



WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCE AND HUMANITIES

DEPARTMENT OF SOCIOLOGY

**IMPACTS OF USE OF SOCIAL MEDIA ON STUDENT'S SOCIAL LIFE; THE CASE
OF WOLKITE UNIVERSITY, COMPUTING AND INFORMATICS COLLEGE**

**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF SOCIOLOGY AS
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DEGREE IN SOCIOLOGY**

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DECLARATION

I declare that this is my original work and every reference is dully acknowledged. I produced it independently except of the guidance and suggestion of the research advisor. This study has not been submitted for any other university and this university. It's offered for the partial fulfillment of the BA in sociology

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Contents

DECLARATION	I
Acknowledgement	VI
ACRONYMS	VII
Abstract.....	VIII
CHAPTER ONE	1
1. Introduction	1
1.1 Background of the study	1
1.2 Statement of the problem	2
1.3 Objectives of the study	5
1.3.1 General Objectives.....	5
1.3.2 Specific Objectives	5
1.4 Research Questions.....	5
1.5 Significance of the study	5
1.6 limitation of the study.....	5
CHAPTER TWO	6
2 Review of related literature	6
2.1 The concept of social behavior	6
2.2 Review of concepts	6
2.2.1 The concept of mass media	6
2.2.2 Classification of the media.....	7
2.2.3 Functions of mass media	7
2.3 The concept of internet	7
2.4 Social effects of the internet.....	8
2.4.1 The concept of social media	8
2.5 The concept of social networking site or services	9

2.6 Review of related studies.....	10
2.7 Impact of social media on face –to –face communication	10
2.7.1 Internet and social life	10
2.7.2 Social networks sites and student’s relationships	11
2.8 Impact of social media on the behavior of students	12
2.8.1 Face book addiction	12
2.9 For what purpose students use social media	12
2.9.1 What types of social network sites are students visit?.....	12
2.10 Theoretical framework.....	14
2.10.1 Signaling theory and warranting theory	14
2.10.2 Conceptual framework	15
CHAPTER THREE	16
3. Research methodology	16
3.1 Description of the study area.....	16
3.2 Research deign	16
3.3 Methods of data collection	16
3.4 Sampling technique.....	16
3.5 Sample size.....	17
3.6 Types of data	17
3.7 Tools of Data Collection	18
3.8 Method of data analysis.....	18
3.9 Ethical Consideration	18
CHAPTER FOUR	19
4 Date presentation and interpretation	19
4.1Background information	19

4.2	Effects of Social Media on face-to-face communication.....	20
4.2.1	The habit for using social media	20
4.3	the most frequently used social media sites	21
4.4	The essence for using social media.....	22
4.4.1.	Time that the respondents begun using Social Media	23
4.4.2	The uses of Social Media per day.....	23
4.5	Communicating through social media and the sense of attachment that found among users ...	24
4.5.1	The magnitude of the bond of attachments among the users	25
4.5.2	Face-to-face communication versus on Social Media:-	26
4.6	Effects of social media on student’s behavior	27
4.6.1	Changes in Communication skill and social media	27
4.6.2	Being a good communicator and social media	28
4.7	Social media communication and social control	29
4.7.1	The pushing factors to start using social media.....	30
CHAPTER FIVE		32
5.	Conclusion and recommendation	32
5.1	Conclusion.....	32
5.2	Recommendation.....	32
References		34
Appendix		36

List of table

Table 0-1 sex of respondents.....	19
Table 2 Age of respondents	19
Table 3 Department of respondents.....	20
Table 4 Level of year of the respondents	20
Table 5 usages of social media.....	21
Table 6 , most used social media sites.....	21
Table 7 the essence that found behind using social media	22
Table 8 Respondents begun using social media	23
Table 9 duration of usage	23
Table 10 Sense of attachment among the users of social media	24
Table 11 magnitude of bond among social media user friends.....	25
Table 12 Face-to-face communication versus on Social Media site users	26
Table 13 changes in communication skills and social media.....	27
Table 14 social media and communication skills.....	28
Table 15 social control and social media communication	29
Table 16 the pushing factors to start using social media	30

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ACRONYMS

CCI: College of computing and informatics

CET: College of engineering technology

CNCS: College of natural and computation science

CBE: College of business and economics

CHS: College of health science

CSSH: College of social science and humanity

CANS: College of agriculture and natural science

CEBS: College of education and behavioral science

BBS: Bulle board system

EDHS: Ethiopia demographic health survey

CMC: Computer mediated communication

Abstract

The study emphasized on the impact of use of social media on student social life in Wolkite University. Objective this research was done to assess the impact of social media. Significance; this study is helpful for other initial other related studies and also can give some hint about the condition of students at university, this study has some crucial answers to how and why students visit in a variety of Social Media,; the study design was basically used was both qualitative and quantitative methods of analyses through description methods of analyses, through qualitative methods of analyses used explanation ways of analysis as well as through quantitative ways analyses also questioner and 87 respondents were used. The researcher findings reveal that communicating through using social media especially have a negative effect on face to face communication by minimizing the time for spending by face to face communication, the other finding is that since the respondents start social media their communication skills are improved and also the need to communicate with new peoples as the triggering factor starting to use social media.

Key word: Social Media, face to face communication, student behavior

CHAPTER ONE

1. Introduction

1.1 Background of the study

Social Media has come a long way since the days of Bulletin Board System chats. And Social Media continues to evolve on a daily basis. With major social networks and Social Media sites making changes and improvements on an almost daily basis, it is sure to keep evolving in coming years. Social Media has become an integral part of modern society user net systems were first conceived of in 1979 by Tom Truscott and J. Michael Ellis. User nets let users post articles or posts/ referred to as “news”) to new groups. Groups sites such as Google and yahoo Groups use many of the conventions established by the original user net systems. The first BBSs/Bulletin Board systems) came online in the late 70s originally these were primary hosted on personal computers modem. Only one person at a time could gain a access to the BBS. BBSs were the first types of sites that allowed users to log on and interact with one another, albeit in a much slower fashion than we currently do. After BBSs came online services “like computer serve and prodigy. These were the first real” corporate” attempt at accessing the internet. Social Media are computer mediated tools that allow people to create. Share or exchange information, ideas and pictures (videos in virtual communities and networks. Social Media is a group of internet based applications that build on the ideological and technological foundations and that allow the creation and exchange of user generated content. Furthermore, Social Media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create discuss and modify user generated content. Social Media are different from traditional media in many ways, including quality, reach, frequency, usability, immediacy and performance (Kaplan and Healein, 2010).

As Social Media is part of the various internet services the researcher looks into the background of the internet in Ethiopia. The overall internet usage in Ethiopia is still at a low level. Among the population which already hits the 100 million mark, the 2016 Ethiopia demographic health survey indicates that only Five percent of women and 13% of men have ever used the Internet. The survey also indicates that "Men are slightly more likely than women to use the Internet on a

daily basis; 36% of men report that they used the Internet nearly every day in the past month, compared with 34% of women" (EDHS,2016).

