**Social Media Use among College Students**

**Academic and social benefits**

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**Introduction**

This poster examines and takes into account the positive effects of social media use among college students. The following study will involve academic or student organizations within John Jay College and also student clubs. Further research from outside sources will be used to determine the ways social media and its networks benefit college students.

The first thing that would come to mind is that social media is a distraction for college students. That may be true, but there is more to that. In reality, social media is actually helping college students both academically and socially.

**Literature Review**

**Literature and data search:** search of academic and popular articles that contribute to the research question.

- Overall, “Social network sites can help students learn about their peers and college which, in turn, can create satisfaction and affiliation with the University. Students’ sense of belonging – whether they feel included in their college community – has a documented relationship with college adjustment. For instance, student perceptions of belonging have been positively associated with feelings of social acceptance and academic competence.” (DeAndrea, Ellison, Fiore, LaRose & Steinfield, 2011).

- Researchers have consistently found that “students’ sense of integration within and support consideration of Facebook use—a commercial social media site designed to support social connection and interaction.” (Easton, Ellison, Gray & Vitak, 2013).

- Studies have demonstrated that “students will coordinate online or offline academic collaboration via Facebook.” (Easton, Ellison, Gray & Vitak, 2013).

**Findings**

The model shows direct effects of bonding social capital and Facebook Friends from school and indirect effects of self-esteem, use of academic support services, and Facebook collaboration behaviors on social adjustment to college and direct effects of social adjustment to college and cumulative college GPA on persistence in college.

**Discussion**

- How connected students feel to their social environment has been shown to affect their transition to college life and thus their decision to persist at the university. The extent to which students feel socially integrated within the university and connected to other members of the community, especially other students, is a factor that can potentially be increased by the use of new communication technology platforms.

- Social media tools appear to be well-suited for addressing these social factors because they are designed to maintain relationships and act as a social glue.

- By enabling students to find common ground and learn more about others on campus, social media tools help them be better informed and sociable.

- Clubs and organizations are encouraged to promote themselves through media networks, especially since it is now proven that the popularity they have among college students will make it easier to communicate with them.

**References**

