



Impact of facebook social network on students

Dr. Linh Thi Thuy Tran¹, Dr. Hung Van Le²

¹ Thai Nguyen University of Economics and Business Administration, Thai Nguyen, Viet Nam

² Vietcombank Training Center, Ecopark Urban Area, Hung Yen, Viet Nam

Abstract

The development of social networks has greatly influenced the life of the whole society in recent years. In the era called "The world is flat" according to Thomas L. Friedman, author of the book World is flat, no one can deny the benefits of social networks. Besides the many benefits that social networks bring to users such as: fast information, a rich volume of information that is constantly updated, there are many entertainment utilities ... there is also an important aspect, drastically changing the form of communication between individuals, groups, and countries, that is the ability to connect. Thus, social networks have become a popular medium with diverse features that allow users to connect, share and receive information quickly and efficiently.

Keywords: social network, facebook, students

Introduction

Research on the influence of social network Facebook on students' learning and life towards the use of empirical research methods. Research and apply theories, perspectives, concepts and interdisciplinary research methods: sociology, psychology, management science, ... Research applying the theory of "rational choice" to explain the sociality in the students' choice and use of the social network Facebook; apply "theory of socialization" to explain the role of society, social groups, mass media in the use of Facebook by students.

pellets. The research results of the thesis contribute to perfecting the scientific basis of sociological research on the influence of social networks Facebook in particular and social networks in general on Vietnamese students. describe the current status of students' use of the social network Facebook, showing the influence of the social network Facebook on aspects of students' learning and life. The study wishes to provide orientation and help students use the social network Facebook more effectively. Research can be a reference for other related topics; The study also presents some recommendations with reference value for the orientation of students' use of social networks.

Research hypothesis

- In general, the social network Facebook has an influence on students' learning, is a useful learning aid for students' learning today. Especially, it changes many basic aspects in the traditional way of learning of students, helping students to be more active in learning and training. Students search for documents, look up class information, and exchange with friends and teachers quickly without having to meet face-to-face.

- Facebook social network helps increase the connection between students and family and friends whether living with or living away from family, improving the efficiency of students' organization and participation in extracurricular activities, bringing more job opportunities for students. However, the negative consequences of Facebook in student life still exist and need to be taken into account.

Current status of students' use of facebook's social network

According to the survey results that the author deployed, up to 81.5% of students answered that Facebook is the social network they use the most. The usage rate for other major societies such as YouTube, Instagram, Zalo are much lower than Facebook. More specifically, about the purposes of students' use of social networks, a recent survey has shown the following main purposes: searching and updating social information; make new friends, keep in touch with old friends; contact family and friends; share information; entertainment; job seeking; support study and work; Online Shopping; online sales line and a number of other purposes. The frequency of using Facebook is different among students because it depends on many different factors such as: time, space, recreational and study activities, etc.

It is noteworthy that, in the survey directly serving this thesis topic, we also obtained similar results when the times when students often use Facebook are still: during rest time at home. whenever possible, during class breaks. With our survey results, most students spend 1-3 hours (46.8%) to use Facebook. Notably, the number of students who use Facebook for 3 hours or more is also quite high, if including the number of students who use Facebook for more than 6 hours/day, this rate reaches (42.2%), showing that the use of Facebook with a long time (even very long) among students is not an uncommon phenomenon. The places where teenagers can access social networks are also very diverse and rich, largely depending on where the target group lives and works when using social networks. In general, it can be seen that there are 04 places where young people often access social networks, including: at home, internet cafe, workplace-study, library. Survey results show that young people can use social networks anywhere with an Internet connection. In the era of growing mobile network technology (Wi-Fi, 3G, 4G and 5G) is increasingly making it easier to access and use social networks anywhere. Regarding the level of publicity of personal information on the social network Facebook, many students are still more cautious about posting on their personal Facebook pages

their contact and private information (phone number, email, address), home, relationship status, interests) compared with other common information.

Using facebook and student learning activities update information

Exchange of academic information is something that students can do regularly through Facebook. Facebook has built-in features that are convenient for exchanging online learning information (Video call, Messenger, Group, ...). With those features, exchanging learning information or following lectures from lecturers is no longer a big obstacle, meaning that technology makes the traditional classroom model change in nature as well as in the way knowledge is taught. Knowledge is passed on to learners. The COVID-19 pandemic is the clearest example of the exchange of learning information through platforms social network and Facebook is no exception. When the COVID-19 pandemic broke out in 2020, traditional learning was suspended due to the spread of the disease.

Document search

Directly related to learning, Facebook can provide effective search and sharing of study materials for students. Facebook helps students access and select the content of learning materials according to their needs. With the convenience of Facebook, it's easier for students to access open-source materials and experts in their fields of interest than before. Besides searching and sharing study materials, exchanging learning information on Facebook has also become easier and more convenient.

Learning outcomes

Except for some specific features (for example, the online learning support feature has only been used a lot recently during the Covid-19 epidemic), Facebook is used by students as an effective means of support. In most important learning-related purposes such as: updating information about learning; learn about courses; document search; talk to friends about learning; group study; Notably, the purposes related to interaction with teachers (exchange of information with teachers, online learning with teachers) have a significantly lower percentage. This shows, in part, students feel more comfortable and convenient when using Facebook mainly for personal activities or interacting with friends; At the same time, it is very likely that a part of university lecturers has not paid much attention to directly interacting with students through this social network. Furthermore, scientific research activity among students is also supported by Facebook features. Social networking sites in general and Facebook in particular have features to support scientific research. Users use a combination of Google Forms and Facebook platforms to conduct surveys and provide quick data on a large sample size. This helps scientists and research participants save time, effort and cost.