Baz,(2018) emphasizes that the highest participation of university students in social media is when they are alone. Another high turnout was the suggestion of the participant who stated that he preferred the use of social media to be aware of what was going on. According to the research, students stated that they are browsing social media in order to be aware of the sharing of social media groups. In addition, when students woke up in the morning, they stated that their first job was to enter social media. Aktan, (2018) examined the social media dependency levels of university students according to various variables; In the study, it was found that the participants had a moderate level of dependence in terms of occupation, mood regulation, repetition behaviors in social media as a result of investigating the sub-factors of social media addiction levels; however, they have low level of dependence in terms of conflict sub-factor.

1.2 Statement of the problem

Social Media has an impact on our social life or in our day to day interaction with peoples. And it is obvious to say that Social Media have many negative consequences on the user. The world is experiencing a rapid innovation in information communication technology over the past two decades. This technological advancement brought a profound shift on how people are using the internet. The radical change in the information data flow on the World Wide Web is one of the major shifts noticed in the period. The potential of Web 2.0 foster the chance for individual internet users, not only to be passive consumers but also to generate their own content and reach a wide range of audience easily (Drahošová, &Balco, 2017). The tech world entrepreneurs and developers are continuously working to further improve their products and services, and even creating new ones in a user friendly manner. Dozens of Social Media websites and mobile applications are available for individuals to choose and start building their own network as long as internet connection is available and accessible. Social Media use has become a phenomenon of the current generation. an estimated 970 million people were reported to have been using Social Media in the year 2010,according to the statistics Portai (2014).the number increased to 1.79 billion users in 2014 worldwide and a forecast suggests that will be 2.13billion users in 2016(Social Bakers 2014).these statistics give an indication that Social Media usage has rapidly

increased worldwide and people will continue using Social Media in the future. In South Africa, the leading Social Media used is Facebook ,with 9.4 million active users by 203.Other frequent Social networks used in South Africa are Mxit, with 6 million users,whatsAPP,2Go and Twitter, which increased the number of users in 2014(South Africa Social Media Land escape 2015).Social Media is mostly popular among st young adults (Social Bakers 2014)the dominant age group that uses Social Media ranges from 15-25 years, which suggest that college students constitute a sizable number of Social network users. therefore, college and university students are the most common users of Social Media in comparison to other groups of people in the world. The internet world stats report indicates that as of June 2017 Ethiopia has 16,037,811 internet users among which 4.5 million are Facebook subscribers. Social media platforms like Facebook, Telegram, Viber, WhatsApp and Telegram makes it simpler to communicate with multiple people at a time. Social media may also make it easier for users to monitor activities of people they have not seen in a while as well as reconnecting with new and old friends (Quan-Haase& Young, 2010).

The 2016 Ethiopian demographic health survey shows internet usage in the past 12 months prior to the EDHS among the urban men and women aged 15-49 was 44.9% & 17.5% respectively. This indicates that Ethiopia has a significant portion of its' population using the internet and which is worth studying. Many types of research have been conducted in the Ethiopian academia, on Information technology and Internet in general. However, despite the fact that engagement on Social Media platforms like Facebook, YouTube, and Twitter is also visibly growing especially in urban Ethiopia. The researcher associate this condition or problem with wolkite university students, it can be observed clearly and also the magnitude of this problem is also increasing alarmingly because the number of users of Social Media are increasing in a fastest speed, the researcher see the contemporary condition of this campus; students, the number of laptops and mobile phone owners is increasing continuously and the number of internet cafes that are opened around the campus is increasing; this means at the same time the impacts that are occurring on the students social life is increasing proportionally.

Let us see some observable problems that are occurring on campus students and that are caused by the use of Social Media:- it decreases face-to-face communication between students because when the students spends more time on using various kinds of Social Media, the change for meeting with their friends face-to-face will be reduced. It can also cause isolation because when

the student uses different kinds of Social Media regularly, his personal or face-to-face communication with his friends and the campus community will decrease, SO he will be isolated or separated from his friends and from the campus community, the other is that, the effects that are occurring on the students behavior , in this regard we can put many things, in this case as a result of using different kinds of Social Media sites regularly the students are highly vulnerable to be addicted , so this is the one problem that found in the wolkite university students. And also this research tried to investigate the factors that motivate students to use Social Media.

In regards to Social Media,, we can find many studies that was done previously, waleed and Mohd (2013), for example tried to investigate the impacts of Social Media on academic performance among university students .The result or finding of this research are to acquire general satisfaction of social media since it encourages and facilitates students utilization of Social Media for collaborative learning and boost the education and experience and with a students. In terms of interactive with peers on Social Media and acquired a higher percentage when it comes to student's academic performance at university since it influences it to be simple for student to go over questions along with other students through Social Media. In general Social Media facilitates the academic experience but need to control and manage the time unless will affect the use of Social Media negatively on the academic performance of students. There is also another study by Sopfela, (2012), that emphasized on the effects of Social Media on students, in addition to this the study emphasized on the impact of Social Media on students, stressing on the positive impact in the student's academic performance as well as the negative influence and also the study emphasized the need for students to create a balance between Social Media and their academics to prevent setbacks.

To fill the gap, this research tried to investigate the impacts of Social Media on the face-to-face communication and on the behavior of students. And also this research tried to investigate the factors that motivate students to use Social Media .The previous study used only qualitative approach, but the researcher will be used both quantitative and qualitative research method approach.

1.3 Objectives of the study

1.3.1 General Objectives

The general objective of this study is to describe the impacts of use of Social Media on student's social life, the case of Wolkite University, computing and informatics college

1.3.2 Specific Objectives

- To describe purpose of students use Social Media
- To describe the effect of Social Media on the face-to-face communication
- To describe the effect of Social Media on the students social behavior

1.4 Research Questions

1. Why students use Social Media?
2. What are the effects of use of Social Media on the face-to-face communication?
3. What are the effects of use of Social Media on the student's social behavior?

1.5 Significance of the study

This study focused on effects of Social Media on student's social life. Understanding about these things is also among the most important aspects of sociology. This study gives some hint to the readers about the effects of Social Media on face-to-face communication that happening on the students at Wolkite University. This study has some crucial answers to how/why people visits in a variety of Social Media. And also this research have answers about the effects of using Social Media have in the behavior of users. This study also creates some knowledge to the head of family members.

1.6 limitation of the study

This study was a number of limitations that can affect the quality of research. It was not free from some limitations considered as obstacle during data collection. Among these obstacles lack of enough time and budget to complete this study, Lack of knowledge about the study area and sometimes lack of willingness in certain respondents due to personal problems and, COVID 19 was the major challenges during the data collection.

