou, 185).
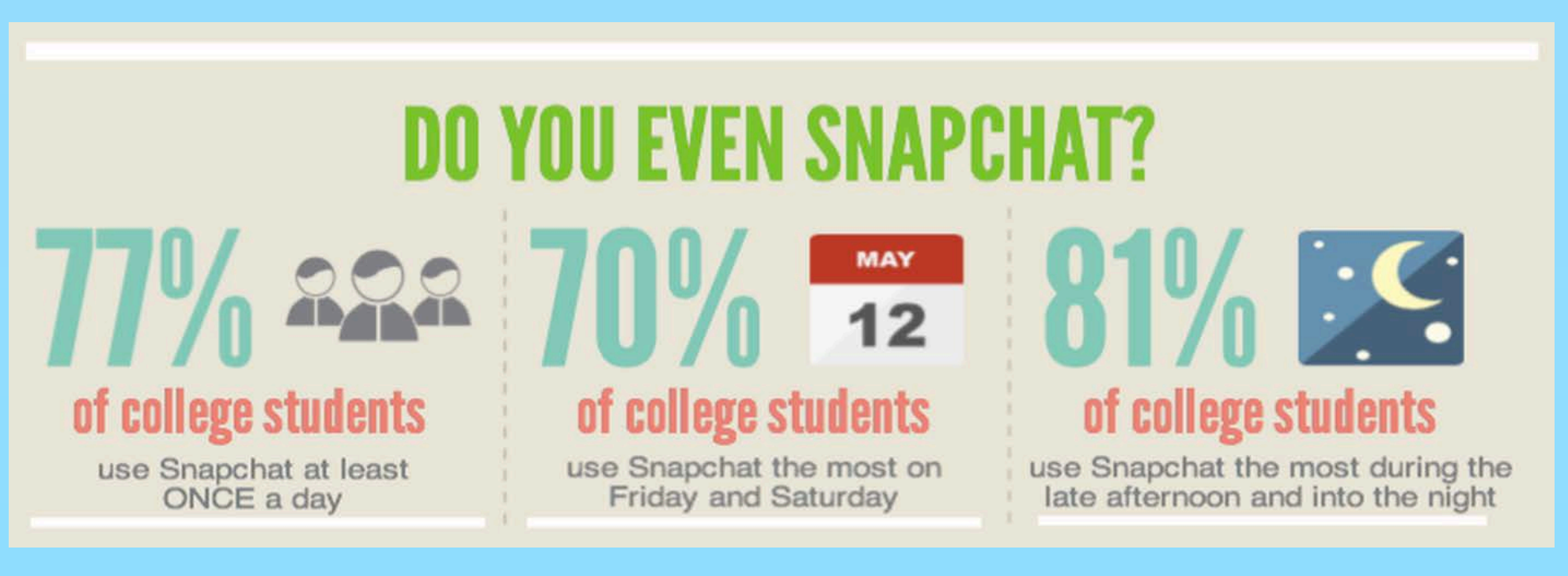
Cyber-Bullying

- Cyberbullying is associated with depression, anxiety, and an elevated risk of suicidal thoughts.