Use of the social network facebook and relationships with students' parents

With its features, communication between family members on Facebook can become flexible and take place on a much wider scale than in a traditional setting. In particular, such online interactions via Facebook can reduce the hierarchy, making it possible for the parties to see the other's role in a

more equal way. In many cases, students will avoid direct pressure from parents and have the right to choose what information they want to share with family members on Facebook; As for parents, using Facebook can help them communicate many messages that are difficult to share through face-to-face interactions with their children. Not only that, the influence of Facebook can also extend to family relationships in fact in many ways, the results of interactions via Facebook can make the relationship between family members become close or distant. more for a variety of reasons.

Use of the social network facebook and relationships with students' friends

Similar to family relationships, friendship relationships of today's youth also need to be placed in the context of the explosive development of social networks. With the ability to support the enrichment of human social capital, friendship can help students not only in studying and training at university, but also in the process of participating in off-campus activities as well as in other activities. job seeking. In this regard, the role of Facebook is also remarkable. Since its appearance in 2004, Facebook has become one of the social networks capable of allowing users to build networks and interact with "friends" most effectively. It is this that has emerged and promoted the rapid development of "online friendships", that is, friendships that arise and develop mainly through social networking platforms without requiring participants to join. required to meet face-to-face in real life. Along with that, the issue of competition for influence between friends in real life and friends on social networks has also become hotter with many different opinions and no final conclusion can be reached. With regard to friendship, many students also expressed opinions supporting the argument that Facebook also helps students maintain contact with close friends far away or friends with weak connections and less motivated to interact directly in real life, contributing to maintaining and accumulating the necessary social capital of students.

Students' use of facebook and extracurricular activities

For extracurricular activities, the social network Facebook has been creating profound changes in both the type and way of organizing extracurricular activities of students. Notably, many students are showing the ability to use the social network Facebook more actively to design and implement extracurricular activities in accordance with actual needs instead of depending on other activities. Relatively permanent extracurricular activities are available in their educational institution.

Using social network facebook and students' part-time jobs

For employment, in order to have a more complete view, the thesis clearly identifies two groups of students, namely non-working students and non-working students. With the first group, Facebook can support many learning tasks such as: search, sharing learning materials; exchange of learning information; scientific research. On the other hand, in terms of skill training, Facebook also helps students develop social skills, career skills and life skills in general, and offers many benefits in attitude training. positive way. For the group of students who have just studied just done, it can be seen that

the social network Facebook shows its influence in the employment of students through the following typical aspects: first, finding information about jobs; second, use utilities to deploy work; third, exploiting information to serve the job; fourth, share information about employment.

Conclusion

Although student life is an important research object of many scientific works on sociology, the study of the influence of social networks in general and Facebook in particular in particular refers to a number of aspects that are mainly associated with sociology. This target group is still an urgent task and needs to be further discussed in depth. Stemming from that reason, in this thesis, we have focused on performing a number of specific research tasks with the following basic results: Firstly, the thesis has synthesized and analyzed the research results of the work and related works have been published in three major areas: documents related to the theory of social networks and social networks Facebook; documents related to study and student life; documents related to the influence of social networks in general and Facebook in particular to students. On that basis, we found that the research on the influence of social networks on youth/young people in Vietnam has been carried out by some scholars, but the research topic directly on the influence of social networks on young people in Vietnam has been carried out. Facebook to students' study and life is still a gap that needs attention, creating a premise for us to carry out the implementation of specific content in this thesis.

Secondly, the thesis has partly clarified the basic concepts of the topic, namely the concept of students, the concept of influence and the concept of social networks. The author clearly defines these are fundamental concepts in the thesis and clarifying their content plays a very important role. We also gave an overview of the formation and development as well as the main characteristics of the social network Facebook as one of the most popular social networks in the world in general and Vietnam in particular. Next, the author has analyzed a number of major theories that can greatly support solving the research tasks proposed by the thesis, notably the following theories: rational choice theory; symbolic interaction theory; demand theory.

Acknowledgement

This is a part of a university level project funded by the University of Economics and Business Administration, Thai Nguyen University in 2022. Project code: ĐH2022-TN08-02. Project name: Impact of using social media on financial compensation of executives at S&P 500 companies.

References

1. Nguyen Lan Nguyen. "The impact of social networks to current students: Current status and main recommendations", VNU Science Journal: Policy Research and Management,2020:36(2):90-99.
2. Nguyen Lan Nguyen. "The role of the social network for current student employment issues and key recommendations", VNU Science Journal: Policy Research and Management,2020:36(4):96-102.
3. Government, Decree on management, provision and use of services internet and information on the internet site. view on:

http://www.moj.gov.vn/vbpq/Lists/Vn%20bn%20php%20lut/View_Detail.aspx?ItemID=24645.

4. National Assembly, Ordinance of the Standing Committee of the National Assembly No. 39/2001/PL-UBTVQH10 of November 16, 2001 on advertising. view on:
http://vanban.chinhphu.vn/portal/page/portal/chinhphu/hethongvanban?class_id=1&mode=detail&document_id=81099.
5. List of 100 popular social networks in Vietnam, view on:<http://bicweb.vn/vi/quang-ba-website-seosem.nd132/danh-sach-100-mang-xa-hoi-lon-nhat-viet-nam.i836.html>.
6. Top 8 popular social networks with the biggest spread today, view on: <http://bivaco.com/tin-tuc-2/top-8-mang-xa-hoi-phobien-co-suc-lan-toa-lon-nhat-hien-nay.html>.