CHAPTER TWO

2 Review of related literature

2.1 The concept of social behavior

Social behavior is behavior among two or more organisms with in the same species and encompasses any behavior in which one member affect the other. This is due to an interaction among those members.It can beseen as similar to an exchange of goods. This behavior can be affected by both the qualities of the individual and the environmental factors.It constantly changes as one continues to grow and develop, reaching different stage of life.The development of behavior is deeply tied with the biological and cognitivechanging one is experiencing at any given time(Noar,2008)

2.2 Review of concepts

2.2.1 The concept of mass media

Mass media can also be defined as “messages communicated through amass medium to a larger number of people (Bittner, 1980). The study of mass communication is the scientific study of the mass media machines,) the messages they carry (information ideas, attitudes), and the audiences (people) they transmit these messages. A medium is called a mass medium if it meets two basic requirements. It must reach many people simultaneously (same time), and must use a technological device located between source and receiver. The popular maximum that the mass media is regarded as the fourth estate of the realm as an ideal expression that re-echoes through ages. They are channels through which communication is addressed to a large heterogeneous and across section of the population. Mass media are a computer o stable repetitive and patterned action that is in part a manifestation of the psychological orientation of the actors. It is a powerfully and respected phenomenon that lubricates the engine of self-rule, human dignity and emancipated polity. Mass media are all those media technology that are intended to reach a large audience by mass communication broadcast media transmit information electronically and comprises of television, radio and film. Alternatively print media uses a physical object as a means of sending information through newspapers, magazine and bill board. Internet media is able to achieve mass media status in its own right, due to many services as well as email, websites and blogging.

2.2.2 Classification of the media

A simple way to classify the mass media is to group them under print and electronic media. The print media are such mass media as books, newspaper and magazine, whose basis is the printed world. Electronic media on the other hand comprise all the mass media, which rely on the electronic power to get their messages to their audience which include radio and television, recordings, movies internet and the explosion of digital communication technology in the 20th and 21st century. There is also found the seven mass media classification. They are:

1. Print pamphlet, newspaper established in the 15th
2. Recording records, magnetic tapes, gramophone (19th C)
3. Cinema- it started from about 1900
4. Radio- it started from about 1910
5. Television –it started in 1950
6. Internet-it started in 1990
7. Mobile phone –it started in 2000

2.2.3 Functions of mass media

The following are the functions of the mass media. They include;

1. Inform-they inform us of what is happening with and outside our immediate environment.
2. Educate – they educate us on how to live in our environment and the epidermis that surrounds us.
3. Entertain-they entertain us by bringing to our reach different activities such as music, games and movies through television, radio and internet.
4. Surveillance- they serve as watch dog of the society they keep us connected to the outside world

2.3 The concept of internet

Historically, there are two conflicting versions about the origin of the internet by two schools of thought. The first school of thought is of the opinion that, the internet is a product of the cold war. The air force in 1962, wanting to maintain the military ability to transfer information around the country even if a given area was destroyed in an enemy's attack commissioned leading computer scientist to develop the means to do so. But many researchers and scientist dispute this myth that has gone unchallenged long enough to become widely accepted as a fact that the internet

was initially built to protect national Security in the face of nuclear attack. In the second Version, a computer consoles a television set connected in the national wide network. The political process would essentially be giant teleconference, he wrote and a campaign whole month series of communication among candidates, propagandist, commentators, political group and voters. The self- Motivating exhilaration that accommodate truly effective interaction with information through a good network computer. The internet (net or web) is a more interactive medium of mass media, and can be briefly describe as network. Which vehicles for network of all kinds and individuals stand- Alone computers to inter wine to form a global network which connects people all round the world. The internment is a massive networks of networks a networking infrastructure. It connects millions of computers to gather globally forming a network in which any other computer as long as they are both connected to the internet

2.4 Social effects of the internet

Research has been conducted to prove that the internet and the social networking involvement have been contradictory. A 1998 survey of online users revered that as people used the internet more, they spent less time talking to family members, experienced more loneliness and depression, and reported fewer friendship. Heavy net users seemed to be more socially isolated than those who are light users.

Another survey released in 2000 by the pew internet and American life project found the opposite. The study reported that the use of internet is an important factor in sustaining and strengthening social and family ties. It was proved that some net users make use of email as well to connect to family member and friends they have not seen.

2.4.1 The concept of social media

Social media is that means that employs mobile and web based technology to create highly interactive platforms via which individuals and community share, co-create, discuss and modifies user's generated content. Social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving you information. It is a group of internet based application that allows the creation and exchange of users generated content. It is easy to confuse social media with social news because we often refer to members of the news as the media adding to it that social news sites are also social media site. Some media website includes.

1. Social book marking interact by tagging website and searching through website book marked by other (blink list, simple).
2. Social news –interact by voting for articles and commenting on them (dig, propeller).
3. Social networking –interact by adding friends, commenting on photo and profiles, sharing, groups for discussions (face book 290, bb chat).
4. Social photo and video sharing –interact by sharing photos or videos and commenting on the user submission.

Social media refers to the means of interaction among people in which they create, share, exchange and comment among themselves in different networks. Social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users- generated content. Social media has become one of the major channels of chatting through platforms such as 290, chat, blogger and wikia. There has been an increase in the mobile social media which has created new opportunity for browsing.

2.5 The concept of social networking site or services

It is used to describe any website that enables users to create public profiles within that website and form relationship with other users of the same website who access their profile. It is used to describe community base website, online discussion forum, chat rooms and other social space online. Online social networking is a type virtual communication that allows people to connect with each other. This concept arises from basic need of human beings to stay together in groups forming a community. Michael Wesch, cultural anthropologist at Kansas state university, compared the tribal societies to online social networking. Like the tribal culture, in face book people project their identity by demonstrating their relationships to each other. You define yourself in terms of who your friends are; Wikipedia defines social networking service as online platform that focus on build people who share interests and activities (Wright, 2007).

“Social networking sites, email, instant messaging, video and photo –sharing sites and comment posting are all tools. That helps people to communicate and socialize with each other (Mooney, 2009).” Starting from 1997 to 2010 there are some 1.5 billion users of social networking websites. People join social networking views a feel of interdependency and self-esteem. It is just a click way to create a virtual profile and connect with millions of users across the world becomes more interesting because use you can stay connected with old friends and family

members. The growth of social networking sites shows as significant change in the social and personal behavior of internet users. A social networking site has become an essential medium of communication and entertainments among students. Though it has started to affect the daily activities of normal human beings (Kreutz, 2009).

2.6 Review of related studies

June(2010),The effect of social network sites on an adolescent's social and academic development current theories and controversies. The study concretes on psychological and academical effects of social networking sites. And this study is failed to give more light on the effects of social networking sites that are occurred on the face to-face communication and the behavior of the students. And also this research tried to describe the impact of Social Media on the face-to-face communication and on the behavior of students. The study examines the psychological well-being the formation and maintenance of personal relationships group's memberships and social identify. And this study is failed to give more emphasis on the pushing factors that motivate in order to engage in internet or in using social media. And also this research tried to describe the pushing factors that motivate in order to engage in using social media.

