



USAGE OF SOCIAL MEDIA AMONG THE UNDER-GRADUATE STUDENTS

P.M.Birundha¹, J.E Merlin Sasikala² and T.Ravichandran³

¹Research scholar , Alagappa University College of Education, Alagappa University, Karaikudi, Tamilnadu.

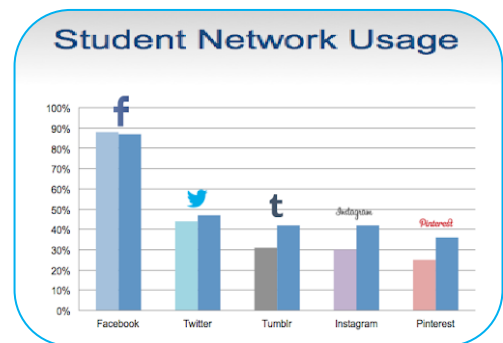
² Assistant Professor , Alagappa University College of Education, Alagappa University, Karaikudi, Tamilnadu.

³ Assistant Professor , Government College of Education, Pudukkottai, Tamilnadu.

ABSTRACT

Social media is an online platform that helps users to connect with people and share thoughts in real-time, globally. Social media was used for making online friends, developing relationships, business contact and interacting with global masses. Social media plays an important role in every student's life. It is often easier and more convenient to access information, provide information and communicate via social media tutors and students can be connected to each other and can make good use of these platforms for the benefit of their learning and teaching. The ever increasing number of people accessing the internet. In the present everyone has a smart phones. This study

aims to determine usage of social media among the under-graduate students. Survey method is selected for the present study.150 under-graduate students were randomly selected for the study(two government colleges and two private colleges). Questionnaire was used as an instrument for data collection. Scales are also rated on 5-point scale. The results show that the most commonly used social media platform among the students is facebook, whatsapp, instagram and youtube. The study therefore concludes that usage of social media among the under-graduate students is moderate.



KEYWORDS: Social media, Usage, Under-graduate Students.

INTRODUCTION

Social media is an online platform that helps users to connect with people and share thoughts in real-time, globally. Among all the recent social media platforms, facebook is very popular among persons and they are known to spend several hours per day using and interacting through facebook. Social media is interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests and other forms of expression via virtual communities and networks. Some of the most popular social media, with over 100 million registered users, include facebook, twitter, instagram, whatsapp, youtube,telegram,snapchat etc.. Social Media constructs a platform for one-on-one and one-to many for pointed insights concerning the subject and to improve dominance over a subject. The prime consumers of the Social Media are students who approach boundless utilization for they have additional time and psyche to concentrate on their quest for knowledge.



Need and Significance of the study

Social media applications are the highest used web and mobile applications across the globe. People are spending greater time on their smart phones than ever before. The statistics of global internet usage suggests an average of 135 is spent by internet users per day on social media applications and this time is increasing every year. In the present trend, social media plays a vital role in the teaching and learning process. The purpose of the study is to analyze the usage of social media among the under-graduate students. The ever increasing number of people accessing the internet. In the present everyone has smart phones and computers. Teachers and students are depending more and more on the internet for their educational purposes and various purposes. The present survey is therefore an attempt to assess the usage of social media among the under-graduate students.

Objectives of the study

- To find out the level of social media usage among the under-graduate students
- To find out if any significance difference between the different groups of demographic variables such as gender, locality, type of the college, having mobile and having laptop.

Hyphotheses of the study

- The level of social media usage among under-graduate students is to moderate.
- There is no significant difference between the male and female under-graduate students in their social media usage.
- There is no significant difference between the rural and urban under-graduate students in their social media usage.
- There is no significant difference between the government and private under-graduate students in their social media usage.

Review of related studies

Narasimhamurthy.N(2014) studied “cultural impact and gender on Indian young adults in using social networking sites” this study is an attempt to find the answer the impact and effect of social networking sites on Indian adults in socialization, entertainment self-status seeking and information seeking. For data collection questionnaires were administered to adults in the age group between 18-33 years. The study conducted was conducted in in Bangalore city. The sample for the study was drawn from the Bangalore city adults of 430 was randomly selected for this study. The results show that gender did play an important role in Indian adults using social networking sites. The study found that females are more active in social media than males.

Gousia yaseen(2017) studied “ The use of social networking sites by the post-graduate students” The study of aims to understand the use of social networking sites by the post graduate students of the departments of sociology and social work ,University of Kashmir .The department of sociology (132 students) totally 212 students were selected through the systematic random sampling method. Questionnaire was used as a data collection tool. This study was conducted in a single academic institution, namely university of Kashmir, Srinagar. Finding this study the students at large

have started to widely make use of social networking sites; however, few students have shown reservations due to lack of interest, lack of time, lack of facility and privacy concerns. The social networking sites used by the students are facebook, google+, youtube and twitter respectively.

Methodology Adopted for the study

Sample used for study

Sample consists of 150 under-graduate students of which 57 males and 93 females.

