

The Influence of Social Networks on Students: Research at Universities in Hanoi Area

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Abstract: It can be seen that the rapid development of science and technology along with the lives of people is increasing, the access to new things from the outside is not difficult, especially the young. Through social networks, students can easily access virtual sites through various means, such as tablets, special laptops with the current scientific development of 4.0, via smartphones anywhere and at any time. The emergence of social networks with new features, with a rich and diverse source of information has brought people many interesting experiences that facilitate people to communicate but also a place to advertise, buy and sell, trade, make friends, find, build relationships. Therefore, in some aspects, social networks have brought many benefits, helping students reduce stress after stressful studying days. However, besides the above positive aspects, there are also many consequences that social networks bring such as: wasting time, distracting from studying, staying closed, and gaining momentum in the “virtual life” on social networks, forget the real life going on. Many students find friends online to create opportunities for

bad people to take advantage and fraud. The question is why do they behave in such a way? What is the cause, are they aware of the problem? This study focuses on analyzing student behaviors on social networks, thereby proposing solutions to limit the possible negative consequences for students.

Keywords: Behavior of Students, Social Networks, Universities, Hanoi, Vietnam

Introduction

In the current social context, with the continuous development of information technology, the Internet is gradually affirming its importance. In which a growing number of social networking sites create conditions for individuals and organizations there are many opportunities to share their information, but it is also a challenge for specialized management agencies to ensure content and scope of activities.

In most of us, social networks like Facebook, ZaLo, Youtbe, etc. have quickly become an important part of many people, especially for the younger generation, even social networks more important role and great influence on people. In particular, social networks have been and will be a part of social life in a public section. Nowadays, when information technology develops, no one can deny the benefits that social networks bring, especially young people (special is student). The appearance of social networks with features, with a rich source of information, has really come into the life of netizens, with diverse functions that lead to the increasing number of members. The Internet has in some way changed the habits, minds, lifestyles, and writing of the current student body because it is the human resource capable of receiving scientific advances in the quickest way and this is also the force

affected by the media. Most of the benefits are positive and negative, in addition to the benefits that social media provide to users such as quick information, the abundance of information is updated rapidly and continuously, we also realize an important aspect that changes the form of communication between individuals and individuals and individuals with groups, countries and people, between groups together, is the ability to connect between members in society together. This is a non-material public communication space that creates an easy, convenient, fastest connection between people and people through various forms, widely connected, not limited by dimensional dimensions. The amount of information shared is extremely huge and extremely abundant, diversified.

Therefore, the number of social network users is increasing and increasing, especially teenagers and students aged 16 to 24. The number of social network users in Vietnam is increasing very fast, about 17% of adults regularly exchange online with people they do not know and this ratio increases inversely with age (see Law newspaper, 2019).

Principles and Methodologies for Research

Principles of system: A comprehensive study of factors from awareness, attitudes, motives, thereby affecting the external behavior using students' social networks.

Principles of operation: This principle affirms that people participate in activities, from which the need to form the expression, develop and seek ways to satisfy students' use of social networks formed through the process of student participation using social networking sites.

Specific research methods: Method of document research, Method of survey by questionnaire, Method of deep interview, Method of mathematical statistics, etc.

What is Social Networking?

"Social network" is a concept that many researchers in many fields have defined with different perspectives and interpretations but there is no official common definition. According to Fitcher (1987), the network Social includes many relationships. Each person in the network has contact with at least 2 others but no one has contact with all other members". Based on that definition, Barry Wellman (2012) defined: When a computer network connects people, it is a social network.

Nguyen Thi Le Uyen (2013) has defined social networking as a website where a person can connect with many people by sharing personal preferences with people such as place, characteristics, education. The author further explained that social networking was formed when a group of initiators sent messages inviting people who were new to joining and becoming friends on their site. The new members will repeat the process and create a vast affiliate network regardless of the geographical space of the members.

From a sociological perspective, Nguyen Hai Nguyen (2016) introduces the concept of social media: Social network is a service that connects like-minded members on the Internet together with different purposes regardless of space and time. The author further explained that social networking was formed when a group of initiators sent messages inviting new people to join and become friends on their site. The new members will repeat the process and create a vast affiliate network regardless of the geographical space of the members.

Classify Social Networks

Facebook: is the most developed social networking site, users can access for free by the company Facebook, Inc operating. Thereby users can join sites by region, workplace, school and region to link and communicate with others. People can make friends and send messages to each other, update their personal profile page to notify friends about them. This is an information channel to help people get closer together through interaction.

Instagram: a social network with the characteristic feature of sharing and editing photos. When users take a photo and want to share it on Instagram, this site will appear the image editing feature with many tools, rotate, change color, merge photos, etc. to make the posted photo more beautiful.

Youtube: specialized social network features revolving around the purpose of sharing movies (videos). Users have separate features to handle video such as adding subtitles, cutting - merging movies, adjusting background music, etc.

Linkedin: This is considered to be a web site primarily used by professional users. Unlike other social networks such as Zalo and Facebook, these target networks are people regardless of old and young, rich and poor. LinkedIn again focuses on business users to connect people who are looking for jobs and recruiting. LinkedIn's platform is similar to Facebook. This is considered the website with features that best meet the needs of jobseekers and recruiters.

Zingme: Born in 2006, with the first integrated version is yobanbe, Zingme has been expected to become the largest blog site in Vietnam to compete with Yahoo 360, however, with a product orientation, "completely different from blog". Facebook forced Zing Me to rethink the future. The highlight at Zing Me is the combination of social gaming that is a "favorite dish" of the current gaming community of VNG.