- Multiple studies found a statistically significant association between cyberbullying and report of depression. Five studies investigated self-harm or suicidal ideology, with conflicting results. Results indicate that the most common reason for cyberbullying was relationship issues, with girls most often being the recipients. Responses to cyberbullying are most often passive, with a pervasive lack of awareness or confidence that anything can be done.
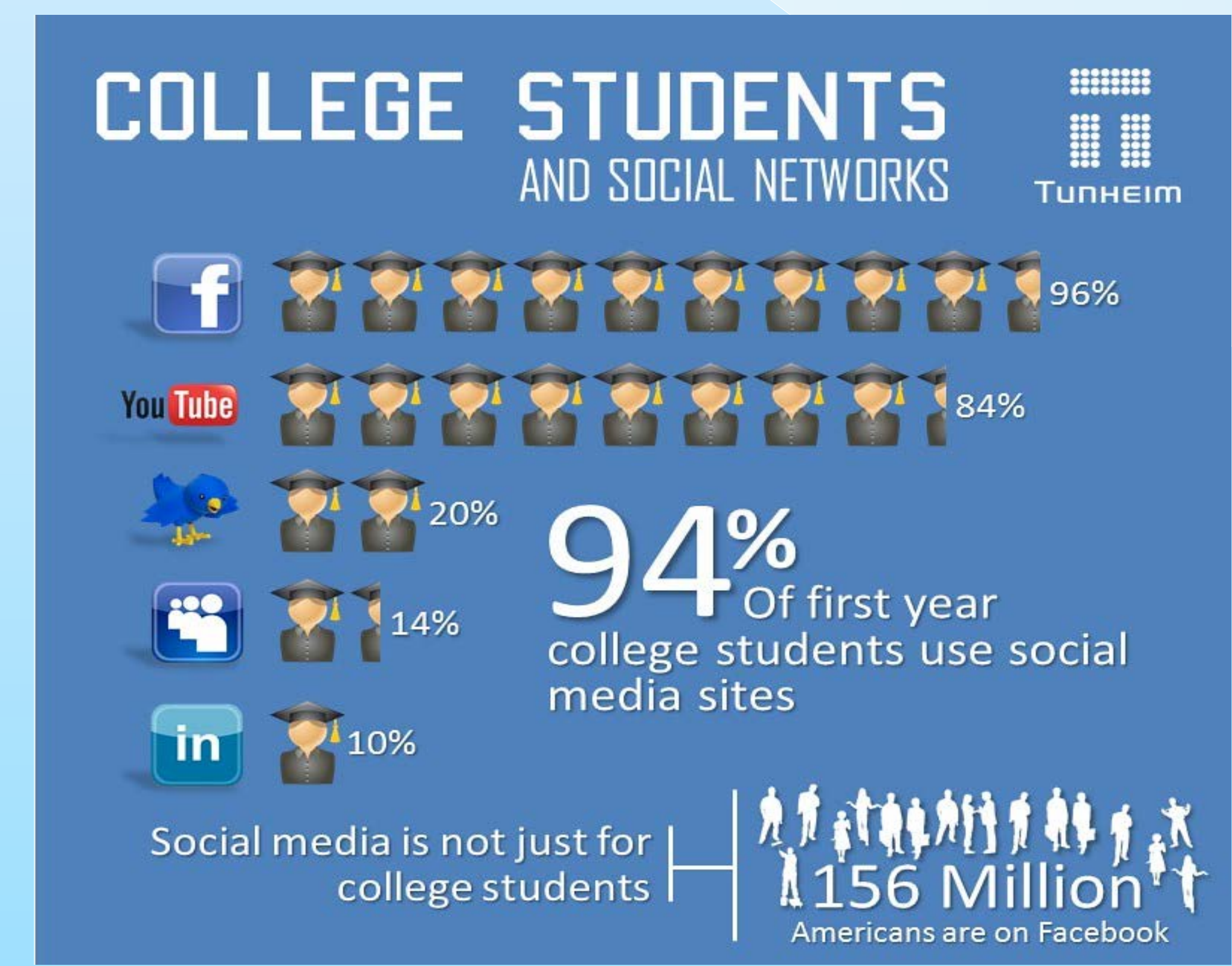
Increased Risky Behavior for "Likes"

- In an attempt to go viral, many college students participate in challenges for likes and gain notoriety.

- Many college aged students feel pressure to alter their appearance, have surgery, lose weight or show off their body to attract more likes.

- Some students in dire need of feeling accepted even pay money for more followers on social media to appear more popular.

- Some students have participated in social media "challenges" and have been in legal trouble, exposed in negative ways or have had their reputations altered all for social media attention and trying to "go viral."

Time Online affects Health and Self Image

- Studies show a correlation between time spent scrolling through social media apps and negative body image feedback

- Research shows the more time young adults spent on social media, the more likely they were to have problems sleeping and report symptoms of depression

- The need to gain "likes" on social media can cause teens to make choices they would otherwise not make, including altering their appearance, engaging in negative behaviors, and accepting risky social media challenges.

COLLEGE STUDENTS AND SOCIAL NETWORKS — TUNHEIM

- Facebook 96%
- YouTube 84%
- Twitter 20%
- 14%
- LinkedIn 10%

94% Of first year college students use social media sites

Social media is not just for college students — 156 Million Americans are on Facebook

DO YOU EVEN SNAPCHAT?

