

INFLUENCE OF SOCIAL MEDIA ON STUDENTS AT COLLEGE LEVEL

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INTRODUCTION

The rapid growth of social networking that has been observed over the last two to three years is indicative of its entry in to mainstream culture and its integration in to the daily lives of many people. In parallel with this, there has also been considerable media coverage of the growth of social networking, its potential positive outcomes and concerns about the way that some people are engaging with it.

Social networking sites have facilitated communication. Members of such sites can easily form groups and share their opinions among themselves through discussion threads, forums and polls. Through their sites, serves good in many ways, it has its negative effects too such as cyber-crimes, which has become a privacy treat to the people worldwide. Although, advantages in many ways be building new relationships and reconnecting with lost/old contacts, it also brought up some behavioral changes among the public, not only the behavioral changes but also social behavior and approaches.

Social media have become an important part of life of many people especially in the life of youngsters. They spend more time in social media without thinking the negative and positive sides of social media. This is an attempt to study the influence of social media on students at college level.

STATEMENT OF PROBLEM

Today's generation has become so technology dependent students tend to use educational related website to meet their academic requirement. But now a day's they also visit other social media and spend much time other than for academic purpose. So it is relevant to study the influence of social media on students at college level and their level of usage.

SIGNIFICANCE OF THE STUDY

Today's all generation use social media among them teenagers and young adults are the most fanatic users of these sites. Today's social media engagement by students is very high. Use of social media has much positive aspect but also have many dangers. So increase in use and unique nature of social media make it relevant to study the influence of social media and it can also provide avenue for further research.

OBJECTIVES OF THE STUDY

- To study the how well the students are influenced by the use of social media.
- To assess the attitude and awareness level of student on social media
- To determine the level of usage of social media by the student

RESEARCH METHODOLOGY & LIMITATIONS OF THE STUDY

Research methodology is the systematic approach to finding solution to the research problem. Under this study primary data is collected through questionnaire which is filled by fifty sample respondents from students at college level. And secondary data are collected from various journals and books. Exploratory Research Design is adopted.

Survey is limited to small sample size. Time constraint. The accuracy of responses based on the questionnaire may vary among respondents

DATA ANALYSIS**Table no.1 personal characteristics of respondents**

Q.NO	Question /statements	No of respondent	Percentage
1	<u>Gender of respondent</u>		
	Male	25	50
	Female	25	50
2.	<u>Age of respondent</u>		
	17	6	12
	17-20	24	48
	20+	20	40
3.	<u>Annual income</u>		
	Below 1,00,000	22	44
	1,00,000-2,50,000	19	38
	2,50,001-5,00,000	4	8
	Above 5,00,000	5	10

Table no.2 main purpose of using social media

PURPOSE	NO. OF RESPONDENTS	PERCENTAGE
To keep in touch with friends and family	25	50
To meet new people	2	4
To play games	3	6
Academic purpose	7	14
To share photos, videos, music, etc...	10	20
To discover new information	3	6
Total	50	100

Table no 3. General questions about usage of sites

Q.no	Questions /statements	No of respondents	Percentage
1.	<u>Using any social media</u>		
	Yes	50	100

	No	0	0
2.	<u>Most frequently engaging site</u>		
	Facebook	18	36
	Google plus	2	4
	Twitter	4	8
	Whatsapp	22	44
	Others	4	8
3.	<u>Who invited you to this site</u>		
	Nobody	10	20
	Friends	30	60
	Family members	7	14
	Others	3	6

Table no 4.usage level of social media

Q .no	Questions/ statements	No of respondents	Percentage
1.	<u>Frequency of your visit</u>		
	Daily	24	48
	Weekly	16	32
	Monthly	3	6
	Rarely	7	14
2.	<u>Hours spend when making online visit</u>		
	Below 1 hrs	11	22
	1-2 hrs	20	40
	2-3 hrs	15	30
	Above 3 hrs	4	8
3.	<u>Friends in social networking sites</u>		
	1-25	6	12
	26-50	8	16
	51-75	9	18
	76-100	12	24
	Above 100	15	30
4.	<u>Relationship with online friends</u>		
	Very close	10	20
	Social relationship	8	16
	Friendship	31	62
	None of the above	1	2
5.	<u>Level of satisfaction</u>		
	Highly satisfied	15	30
	Satisfied	30	60
	Average	5	10
	Dissatisfied	0	0
	Very much dissatisfied	0	0

Table no 4. Attitude and Awareness level of social media

Q .no	Questions / statements	No of respondents	Percentage
1.	"ALL SOCIAL NETWORKS ARE USEFUL"		
	Agree	20	40
	Strongly agree	-	-
	Neutral	10	20
	Disagree	15	30
	Strongly disagree	5	10
2.	<u>Ready to protest against social media issues</u>		
	Yes	23	46

	No	27	54
3.	<u>Are you aware about cheating and crimes through social media</u>		
	Highly aware	5	10
	Aware	15	30
	Not at all aware	14	28
	Neither	16	32
4.	<u>Your parents awareness towards your social media use</u>		
	Highly aware	10	20
	Aware	30	60
	Not at all aware	5	10
	Neither	5	10

FINDINGS, SUGGESTIONS AND CONCLUSION

All respondents use social media. Students mainly use social media to keep in touch with friends and family. use of social media for academic purpose is very low. Majority of the respondent's frequently engaging site is whatsapp then facebook and friends invited them to these sites. About students usage level are concerned. Majority of the respondents are daily visitors of these sites. Time spend on social media by the students are substantial. Majority of the respondents friends list is above 100. Majority of respondent's relationship is friendship. Majority of the respondents are satisfied with the usage of social media. About students attitude and awareness level is concerned. Most of the respondents agreed that social networking sites are useful. Most of the users are not ready to protest against any issues caused by social networking sites. Students are not well aware about the cheatings and crimes in social networking sites. Parents are aware but not well aware about the use of social media by their children's. Social media has a great influence on students.

Usage of social for academic purpose should be increased. Social media sites needs to create parental control. Awareness level of about crimes and cheating in social media should be increased. There should be boundary in social media relationship.

Social networking sites are growing every minute of every day. Their purpose is to let people interact with other people all over the world. Users can interact with friends, family, work colleagues or new people that will one day become your friends. We can also interact with all their friends as well. Every social networking site has some sort of way of interacting. This could be photo sharing, chatting, messaging, blogging or may be even more. Some sites are directed at specific groups of people like book lovers, football fans or environmental enthusiasts; the list just goes on and on. Users of social media seemed to be much more influenced with their usage of social media is seemed to be an indispensable part among students lives because they are using it both for formed and informal purposes. Social media has a wide spread usage among students and most of the users are satisfied with its usage.

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