



THE INFLUENCE OF SOCIAL MEDIA ON FITNESS AND COLLEGE GOING STUDENTS

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ABSTRACT The role of social media in a very important is today's age. Social media is a great means of communication as well as a great revolution. The world has come closer through social media. Social media can be used to promote healthy lifestyle interns changing a person's prescription of his or her own health. Similarly, uses of social media can cannot with their friends and family online in order to work together toward their goals.

KEYWORDS : Social media, college, students, physical fitness, health, internet, physical education

Introduction: -

Social media is a great tool for the social change and it is having a huge impact on the youth in the society. In a new study, researchers found that for some people seeing-exercise-related social media posts, such as images of friends exercising or wearing workout clothes, checking into gyms, or posting about fitness-related accomplishments, made them feel motivated to work out. Social also excite students to a whole new way of listening. Research has shown that students who are frequent users of social media are more innovative and exhibit better memory. It opens up new obvious for researching, encouraging students to get creative and think outside the box which is an age where innovation is highly prized, can go for (Alrukhan.A-2014).

Impact of Social Media: -

Today, the influence of social media is growing globally more than half of the world's population use internet. This is highlighted by social media users increasing by 21 % since 2015, with 2.8 billion users reported globally in 2017. The primary reason we use social media is to stay connected. The modern world is a place where the connection between individuals is simplified by the various channels and platforms available to us on the internet. The impact of social media on millennial and generation has been more evident as compared to older generations (Elan.J-2012).

Student, especially, can now communicate and share your thoughts various social media platforms in real-time, regardless of their geographical locations or distance. This is just one of the positive impacts of social media on student life. College and University students spend a lot of their time on social media. It's because there's a huge amount of freedom in these platforms. Students are the free to do as they choose and social lies with whom they like. Through social media networks, they can create new friendships, express their views and opinions, and even create new identities. Young people's engagement with health-related social media has been shown to impact their health-related knowledge and behaviors, such as physical activities, diet and mental health. Health and fitness related social media often positions physical attractiveness as the ultimate goal of exercise and free uses on the achievement of an environmental goal (House, J.S-1981).

The aim of this study is to explore how different social media platforms impact physical activity motivation, behaviors and body image. Furthermore, the study aims to explore how young people engage with different social media platform to create understanding of their health, body image, physical activity and fitness. Social media can be a powerful tool to promote eating better and moving more, especially among youth. Using technology like social media and health-related app can make school wellness activities, physical activity and nutrition tracking more engaging and fun for student.

Social Media and Student: -

Social media plays an important role in every student's life. It is often easier and more convenient to access information, provides information and communicates via social media. Tutors and students can be connected to each other and can make good use of these platforms for the benefits of their learning and teaching. The digital age has led to the increasing of social media among people. With the quarantine time the social media has gained traction among all the

people including students. Social media is a set of applications and websites that provide uses a platform for sharing anything and increasing their social networking (Michelet Artfield and Joan Swart - 2018).

A research has shown that it over 95% of students have a access to some sort of mobile device that connects to the internet, meaning that using mobile technology for educational purpose will possibly exclude less than 5% of students. With the digital age, social media has become an important tool not only for communication and marketing but also in the field of education. The lockdown phase during the covid-19 has witnessed closure of various educational institutes, leaving social media the only place for student to interact. As discussed above social media plays an important part in every student's life. With the replacement of brick and mortar system of education with online classes, the social media has become that bulletin board where you can get all the information about classes, doubt clearing sessions and results. Social media to potentially improve health outcomes develop a professional network, increase personal awareness of and discoveries motivate patients and provide health information to the community (Dr. Singh Uma and Sanjay Baghela-2015).

Influence on Student: -

Social Media's impact on student's mental health comes into focus. Research suggested social media is increasing student anxiety and depression, eclipsing any positive roll off of could potentially play. However, multiple studies have found a strange link strong link between heavy social media and an increasing risk for depression anxiety, lone lines, self-harm and even suicidal thoughts. Social media may promote negative experiences such as appearance. Social media has many positive effects on education including better communication, timely information, socializing online, learning, enhancing skills, making a career among others. But the some has come negative effects which includes identity theft, cyber bullying and social isolation. In a relatively short time, they have been in existence, social media has had some very positive effects in terms of empowering and connecting people. At the sometime, they have provided new platforms for some decidedly Unhealthy and destructive behaviors (Tahir Rashid, Anu Cruz-2016).

Among physically active students, frequent social media use was associated with a higher likelihood of vigorous daily exercise. Using social media is not directly harming teenagers-but it can reduce the time they spend on healthy activities, such as sleeping and exercising, a study suggests. Around 50% of young people engage with health and fitness connects on the social media young. Students engagement with health-related social media has been shown to impact their health related knowledge and behaviors, such as physical activity, diet and mental health and fitness related social media often passions physical at achieves as the ultimate goal exercise and focuses on the achievement of an external goal. Social media has opened various avenues for students to pursue. Based on ones Skills and talent, students can now learn the various futures that they can choose from, instead of doing what other around there are doing.

Social Media and Health Information: -

As Social media have become more main stream, their impact has extended to the health domain. The benefits of social media in health

care are obvious in that, first they provide a means for capturing alternative various, personal experiences and tacit knowledge and diagnoses and treatments that are unlikely to be obtained from official information resources, social media contribute to a viral effect of public health messaging, enabling people to spread their health experiences to others, which may result in desirable behavior change. Social media allow health professionals and organizations to quickly disseminate accurate and authentic information. Therefore, health professionals and institutes have utilized social media to reach broad audiences in social marketing campaigns and to empower consumers in their health-related infraction (Goodyear, Armour-2018).

Conclusion: -

Social media is giving students has information as well as influencing their lives. Social media plays an important role in nation building, plays a vital role in creating a better future and positive life for the students and good and bad learning depends on all the students.

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