Google: After Facebook, Google is used by many people, especially students, is considered a supportive tool for students' learning. With other Google services including Gmail, Youtube, Googlemail common features of social media like commenting, sharing movies, videos etc. with your social circles. Google is a social network that any network user chooses to assist in work and study. In Google, people chat, share ideas, post photos and videos to keep in touch and share personal news, play games, plan meetings, send birthday and holiday wishes, do homework and work together, find and contact with friends and family for days without contact, book reviews, restaurant recommendations and charitable assistance.

The Influence of Social Networks on Students

Positive Influence

The useful aspects of social networking for students such as- use in studying, interacting with the university friends, and seeking career opportunities (Hau, 2013). The members link together into groups of people with similar interests and the same intention to meet, exchange online and then to meet in real life. Many positive community groups from the "virtual network" have appeared in "real life" such as organizing activities from humanitarian Tet holidays, helping disadvantaged children, organizing healthy cultural activities, many groups sharing excitement, tourism associated with giving jobs in highland areas. Setting up forums for discussion and debate on social networks there are also many groups seeking cultural values as exchange old books, not yet writers also use social networks to bring readers their works through interaction with readers to help complete their work. Social networks also help to propagate Vietnam Sea-Islands, through many social networks to reach young people. These are really the good effects that social networking brings (Duc, 2014).

Buying and selling on social networks is probably a common thing for students today (Que, 2019). Social networking is one of the ideal markets for buying and selling online. Currently, some students are able to make money from online businesses through websites. This is an interesting experience for you when negotiating directly, persuading customers to buy your products through social networks. It can be said that this is a condition to help you train your conduct in e-commerce business.

Negative Influence

Besides the positive effects, the social network also has many inadequacies such as the social network is also a place to spread many inaccurate information (Cong, 2011), "bullshit" to the community. Many people come to social networks only because their friends invite them to join it for the movement. After it becomes a habit, many students suffer with "Facebook addiction". For many young people are the current students, social networking is the passion of "learning about society" but excessive abuse of that passion becomes negative, it affects significantly on students' time and learning. Many students who use social media again return to their desks are still attached and unable to

concentrate (Cong, 2011; Hau, 2013). Social media addiction is not only time consuming, it will be hard to find true friends (BahireEfe, 2012). While you have to find the person you need to communicate with, just a message or status on that person's page can convey what you need to convey. Instead of having to meet together somewhere to chat, the students create a group and messages to chat with each other. This has reduced the interaction between students.

It has affected the learning efficiency of students. In addition, spending hours and even a few hours looking at the computer screen, leads to vision loss. Many students are accustomed to exchanging information through targeted messages, photos, and articles and "Like" buttons, making many of them increasingly dependent on social networks. This makes people spend less time in real-life encounters and chat; they are really bad because face to face direct communication gives each person the right mood and feelings. Using social media so much makes many young people skip school, the risk of stomach pain because they eat and watch or eat fast to gain access to social networks, many of them lose sleep, anxiety leads to depression (An, 2013; Duc, 2014).

A few Discussions

It can be seen that social networks play an important role in life and greatly affect the learning process and the psychological life of students. Especially in the period of globalization- modernization, the presence of social networks has made learning effective and it is also becoming a close friend of students. Therefore, the majority of students randomly involved in research use social networks and assume that social networks play an important role in their lives. Students' use of social networks is the subject's behavior toward the environment, through behaviors that conform to the standards prescribed by the information for social network users. The behavior of using social networks is manifested through external actions such as: (time, frequency of use, content posted, sharing content and the act of pressing the "Like" button on social networks). Research results show that students of universities in Hanoi do not know how to arrange time to log in the network appropriately; many people use social networks too much, 4-5 hours per day, accounting for a lot of study every day. The personal images are usually posted and shared on social networks, and when the content does not receive many "likes" or "comments" make the students feel sad. Thus, besides social networking to help students exchange and connect with friends in study and life, social networking has a negative effect on the emotional mood of each student.

Students' use of social networks is influenced by many factors, including key factors such as "cognition, attitudes and psychological age," which play a decisive role and other relevant factors such as living circumstances, technical facilities, etc. too play an important role. As we know the establishment and implementation of social media use is a long and complex process, influenced by factors such as age characteristics, technology facilities and student's living circumstances.

Conclusion

Thus, besides the positive aspects, the use of social networks also causes negative impacts on students. Social networking has led many students to neglect their studies, and participate in extra-curricular activities. The amount of time you spend on your self-study decreases due to too much time spent on activities on websites. Social networks also pose a risk when private information, content, images are posted online to share with relatives, friends ... but accidentally be abused and used by bad people for bad purposes, or the social network users are not aware and irresponsible in posting bad information on the Internet, which negatively affects students' thinking. All these issues have a negative impact on the lives and learning of students.

Along with the strong development of the Internet, with the benefits of social networks and the speed of people participating in social networks of netizens, it can be seen that the development trend of social networks will be increasingly growing and attract more and more young people to join. Therefore, in order to be really effective for society, the management documents need to pay attention

to creating favorable conditions for organizations and individuals to use the internet and social networks as a useful tool for work and living.

Like many scientific and technical achievements, the social network is created and developed to serve the interests of society. It is impossible to deny the positive aspects that social networking has brought; it helps students to understand, acquire, and improve their knowledge. In this information society, if the young people today master this useful tool, they will become the owners of a country firmly integrated into the global world tomorrow.

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