

# ROLE OF SOCIAL MEDIA IN THE LIFESTYLE OF RURAL AND URBAN COLLEGE STUDENTS DURING COVID-19 AND POST COVID-19 IN MEERUT CITY, UTTAR PRADESH, INDIA

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## Abstract

*This paper throws a light on role of social media in the life style of rural and urban college student's during covid-19 and Post covid-19. Total 400 college student's belongs to rural and urban areas were selected randomly from different Undergraduate, Postgraduate colleges of Meerut city. It is evident from the research both rural and urban college students connect with social media as effectively and alternatively as per their utility and necessity during covid-19 and post covid-19.*

**Keywords:** Social Media, Lifestyle, Rural- Urban college students, Covid-19, Post covid-19

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## INTRODUCTION

Human Lifestyle has been intensely changed overnight due to providence of coronavirus COVID-19 declared as pandemic, outcome in closing all physically presence in all most every possible field. Covid-19 the nationwide lockdown undertook the lifestyle of college students in terms of digital era rise the new education system that transform traditional learning mode to online learning mode, It is the initiative by the government and other policy makers to sustain the education system. Jindal, S., Chandwani, C., & Sharma, D., (2022) Student's perception regarding online academic mode is flexible in urban areas, all though the internet connectivity issue is a challenge in rural area Muthuprasad, et al. (2021). Online learning gives rise to the development of new skills, during this phase most of the students indulge themselves in to creative undertaking courses to become more skillful it may also help students to create space from negative thoughts in current pandemic. Chandra, Y. (2020). Education system during covid-19 patent as new revaluation in academic programs of study by adopting new teaching approach through online sessions even though several interruptions, social media platform is curved out as a way of communication and formed the openings for both rural and urban area students to contribute and access the social media competence, the process is undergoing through covid-19 to post covid-19. This paper aims to identify the role of social media in the life style of rural and urban college student's during covid-19 and Post covid-19.

## OBJECTIVES

1. To study the purpose of visiting social media sites by rural and urban college students during covid-19 and post covid-19
2. To study the consumption of social media sites by rural and urban college students during covid-19 and post covid-19
3. To study the use of IT- Virtual tools and technology by rural and urban college students during covid-19 and post covid-19

- To study the Practice of social media site for academic purpose by rural and urban college students during covid-19 and post covid-19

## METHODOLOGY

This paper is an attempt to identify the role of social media on the life style of rural and urban college student's during covid-19 and Post covid-19. Keeping in view the objectives of study, author designed the questionnaire to get accurate response from the rural and urban college students and to perform analysis the data frequency and percentage is used as statistical tool.

## SAMPLE AND SAMPLING TECHNIQUE

Total sample of 400 college students, 200 rural and 200 urban were randomly selected from different colleges of Meerut city, Uttar Pradesh.

## DELIMITATION OF THE STUDY

- The investigation was delimited to only Meerut City of Uttar Pradesh, India.
- The study was restricted to undergraduate and post graduate rural and urban area college students of Meerut City.

## DATA ANALYSIS AND INTERPRETATION

**Table 1:** Distribution of college students regarding their purpose of visiting social media sites during covid-19 and post covid-19

- Purpose of visiting social media sites by rural and urban college students during covid-19
- Purpose of visiting social media sites by rural and urban college students post covid-19

Purpose of visiting social media sites by rural and urban college students during covid-19 and post covid-19.	Respondents							
	During COVID-19				Post Covid-19			
	Rural		Urban		Rural		Urban	
	N	Percentage	N	Percentage	N	Percentage	N	Percentage
Educational purpose- study	40	20%	68	34%	69	35%	51	26%

material								
Stay connected with friends	30	15%	25	13%	28	14%	33	17%
Stay connected with family	8	4%	5	3%	5	3%	8	4%
Health and medical concern	37	19%	20	10%	18	9%	12	6%
Fashion trends, shopping	3	2%	10	5%	8	4%	20	10%
Beauty and skin care	10	5%	8	4%	5	3%	1	0.5%
Home styling, Interior décor	5	3%	2	1%	3	2%	-	-
Entertainment –Music, Movies, Games etc.	67	34%	62	31%	64	32%	75	38%

Table: 1 shows that purpose of visiting social media sites by rural and urban college students during covid-19 and post covid-19. The data indicates that in rural area majority of college students marked Entertainment as first purpose of visiting social media site during covid-19 whereas in urban area college students marked Educational purpose for visiting social media site during covid-19, on the other side in post covid-19 in rural area college students marked Educational purpose of visiting social media site. However, in urban area college students marked Entertainment as first purpose of visiting social media site. Study further analysis that Educational purpose recorded as second maximum purpose of visiting social sites during covid-19 whereas Entertainment recorded as second maximum purpose of visiting social media site for both urban area college students during covid-19 and rural area college students in post covid-19 whereas in urban area college students marked Educational purpose of visiting social media site in post covid-19. Study indicates that rural area college students counted health and medical concern as third maximum purpose of visiting social sites during covid-19 whereas Stay connected with friends counted as third maximum purpose of visiting social media sites by urban area students during covid-19 and both rural and urban area students in post covid-19. Study shows that rural area college students marked stay connected with friends as fourth maximum purpose of visiting social sites during covid-19 whereas health and medical concern marked fourth maximum purpose of visiting social site during covid-19 and counted same as rural area students in post covid-19 however, in urban college students counted fashion trends, shopping as fourth maximum purpose of visiting social sites in post covid-19. Study indicates that Beauty and skin care marked as fifth maximum purpose of visiting social sites by rural area college students during covid-19 whereas fashion trends, shopping marked as fifth maximum purpose of visiting social site by urban college students during covid-19 and rural college students in post covid-19 on the other side health and medical concern marked as fifth maximum purpose of visiting social media site in post covid-19. Study further emphasis that rural area college students during covid-19 and urban college students in post covid-19 marked stay connected with family as sixth maximum purpose of visiting sites on the other hand urban area college students marked beauty and skin care as sixth maximum purpose of visiting social media sites during covid-19, whereas in urban area college students marked both stay connected with family and beauty and skin care as sixth maximum purpose of visiting social media sites in post covid-19. Further study shows that home styling, Interior décor counted as least purpose of visiting social media site by rural and urban college students during covid-19 whereas also in rural area college students counted home styling, Interior décor as least purpose of visiting social media site in post covid-19. Although in post covid-19 home styling, Interior décor counted by none of the urban area college students, study indicates urban area college students counted beauty and skin care as least visiting social media site in post covid-19.