77% of college students use Snapchat at least ONCE a day

70% of college students use Snapchat the most on Friday and Saturday — MAY 12

81% of college students use Snapchat the most during the late afternoon and into the night
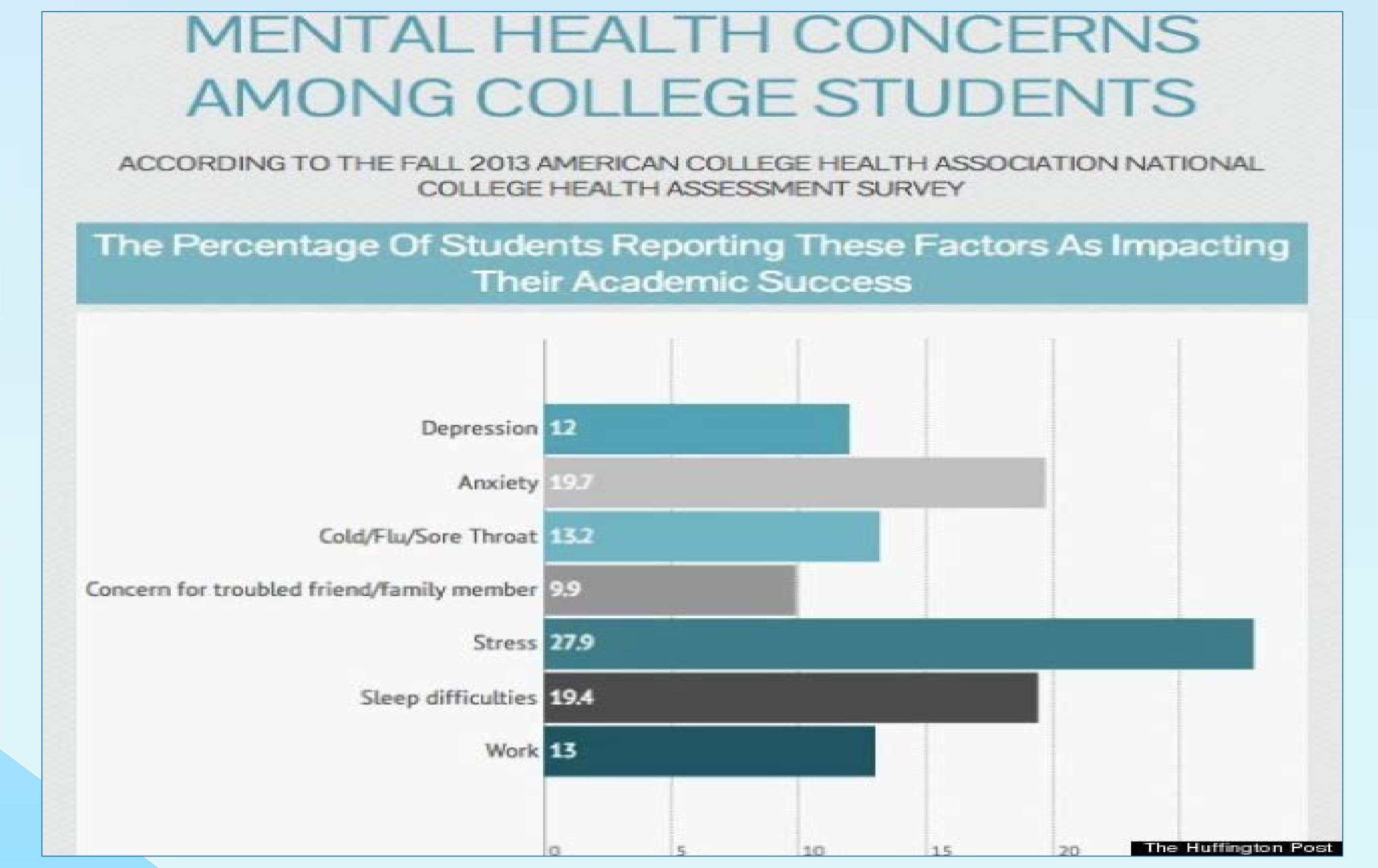
Time on Social Media

- College students spend many hours checking social media sites and neglect their other engagements to check their social networking sites notifications.

- The iPhone has features to monitor a students screen time and how much time they spend on social media sites so that students can manage their time accordingly.

MENTAL HEALTH CONCERNS AMONG COLLEGE STUDENTS

ACCORDING TO THE FALL 2013 AMERICAN COLLEGE HEALTH ASSOCIATION NATIONAL COLLEGE HEALTH ASSESSMENT SURVEY

The Percentage Of Students Reporting These Factors As Impacting Their Academic Success

- Depression 12
- Anxiety 19.7
- Cold/Flu/Sore Throat 15.2
- Concern for troubled friend/family member 9.9
- Stress 27.9
- Sleep difficulties 19.4
- Work 13

The Huffington Post

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Positives:

- Increased participation in social networking offered students a convenient channel to express their ideas.

- Social media presents a personalized outlet, way to connect with support groups and meet new people.

- There are numerous positives to social media use if utilized correctly and time away to refocus and regroup is considered.