2.7 Impact of social media on face -to -face communication

Social media is described as the collection of online communication channels dedicated community-based input, interaction, content sharing and collaboration. Some of the commonly known communication websites are face book, IMO and telegram. With these website people can share memories, reconnect with friends and communicate almost instantaneously. Social Media has led us to have fewer interactions with the people that they associate with. The majority of people have access to social media at any time they please via their smartphones, so this only worsens as more people begin to acquire smart phones .since it has become more prevalent, Social Media has made people online rather than in person because it has made the process simpler (Adler,2013)

2.7.1 Internet and social life

No one to day disputes that the internet is likely have a significant impact on social life, but there remains substantial disagreement as to the nature and value of this impact several scholars have contended that internet communication is an impoverished and sterile form of social

exchange compared to traditional face-to-face interactions, and will therefore produce negative outcomes (loneliness and depression) for its users as well as weaken neighborhood and communities. Media reporting of the effects of internet use over the years has consistently emphasized this negative view to the point that, as a result a substantial minority of (mainly older) adults refuse to use the internet at all. The closest parallel to today's internet users were the telegraph operators an "online" community numbering in the thousands who spent their working lives communicating with each other over the wires but who rarely meet face-to-face. Computer mediated communication (CMC) is not conducted face-to-face but in the absence of non-verbal features of communications such as tone of voice, facial expression and potentially influential interpersonal features such as physical attractiveness, skin color, gender and so on. Much of the extant computer science and communication research has explored how the absence of these features affects the process and outcome of social interactions. Social networking sites that once were thought to be helping people across the world unite and making new relationships and make life miserable (Maheu, 2002)

2.7.2 Social networks sites and student's relationships

A social informatics approach to understanding student's safety would compel researchers to consider two interrelated aspects of social networking sites: Technical features and student's behavior. The features of a technology tool may influence the likelihood of contacting strangers on the internet. Peter and Stouten find that students who spend more time in chat rooms talk with more strangers. Ybarra and Mitchell also find that adolescents are less likely to be victims of unwanted sexual solicitation in social networking sites compared to chat rooms. Chat rooms are often public and un-monitored spaces where multiple people talk synchronously. Perhaps such features are related to the higher frequency of risky behavior and unwanted interactions in these online forums. Beyond a keen eye towards the technical features of social networking sites platform, additional studies are needed to identify those students who might be prone to risky online behavior and why they participate in such activities. One theoretical question is to understand what characteristics, i.e. social, emotional or behavior-related to adolescents seeking or experiencing negative behavior in online communities. Factors such as age, gender, experience level and personality traits appear to influence student's risks in online settings (Boyd and Ellison, 2007).

2.8 Impact of social media on the behavior of students

2.8.1 Face book addiction

After drugs and alcohol addiction, if the world is facing any new type of addiction disorder, then that is face book addiction. This is a kind of internet addiction, but social networking site influences such that people goes made behind. It's like people being immersed in virtual life and forgetting about the physical world around them. psychologist Michael describes "it is a situation in which face book assuage undertake daily activities like your normal function, eating, working, waking up, slapping and many more". According to Dr Mohammed, director a brain disorder as a result of neuro chemical dysfunction where normal behavior becomes abnormal. Drhussain says "parents brought their teenage children thinking that they were willing to forego their meals, sleep, responsibilities an leisure activities. The fact was these children were addicted to the internet" (Renganaryar, 2010).

Dr. Joanna Liparia a clinical psychologist at university of California says there are five clues that show you are addicted to face book. You start losing sleep over face book and that hampers your daily activity. Spend more than an hour on face book you became obsessed with your old loves and start visiting their profile. And gradually it starts to affect your current relationship status. You tend to ignore work and use face book in office hours. When you think of going a day without face book it courses stress and anxiety to you. Social networking sites should be limited for making friends and function in the leisure. But don't substitute it with your real life social contracts. Otherwise, you will be facing social isolation, high level of anxiety and other behavioral disorders (Hoanna, 2010).

2.9 For what purpose students use social media

2.9.1 What types of social network sites are students visit?

Traditional digital divide scholarship asks whether particular populations have or do not have equal access to new technologies or platforms. Scholars assert that Social Media represent new skills and ways of participating in the world. If students are not allowed to use new technologies and contribute to online communities like social network sites, they will not be able to develop the necessary skills and technical literacy that will be vital in the future. Stemming from this belief, researchers continue to wonder whether certain groups of students are systematically hindered from using new technologies. For example, Sseiter (2008) observes that "young people

famously use digital communications instant messaging cell phone texting and social networking websites to maintain their social capital, at least with those peers who can afford to keep up with the costly requirements of these technologies.” The statement succinctly outlines the concerns of digital divide scholars 1 There is an understanding that many people are using technology (2) the use has some positive out come i.e. , developing social capital, and (3) questions remain as to the systemic and unequal access to the technology. The emerging research literature suggests that social networking sites are becoming ubiquitous aspects of students and adult life. Mobile device and internet access away from adult supervision may constitute new contexts where students use Social Media. Such contexts are theoretically vital areas to explore because they may contribute to culture and behavior in social network sites communities. In addition to concerns about digital divide, understanding the characteristics of social network sites users is necessary to properly assess any effects of participation. For example, perhaps one is concerned about whether using face book leads to higher level of self-esteem among students. The questions cannot be adequately examined without taking in to account the characteristics of students who use face book or the network they interact with. Selection bias looms large in studies of social network sites. Students actively decide to use social network sites, versus others tools for particular communicative reasons such as keeping in touch with friends (Agosto and Abbas, 2010).

Early studies in the field also imply that characteristics such as shyness, self, esteem and narcissism are related to behavior in social network sites (Barker, 2009 Buffed & Campbell, 2008, zywiza&Danowski, 2008).“Survey data find that female and male students might use social network sites in different ways (lenghert, madden, Macgill and danowski, 2008).”

Several of the studies retrieved below also find that social network sites use has differential effects for individuals with high/low also find that social network sites use has differential effects for individuals with high low level of self-esteem or extraversion (i.estein field, Ellison, andlampe, 2008, Zywiza and danowski, 2008). Students enter these online communities with existing traits gender, self –esteem, shyness etc.). They also have varying motivation for using social network sites. Such factors influence with whom students interact, how they behave and ultimately how they develop through their participation in social network sites communities (Madden, 2007).

2.10 Theoretical framework

2.10.1 Signaling theory and warranting theory

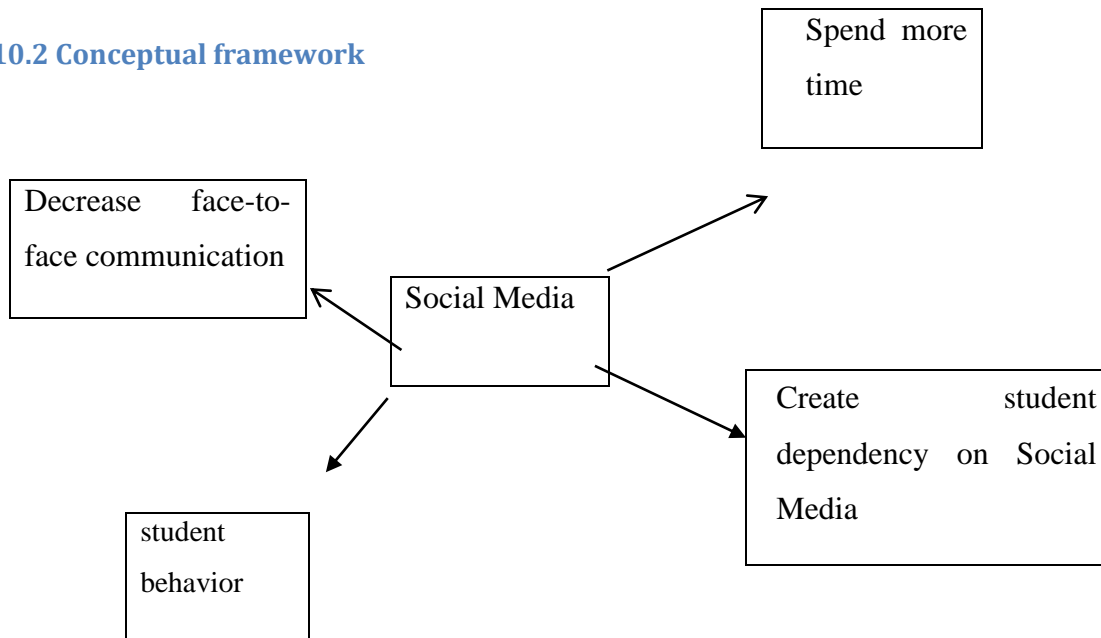
The process of creating profiles has been a major focus of theoretical and empirical discussion. The common features of profiles include personal information such as one's name, location, school organization, occupation and personal interests such as favorite movies or music other vital components of the profile are pictures, videos and the comments one's peers leave on the page. Profile can be updated at any time and some sites like MySpace allow individuals control as to how their profile took. Using programming techniques, students frequently apply "skins" to their space profile that completely alter the visual design or interface of their pages (Bynd, 2008).