Tools used for the study

Questionnaire was used to collect data. Questions in the survey included the following dimensions: whatsapp, facebook, twitter, instagram, telegram and snap chat. The data was collected through online mode such as whatsapp. Each items in the scales also are rated in the five point scale.

Statistical techniques adopted for the study

The differential analysis techniques were used used for analyzing the data as per the objectives of the study.

Analysis and Interpretation of results

Table 1: The level of social media usage among under-graduate students

Variable	Low	moderate	High
Social media	47(31.33%)	83(55.33%)	20(13.33%)

From the table 1 shows that 31.33% have low, 55.33% have moderate and 13.33% have high level of social media usage. However it is inferred from the above table that most of the under-graduate students have moderate level of social media usage.

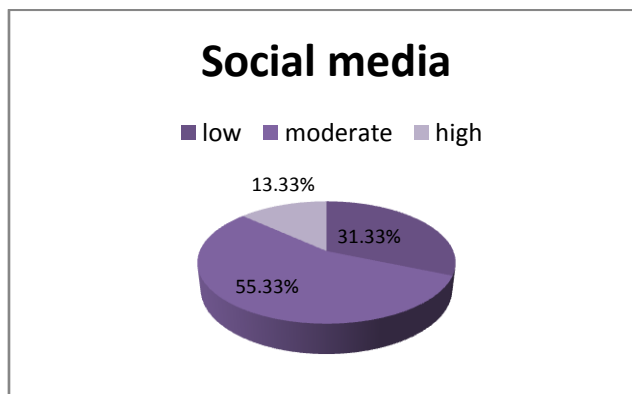


Fig 1: shows that the most of the under-graduate students have moderate level of social media usage.

Table 2: There is no significant difference between the male and female under-graduate students in their social media usage

Gender	N	Mean	SD	T test	Level of significance
Male	57	198.24	45.84	1.37	NS
Female	93	188.70	38.19		

Significant at 5% level (1.97)

The calculated 't' value(1.37) is less than the table value(1.97) at the 0.05 level of significance. When compare to the table value the hypothesis is accepted. Hence there is no significant difference between the mean score of male and female under-graduate students in their social media usage.

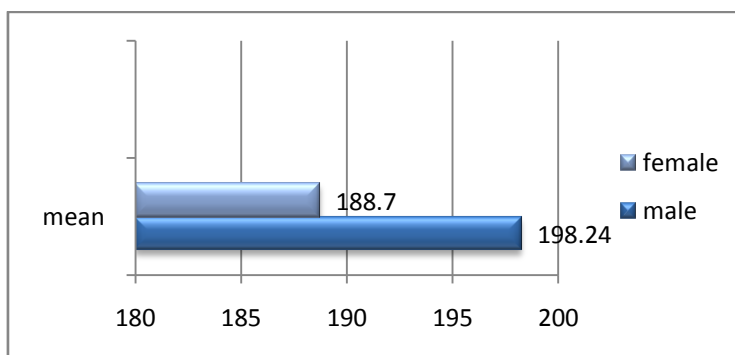


Fig 2: shows that the mean score of male (198.24) is higher than the female (188.70) with respect to their social media usage.

Table 3: There is no significant difference between the rural and urban under-graduate students in their social media usage.

Locality	N	Mean	SD	T test	Level of Significance
Rural	96	193.22	39.27	0.35	NS
Urban	54	190.74	45.20		

Significant at 5% level(1.97)

The calculated 't' value (0.35) is less than the table value (1.97) at the 0.05 level of significance. When compare to the table value the hypothesis is accepted. Hence there is no significance difference between the mean score of rural and urban under-graduate students in their social media usage.

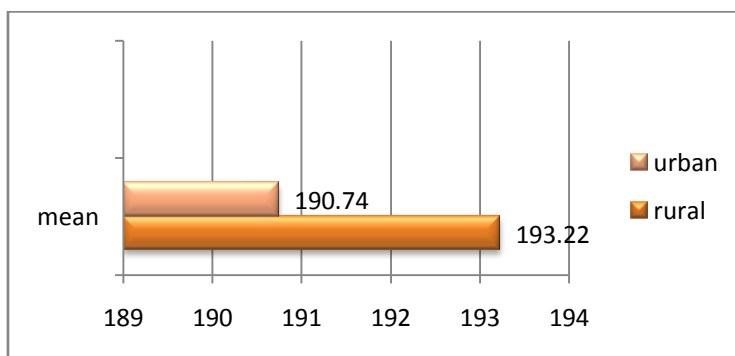


Fig 3: shows that the mean score of rural (193.22) is higher than the urban (190.74) with respect to their social media usage.

Table 4: There is no significant difference between the government and private under-graduate students in their social media usage

Type of colleges	N	Mean	SD	T test	Level of significance
Govt	111	191.89	42.20	0.17	Ns
Private	39	193.24	40.54		

Significant at 5% level (1.97)

The calculated ‘t’ value (0.17) is less than the table value (1.97) at the 0.05 level of significance. When compare to table value the hypothesis is accepted. Hence there is no significant difference between the mean score of government and private under-graduate students in their social media usage.