Signaling theory is one framework used to understand how individuals disclose information on their social network sites profiles. Donath (2007) observes that "what her face-to-face or online, much of what people wants to know is not directly observable". She contends that much of hymen interaction consists of signals that communicate the status and characteristics of an individual. Signaling theory examines how one's self presentation in social network sites develops identify and trust with others. In a simple vein, warranting theory suggests that human beings do in fact judge others based on cues in social network sites profiles. Walther and Parks speculated that being able to obtain information from a partners social network would increase the warrants within an online relationship .Because information from others is of high warranting value ,it stands to reason that those invested in a potential online relationship would use available resource ,in this case social networks , to alleviate any skepticism about the accuracy of claims made by a relational parents.Parks have shown that an individual (on face book) is consistently rated as physically and socially attractive when his or her friends are also attractive. Positive and negative comments left on a person's wall also greatly influence whether they are seen as attractive. In addition to judging others based on their profiles, social network sites users appear to judge the credulity of profile information quite consistently. On social network sites we the judged by the company we keep (Hamel, &Shuman, 2009).

Signaling theory and warranting theory also propose that people assess other granted statements as more credible compared to self granted information. This hypothesis is especially likely in social network sites because profiles owners can manipulate what information is presented on

their page. This statement from others might be seen as more credible than statements from the individuals. Early experiments show that a face book user is rated as more attractive if others state that identify (through wall posts, comments, etc.) compared to when the individuals (through self –statements on the profile) asserts this identify . Social network sites not only represent information that an individual chooses to disclose, but also signal what those friends indicate about the individuals (waltehr, va der heide, 2009).

2.10.2 Conceptual framework



CHAPTER THREE

3. Research methodology

3.1 Description of the study area

Wolkite University is one of the third generation public higher educational institutions which were founded in January 2004 E.C. It is located 165km north of Addis Ababa in SNNP, Gurage zone at wolkite town, on the area of >150 hectares in Gubrye sub-city. Furthermore, the university has opened its branch campus at Butajira town (Gurage Zone). For the first time, the university graduated 64 students were graduated in regular program in 2006E.C. Currently,(2013E.C) the university have 46 regular departments with eight (8) corresponding regular colleges. The total number of students educated in Wolkite University 13711 students(Wolkite University registrar office).

3.2 Research design

In this study the researcher sees the effects of use of Social Media on students the social life. The study also investigate the circumstances of face-to-face communication with social networking sites on the intended target groups based on the situations happening one point in time. The researcher employed a cross sectional study design. Because of its effectiveness in terms of both time and money to conduct the study since the data collected for the study at only one point in time, and also both quantitative and qualitative approach used. Quantitative method used to survey for open and closed ended questions. And also, qualitative method used to in-depth interview for instance through interview from students. The primary objective of the study is to describe the impact of use of Social Media on student social life

3.3 Methods of data collection

In this research the researcher used survey method questionnaire in order to collect the appropriate information about the case. And the questionnaire included both open ended and close ended questions. And interviews allowed students to convey situation from their perspective and their own words

3.4 Sampling technique

The researcher selected natural science students of Wolkite University. To select respondents the researcher employed purposive sampling technique. in wolkite university there are eight colleges

(CCI),(CET),(CNCS),(CBE),(CHS),(CSSH),(CANS),(CEBS), and one school of law. From these colleges, CCI selected employing purposive method then under this colleges there are four departments. Because of those students are more involved in daily and the researcher believe that they have better information about Social Media.The interview or study designer chooses sampled units who, by their judgment meet the specific purpose of the survey.

3.5 Sample size

From the students of study area 87 respondents was selected for data gathering the researcher took adequate sample size using solving sample size determination formula. From 676 the researcher was selected 87 respondents from this student. Solving formula,

Sample (n)= $N/1 + N(e)^2$ the sampling selection method is based on (Salant,1994)

n=represents sample size

N= total students

e= percent of error= $0.1*0.1= 0.01$

n= $676/1 + 676(0.01)$

n= $676/1+6.76\approx 87$

87= it represent sample size

3.6 Types of data

The study primary depends on the collection and analysis of both primary and secondary data sources using qualitative and quantitative research methodologies.

Primary data

The Primary data is collected by using questionnaire and interview directly from students. In this regard with information on the effects of Social Media on face-to-face communication on the behavior of usesof Social Media students.

Secondary data

In view of comprehending the theoretical and practical aspects of Social Media networking usage and its effects on the social life (face-to-face communication review of related literature from different sources such as books journals and websites were consulted.

3.7 Tools of Data Collection

The data collected through questionnaire and interview

Questionnaire

The Questionnaire is distributed to selected students. The questionnaire expected to include social demographic back ground variables such as, sex, age, level of year and etc. Other parts will provide permanent information underlying impacts of Social Media. The researcher selected data from 87 respondents by using both open ended and close ended questionnaire.

Interview

Interviews allowed students to convey situation from their own perspective and their own words. Hence, semi structured interview will be used to collect data on the impacts of Social Media among wolkite university students. And also the important information will be collect from respondents through interview or face to face communication

3.8 Method of data analysis

After collecting the data from the field, both qualitative and quantities data analysis methods are used. The gathered data through questionnaire from respondents will be analyzed by quantitative analyzing techniques such as tabulation, percentage, frequency. The qualitative data collected through in depth interview from students.

3.9 Ethical Consideration

The data gathering nature of this study highly dependent on self-reporting of the students about their own Social Media usage. Hence, it's found to be important to build confidence and trust among the students so that they can provide the required information without hesitation and as honestly as possible. These done via ensuring an anonymity & confidentiality in order to respect the privacy of the students. The genuine purpose of the study clearly provided for the research participants in a debriefing before they start filling out the questionnaire and it's also stated on the first page of the data collection instrument. Through providing as much information as possible on the research aims and objectives the research attempted to build confidence and trust among the respondents.

CHAPTER FOUR

4 Date presentation and interpretation

The data was analyzed and presented by using table, frequency and presentation.

4.1 Background information

Table 0-1 sex of respondents

Sex	Frequency	%
Male	48	55.2%
Female	39	44.8%
Total	87	100%

Source survey data 2013

As clearly indicated on table 1, the majority of respondents 55.2% are male and 44.8% of respondents are females.

Table 2: Age of respondents

Table 2 Age of respondents

Age	Frequency	Percentage %
20-22	54	62.1%
23-25	33	37.9%
Total	87	100%

Source survey data 2013

The above table show that 62.1% of the respondent are found on the age between 20-22 and also 37.9% of the respondents are found on the age between 23 -25

Table 3 Department of respondents

Department	Frequency	%
Computer science	22	25.3%
Software Engineering	20	23%
Information Technology	23	26.4%
Information system	22	25.3%
Total	87	100%

Source: survey data 2013

According to the above table (22) 25.3%) of respondents are from the department of computer science, 23% of the respondents are from the department of Software Engineering, 26.4% of the respondents are from the department of Information Technology and 25.3% of respondents are from the department of Information system.

Table 4 Level of year of the respondents

Level of year	Frequency	%
Second year	22	25.3%
Third year	43	49.4%
Fourth	22	25.3%
Total	87	100%

Source; survey data, 2013

As clearly indicated on the above table, 49.4 % of respondents are Third year Source students, 25.3% of the respondents are Second year students and also 25.3% of the respondents are Fourth year students. So the students level became increase the uses of Social Media usages increase.

4.2 Effects of Social Media on face-to-face communication

4.2.1 The habit for using social media

The use habits of respondents to different social media sites are discussed under this sub-topic. In this sub topic the issues of discussion to this subtopic include questions like whether they use different social media sites: if so, when they did start to use the networking sites and which sites

they are dominantly use. As well as the length of the time they spend in a week using different social media sites.

Table 5 usages of social media

Do you use social media?	Frequency	%
Yes	87	100%
No	0%	0%
Total	87	100%

Source, survey data, 2013

As indicated in this table (table-5) totally 100% of respondents are users of different types of social media sites. The researcher focuses on the uses of Social Media students. Generally, these shows that the total number of students uses Social Media.

4.3 the most frequently used social media sites

This is a table to show which social media sites are the most popular once among the users. The basic reason, why one or more of the social media sites is /are more preferable by the users/than others, is also discussed.

Table 6 , most used social media sites

Which social media do you usually use? (Possible to choose more than answer).	Social media sites	Frequency	%
	Face book	30	24%
	Telegram	22	17.6%
	You tube	16	12.8 %
	Email	9	7.2%
	Google	29	23.2 %
	Imo	19-	15.2%
	Total	125	100%

Source, survey data, 2013,

As indicated in the table (table: 16), close 24 % of the respondents are uses of face book, followed Google (23.2%) which has one of the largest networking suites. World the world you

table(12.8%),Email(7.2%) and Imo(15.2%) and also Telegram (17.6%). are ranked respectively next to face book and Google by their numbers of active users .

From this data, what is possible to decode is that most users are interested to use social media site that link them ardently with other that would relatively stay for extended a period of discussions.

4.4 The essence for using social media

In studding about social media, it is necessary to ask for what purpose they are looking for in their online communication.

Table 7 the essence that found behind using social media

What is your target for using social media? (Possible to choose more than an answer).	Frequency	percentage%
Chatting	13	14.94 %
To post pictures and stories	9	10.34%
Just for entertainment	19	21.83 %
Gathering information	29	33.33 %
To search new friends	12	13.79%
Dating	3	3.44%
Others	2	2.29 %
Total	87	100 %

Source, survey data, 2013

Information is the primary purpose that most users (33.33%) are seeking from using different social media sites. As a means for chanting (14.94%) are seeking from using different social media sites. As a means for entertainment (21.83%), as a means for searching new friends (13.79%) as a minas for posting pictures and stories (10.34%) and as a means for dating (3.44%) are seeking from suing different social media sites.

Generally, since the respondents, are all students, they use social media, especially face book in order get new formation from every sides of the world. Especially they are very interested on digging up new information's (news). As information is the main weapon of this modern world, when there is new information at every seconds face book is becoming the most popular to gather and collect current information. In addition to this advantage, there is on exchange of ideas with online friends that could affect the face book users to have flexible mind.

4.4.1. Time that the respondents begun using Social Media

Table 8 Respondents begun using social media

When do you start using social media	Frequency	Percentage%
When Analyzing the time when the respondents started using social media sites is the central pointy of this sub topic. I was elementary school	13	15%
When I was at high school	31	35.6%
When I was first year at campus	27	31%
When I was second year at campus	14	16.1%
When I was third year at campus	2	2.3%
When I was fourth year at campus	0	0%
Total	87	100%

Source survey, 2013

According to the above table (50.6%, 44 users of 87) of the respondents, started using different social media sites before they join to university. Most of them (35.5 % of the respondents), began use Social Media since at high school, (15 % of the respondent) began since they were at elementary school. and also 49.4 % of respondents start using social media after they join to university. Generally, these show that the greater number of users of social media are start using different kinds of social media before they join to university. So the researcher know when the students begun uses of Social Media

4.4.2 The uses of Social Media per day

Table 9 duration of usage

How long do you use Social Media per day ?y	Time	Frequency	percentage%
	Less than an hour	9	10.3%
	Hours	25	28.7%
	2-3 hours	36	41.5%
	3-4hours	11	12.6%

	above 4 hours	6	6.9%
Total		87	100%

Source, survey data, 2013,

As table (9) indicate Only 10.3% (9 users of 87) of the respondents are using Social Media for less than an hour per day, when come to 1-2 hours the user number become increase to 28.7% (25usersof 87). Duration

The majority 41.5% (36 users of 87) the respondents spends a minimum of two hours and a maximum of three hours on different social media sites per day. also 12.6% (11 users 87) respondents spends their time 3-4 or use Social Media per day. The other6.9% (6 users of 87) respondents are use Social Media more than other 93.1% (71 users of 87) per day. Generally speaking, 41.5% of the respondents out of 87 visit social media sites more than 2 hours per. This shows that there are huge numbers of students that spend relatively long time on different social media sites, thus, this different social media sites could be perspective communication tools for academic or other issue of concern for the students.

4.5 Communicating through social media and the sense of attachment that found among users

Under topic of the study brief discussions are made about the bonds of relationship among different members of online communication.

Table 10 Sense of attachment among the users of social media

Do you have similar sense of attachment to your social media using friends as you feel for your friends you meet physically?	Frequency	percentage%
Yes	51	58.6%
No	36	41.4%
Total	87	100%

Source, survey data, 2013,

In the above table the show majority of the respondents (58.6%) do not feel similar sense of attachment for their Social Media friends as they feel to their friends, they meet physically.as the respondent state through Social Media not exchange complex information or explanation about human behavior and other things we need done. And 41.4% of the respondents feel similar sense of attachment with their Social Media friends because of the respondents justify when we used Social Media and communication with friends assume talking with physically and exchange any information openly and freely. These who claim they feel similar sense of attachment, mostly state that, as long as they are exchanging many messages daily, the sense of attachment would be fetched out of that. This is because attachment for them is a matter of despairing feelings to each other in whatever ways. And also, those who claim that they do not feel similar sense of attachment, mostly states that according to them the communication on web is not complete or deep as face to face communication.