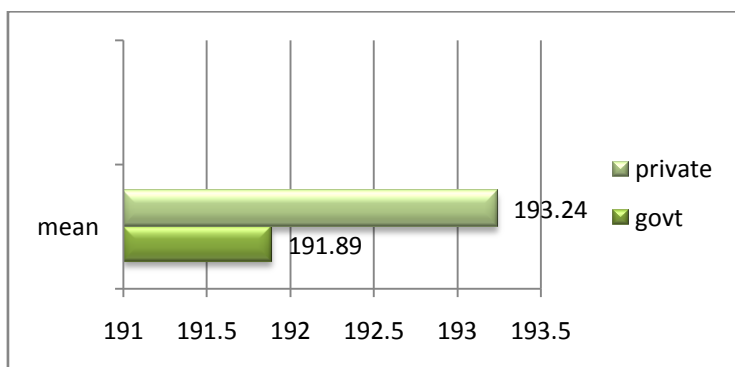


Fig 4: shows that the mean score of private (193.24) is higher than the government (191.89) with respect to their social media usage.

DISCUSSION

The present study found out that the level of social media usage is moderate. This was supported by many research studies conducted in usage of social media by researchers, such as Hamede,S.N findings their study a heavy use of twitter and facebook among university students who with family , relatives and friends and more involvement in social social, political and cultural activities. Titto Varghese, Dr.D.Nivedhitha, Dr.Pradeep Krishnatvay revealed through their study internet is used not much for education purpose both by boys and girls. More time in internet is spent on social networking sites compared to the time they spend for educational needs. Siddiqui.s & Singh.T concluded through their study social media has increased the quality and rate of collaboration for students.Business uses social media to enhance an organization’s performance in various ways such as to accomplish business objectives, increasing annual sales o the organization. Youngsters are seen in contact with these media daily social media has various merits but it also has some demerits which affect people negatively. Social media can abuse the society by invading on people’s privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions.

FINDINGS OF THE STUDY

- 31.33% have low, 55.33% have moderate and 13.33% have high level of social media usage
- There is no significant difference between the male and female under-graduate students in their social media usage
- There is no significant difference between the rural and urban under-graduate students in their social media usage
- There is no significant difference between the government and private under-graduate students in social media usage

POSITIVE IMPACT:

1. Social Media provide virtual contact among the students.
2. Students can deal with their homework easily through Social Media.
3. Social Media is attractive. It not only provides college students another world to like friends, also provides a good way to release pressure.
4. We can send any kind of pictures, images, pdf files, important documents, links etc. anywhere in the world through Social Media in a few seconds.
5. Students can easily share their thoughts and opinions easily with people.

6. Socialization is one of the main aims of education. Through Social Media students can make friends. They can also exchange their opinions.
7. Students will be able to know new things as and when it happens. This helps them to update their own knowledge base.
8. If a student follow particular educational sites, educators or institutes then they can learn different educational related matters.
9. Through the use of Social Media students can increase their computer skill which will help the students in their future professional career.

NEGATIVE IMPACT:

1. The use of Social Media increases the communication gap between students and their family members. Face to face communication among the students also decreases.
2. Too much use of Social Media leads to addiction, spending countless hours on the social sites can divert the focus and attention from a particular task and lowers the motivational level of the peoples, especially of the teenagers and students.
- 3 Now students are busy in Social Media late night. So they are suffering from insomnia which is harmful for their physical and mental health.
4. In many researches it is found that the more a student spends time in Social Media the more his/her performance get worsened.
5. Sometimes teenage students get addicted to watching violent posts as well as sex related obscene videos. Using Social Media affects their behaviour and attitude. It also affects the society.
6. Unconsciously students share their personal information through Social Media. That can be dangerous in the long run.

CONCLUSION

The social media usage of under-graduate students is moderate(55.33%). 98.7% of students have a mobile personally at their home. 58.7% of students have a laptop at home. Students mostly use social media for only information and entertainment purposes. Man is a social animal. He always wants to live in a group. Now men have included themselves in a group through Social Media. Through Social Media students can write their class assignment, they can check their results; they can also participate in different groups and social activities. On the contrary, too much use of Social Media may hamper the academic performance of the students. So it is clear that Social Networking Sites have some particular positive and negative impacts. So the teachers, parents and Government should create particular rules and regulations for monitoring use of Social Media among students.

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**P.M. Birundha**

Research scholar , Alagappa University College of Education, Alagappa University, Karaikudi, Tamilnadu.

**J.E Merlin Sasikala**

Assistant Professor , Alagappa University College of Education, Alagappa University, Karaikudi, Tamilnadu.

**T. Ravichandran**

Assistant Professor , Government College of Education, Pudukkottai, Tamilnadu.