4.5.1 The magnitude of the bond of attachments among the users

This table is deals with the sense of attachments among the virtual friends. But , here , to understand in more clearly, comparisons made between the extent to sense of attachment in the area of virtual communication and in the traditional (face-to-face) social contacts.

Table 11 magnitude of bond among social media user friends

The extent of your bond of relationship with your social media friends when you do not know physically is?	Degree of R/ship	Frequency	percentage%
	Very strongly	18	20.69%
	Strong	21	24.13%
	Moderate	13	14.94%
	Less	9	10.34%
	very less	16	18.39%
	Don't know clearly	10	11.49%
Total		87	100%

Source, survey data, 2013,

According to the above table, those who believe they have very strong relationship with their Social Media friends covers 20.69% the other is those who believe they have strongly relationship with their Social Media; friends covers 24.13% those who believe they have moderate relationship with their Social Media friends covers 14.94% those who believe they have less relationship with their Social Media friends covers 10.34%, those who believe they have very less relationship with their Social Media friends covers 18.39% those who said they don't know clearly about their relationship with their Social Media friends courses 11.49% and also there is clearly indicated that those who believe they have strong relationship with their Social Media friends covers the highest percentage 24.13%.

Generally there is a strong bond of relationship among individuals who do not know each other, because since they do not know each other there is no feelings such as, shy, shame or afraid, so they just talk freely what they feel especially individuals with similar ages and moods. This makes individuals to have a strong bond of relationship with their Social Media friends.

4.5.2 Face-to-face communication versus on Social Media:-

Assessing the extent on Social Media communication affects the face-to-face communication to spend face-to-face with their friends. Below is stated magnitude of this affect.

Table 12 Face-to-face communication versus on Social Media site users

Did your communication with your friends on Social Media sites have minimized the time you spend with them physically?	Extent	Frequency	percentage %
	Strongly agree	19	21.83 %
	In the contemporary would situation, face book is the most popular social networking sites which attract most users to spend long time in communicating with friends through it. It is also, minimizing the time people supposed Agree	43	49.42%
	Natural	8	9.19 %
	Disagree	11	12.64 %

	Strongly disagree	6	6.89 %
Total		87	100 %

Source, survey data, 2013,

As clearly indicated in the above table strongly agree covers 21.83%, agree covers 49.42% natural covers 9.19% disagree covers 12.64% and strongly disagree covers 6.89% and also strongly agree(21.83%) and agree (49.42%), the sum of these two categories of responses gives the higher number of responses than the answer of those who say disagree (12.64% and strongly disagree (6.89%) combined finally , I realize that when individuals are using face book communication for more time or when they spend their much time of face book communication, their time for spending with their friends, families, coworkers physically or face-to-face will be minimized and also they will also they will lose their interaction with those who each other physically it could be their real friends, family members and so on.

4.6 Effects of social media on student's behavior

4.6.1 Changes in Communication skill and social media

In this sub topic changes in the communication orientation among the online members is discussed. In this case there is found some substantial feeling among the users about their communication skills or styles are detailed under this sub topic.

Table 13 changes in communication skills and social media

What changes found on your communication skills came after you became a Social Media user or communicator?	Frequency	percentage%
I become active communicator with my friends I found physically	19	21.83%
I preferred to spend much of time to chatting online	23	26.43%
It enables me to be a good communicator with any body	8	9.19%
I feel the absence of boundaries to communicate with anyone around the globe	9	10.34%
I feels I am part of world the world community, thereby, I should broaden my	27	31.03 9%

communication skill		
Other	1	1.14%
Total	87	100 %

Source, survey data, 2013,

According to the above table, “ I feels I am part of world the world community, thereby, I should broaden my communication skill “this is the 1st large number (31.03%) of respondents feel about their communication skills for being connected “I preferred to spend much of time to chatting online “this is the 2nd large number (26.43%) of the respondents feel about their communication skill, “I become active communicator with my friends I found physically” this is the 3rd large number (21.83%) of the respondents feel about their communication skill, “I feel the absence of boundaries to communicate with anyone around the globe “ this is the 4th number (10.34%) of respondents feel about to communicate skill,” It enables me to be a good communicator with anybody “this is the 5th number (9.19%). As clearly indicated that the 1st larger number (31.03%) of the respondents feels that “ I feel I am a part of world community, these by, I should broad my communication skill”, generally as social media are the fate may to the world, unlike the physical community, the social media community is borderless, by this may peoples start to adapt the world system and look things beyond their local nations, and also they want to stay connected with the work or friends around the world they have to be smart and flexible

4.6.2 Being a good communicator and social media

In this sub topic the magnitude in which different social media (especially face book) boost users’ communication skill to help them communicate with different people in indifferent situation is discussed.

Table 14 social media and communication skills

Is social media are helping you to be a good communicator?	Extent	Frequency	%
	Strongly agree	23	26.43%
	Agree	28	32.18%
	Natural	11	12.64%
	Disagree	19	21.83%

	Strongly disagree	6	6.89 %
Total		87	100 %

Source, survey data, 2013

The first larger number (32.18%) of the respondents in “Agree”, the second largest number (26.43%) of the respondents is “strongly agree”, the third large number (21.83%) of the respondents is “Disagree”, the Further number (12.64%) of the respondents is “natural”, and also the fifth number (6.89%) of the respondents is “strongly disagree” (32.18%) agreed that social media helping them to be a good communicator and also when we see social media, the user have more chance to be more interactive, this is because in the special media there are found many striking knows that pusher motivate you to give your comment towards that, by this way you can improve your communication..

4.7 Social media communication and social control

This sub topic deals in order to check how informal social control methods are working out on the context of online communication.

Table 15 social control and social media communication

Are you free from informal social controls (like shame)when you communicate with someone else through social media?	Frequency	%
Yes	53	60.91 %
No	29	33.33%
No response	5	5.74 %
Total	87	100 %

Source, survey data, 2013

Most of the respondents (60.91%) affirm they feel they are free from informal social controls on the Social Media communication, and the next large number(33.33%) affirm they feel they are not free from informal social controls on Social Media communication. When we see the

respondents those who affirm they feel they are free from informal social controls on the Social Media communication, most of them states that since they are not face-to-face with others communicators, they don't worry about castigating facial expressions and or emotional gestures of them whatever they say. This feature of the online communication, for most of the respondent, relieves them from being ashamed of and concealing what they want to say. This shows that face-to-face communication is not only essential to deliver complete nuances of a message redeemed with emotions, it also helps to control commentator's general actions in the communication.

4.7.1 The pushing factors to start using social media

Possible pushing factor for starting to use different social media sites is succinctly explained here under.

Table 16 the pushing factors to start using social media

What motivated you to start using social media? Possible to choose more than one answer.	Frequency	percentage%
Mere peer pressure	13	14.94%
The need to communicate with new people	35	40.22%
The need to alternative recreation platform	18	20.68%
To have an outlet to speak your mind	13	14.94%
Others	8	9.19%
Total	87	100%

Source, survey data, 2013

According to the above table, the larger number(40.22%) of respondents said “the need to communicate with new people as a means for start using social a media, the next large number” as means for start using social media, the next large number (20.68%) of respondents said” the need to alternative precaution platform” as a means for start using social indie, the other number is that 14.94 % of respondents said “mere peer pressure” and also the other number of respondents said” to have also the other number 22.2% of respondents said “to have an outlet to speak your minds”. If we go further, the two dominant urges (the need to communicate with and peoples 40.22% and the need for alternative recreational platform 20.68%) to use social media are substantially interviewed. For instance, the more the users interconnected Social Media with many people, the more the sites become expedient to them to

refresh or exchange messages either by actively participating or lurking on others (online friends)

From interview respondents

According to the respondent said that the purpose of use of social media is to gain useful information and to connect with learning process and also they used to chatting, to post pictures, just for entertainment, to search new friends and communicate with person who frightens in physically and to exchange information from one place to other place.

According to the respondents the negative effect of social media on face to face interaction with friends and others is becomes decrease because the respondents said loss more time on social media such as IMO, Facebook, telegram, you tube and others.

The positive impact of social media on face to face interaction is more preferable because they said when use social media they gain many experience example someone see English movies he or she improve English speaking ability and when they meet anew person they have ability to explaining use good words.

According to the respondents the negative impact of social media on student behaviors is becomes anger and rap easily because as they said students are more addicted by social media. Example when the students see the movies at that time if somebody entrapped them they become very series and impolite speak even they may be get conflict.

According to the respondents said that the positive impact of social media is used to change the bad behavior to good behavior. Example if student have bad behavior and see a good movie then he or she change the behavior and collapse good attitude.

CHAPTER FIVE

5. Conclusion and recommendation.

5.1 Conclusion

Communicating through using social media /especially face book / have a negative impact on the user's face-to-face communication, when the users spend their time by chatting with their Social Media friends their physical relation will be gradually dissolved. Even some students are isolated by their friends because they cannot devote their time to spend with them friends physically and behavior of student become change. In other way communicating through Social Media have some positive impacts on the user's communication skill, as most of the respondents stated that, since they start using Social Media their communication skills improved and additional experience, knowledge's, gathering information, just for entertainment and ability. When we see the reasons for starting using Social Media, most of the respondents stated that the need to communicate with new people's the most common triggering factors for start using social media, as Social Media is borderless the users can meet with anyone around the world.

5.2 Recommendation

The results of this study have several implications. 61% of the students spend more than two hours on social media every day. The daily time spent on social media is even higher among the moderately and severely addicted students. This indicates that the students are wasting significant portion of their days on social media. A time which could otherwise be used for more productive and meaningful tasks in the student's life is being wasted on social media. The research also indicated that, the time spent on social media and the subsequent Social Media addiction has its own negative effect on the students' social life. Most respondents spend much time on using Social Media, this also have negative impacts on their face-to-face communication, so that some awareness creation campaigns have to be done on this campus in order to create an awareness about the advantages and disadvantages of using social media.

Therefore,

Student should be spent their time on studying rather than chatting online

Friend intervention should be appropriate rather than influence to use Social Media. Because, prevention is always better than cure.

Parents has to play an important role in limiting the amount of time their young children are spending on social media.

Instructors could also contribute in creating awareness among their students about the advantages and disadvantages of social media.

The university has to work on creating or promoting more meaningful pages on Social Media to create a positive engagement of students with social media.

As respondents said that, they spend more time on Social Media rather than to communicate with friend's physical. However, they should be moderate it.

The respondents lose their time on Social Media, they become addicted and change behavior when far from Social Media. So they should be uses wisely.

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Appendix

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College of social sciences and humanities.

Department of sociology

Dear respondent, the purpose of this study is to examine the impacts of use of Social Media student's social life. The study is conducted as the partial fulfillment of the requirement of bachelor of art in Sociology. Dear respondent, the questionnaire composed of both close-ended and open-ended questions. For close-ended questions, please circle latter of your choice and for open- ended use the space provide to give your answer. Besides, question specific instruction may be given if needed.

Part one: personal informations

Direction: for the following personal information, please write your answer in the table.

Age - -----

Sex - male female

Department- Software Engineering Computer Science Information
Technology Information System

4. Level of year - second third fourth

Part: two please circle on your answer

1. Do you use social media?

A. yes B. No

2. If you don't use Social Media why?

A. I don't have access to internet. B. don't like it

C. it consumes too much time. D.I cannot afford it financially

E.I does not know how to use it F. Others

3. Which kind of Social Media do you usually use? (Possible to choose more than one answer)

A. Face book B. Telegram C. YouTube D. Email E. Google+ F. Imo

4. What motivated you to start using Social Media? (Possible to choose more than one answer)

- A. Mere peer pressure
- B. The need to communicate with new people
- C. The need for alternative reaction platform
- D. To have an of an out let to speak your mind
- E. Others_____

5. When did you start to use Social Media?

- A, since you were at high school
- B, since you were at elementary school
- C, since you are first year in Campus
- D, since you are second year in campus
- E since you are third year in campus
- F since you are fourth year in campus

6. For how much duration do you use Social Media per day?

- A. less than an hour B.1-2 hours C. 2-3 hours
- D.3- 4 hours E. above 4 hours

7. Do you have similar sense of attachment to your Social Media using friends as you feel for your friends you meet physically? A. yes B. No

8. If the above answer is yes

Why... ..

9. If question No 7 answer is no

Why... ..

10. The extent of your bond of relationship with your online friends when you do not know physically is? A. very strong B. strong C .moderate

- D. less E. very less F. do not know clearly

11. Are you free from the informal social controls (like shame) when you communicate with someone else through Social Media?

- A. yes B. No

12. What is your target for using Social Media? (Possible choose more than one answer)

- A. chatting B.To post pictures
C. Just for entertainment D. gathering information
E. To search new friends
F. dating G. other.....

13. What changes found on your communication skill that came after you became a Social Media user or communicator?

- A. I become active communicator with my friends I found physically
B. I preferred to spend much of time to chatting online
C. It enables me to be a good communicator with any body
D. I feel the absence of boundaries to communicate with anyone around the globe
E. I fell I am part of the world community; thereby I should broaden my communication skill.
F. Others

14. Is Social Media are helping you to be a good communicator?

- A. Strongly agree B. Disagree
C. agree D. neutral
E. strongly Disagree

15. Did your communication with your friends on Social Media sites have minimized the time you would spend with them physically?

- A. strongly agree B. agree C. Neutral D. Disagree E. strongly disagree

Part three oral explanation

INTERVIEW QUESTIONS

1. What are the major purpose of social Media use?
2. What are the negative impacts of Social Media uses on face to face communication?
3. What are the negative impacts of Social Media uses on student behavior?
4. What are the positive impacts of Social Media uses on face to face communication?
5. What are the positive impacts of Social Media uses on student behavior?
6. If you want to say something about Social Media you can explain?