**Table 2:** Distribution of college student’s according to their consumption of social media sites during covid-19 and post covid-19

- Distribution of rural and urban college students according to their consumption of social media sites during covid-19.
- Distribution of rural and urban college students according to their consumption of social media sites post covid-19.

Social media sites	Responses							
	During covid-19				Post covid-19			
	Rural		Urban		Rural		Urban	
	N	Percentage	N	Percentage	N	Percentage	N	Percentage

Facebook	24	12%	35	18%	31	16%	15	8%
You tube	65	33%	67	34%	68	34%	69	35%
Pinterest	-	-	1	0.5%	1	0.5%	2	1%
Instagram	12	6%	14	7%	15	8%	16	8%
Whatapp	48	24%	41	21%	40	20%	53	27%
Twitter	2	1%	8	4%	5	3%	10	5%
Snapchat	15	8%	18	9%	20	10%	22	11%
Skype	-	-	2	1%	1	0.5%	2	1%
Tik Tok	33	17%	6	3%	12	6%	1	0.5%
Research gate	1	0.5%	2	1%	3	2%	5	2.5%
LinkedIn	-	-	5	3%	2	1%	3	1.5%
Academia	-	-	1	0.5%	2	1%	2	1%

From the above table, it is clear that majority of rural and urban area college students counted Youtube as maximum consumption of social media sites in both during covid-19 and post covid-19. Study further indicates that rural and urban college students marked WhatsApp as second maximum consumption site during covid-19 and post covid-19. The similar results are in the line by Gora and Sisodia (2021). Further data shows that in rural area college students marked Tik Tok as third maximum consumption site during covid-19 whereas in urban area college students marked Facebook during covid-19, on the other side in post covid-19 rural area college students marked Facebook as third maximum consumption site however, in urban area college students marked Snapchat as third maximum consumption site in post covid-19. Further study emphasis that during covid-19 college students in rural area counted facebook as fourth maximum uses site whereas in urban area students counted Snapchat as fourth maximum uses site during covid-19. On the side in post covid-19 rural area college students recorded Snapchat as fourth maximum uses site and in urban area students recorded Instagram as fourth maximum uses site. Study indicated that Snapchat counted as fifth maximum uses site during covid-19 by rural area college students whereas Twitter counted as fifth maximum uses site in both urban area during covid-19 and in rural area in post covid-19 on the other hand Twitter counted as fifth maximum uses site by urban college students in post covid-19. Further study suggest that rural area college students marked Instagram as sixth maximum uses site during covid-19, whereas in urban area college students marked Tik Tok as sixth maximum uses site during covid-19. However in post covid-19 rural area college students marked Tik Tok as sixth consumption site on the other side in urban area college students marked Research gate as sixth consumption site. Study analysis that Twitter recorded as seventh maximum consumption site during covid-19 by rural college students whereas Tik Tok and LinkedIn recorded as seventh maximum consumption site during covid-19, on the opposite side study shows that in post covid-19 urban college students recorded Twitter as seventh maximum uses site whereas rural college students recorded LinkedIn as seventh maximum uses site. Further study shows that Research gate counted as least consumption site during covid-19 by rural college students. Although Pinterest, Skype, LinkedIn and Academia marked by none of the rural students during covid-19, whereas in urban area students during covid-19 marked Skype and Research gate as eight uses site. On the other side in post covid-19 rural area college students counted Research gate as eight uses site whereas in urban area college students counted Pinterest, Skype and Academia as eight maximum uses site. Study reflects that Pinterest and Academia counted as least uses site in urban college students during covid-19 on the other side LinkedIn and Academia counted as second least and pinterest and Skype counted as least uses site by rural college students in post covid-19 whereas Tik Tok counted as least uses site by urban students in post covid-19.

**Table 3:** Use of IT/ virtual tools and technology by college students during covid-19 and post covid-19

- Use of IT/virtual tools and technology by rural and urban college students during covid-19
- Use of IT/virtual tools and technology by rural and urban college students post covid-19

Use of IT/virtual tools and technology by college students during covid-19 and post covid-19.	During Covid-19				Post Covid-19			
	Rural		Urban		Rural		Urban	
	N	Percentage	N	percentage	N	Percentage	N	Percentage
Zoom Meeting	56	28%	59	30%	42	21%	55	28%
Academia- research purpose websites	4	2%	10	5%	15	8%	25	13%

Google Meet	21	11%	23	12%	33	17%	36	18%
Emails	25	13%	32	16%	39	20%	35	18%
Microsoft team	-	-	10	5%	5	3%	-	-
MS Word	37	19%	15	8%	30	15%	20	10%
Webex Meet	-	-	2	1%	-	-	2	1%
MS Excel	24	12%	9	4.5%	15	8%	8	4%
MS Power Point	28	14%	30	15%	18	9%	4	2%
Video conferencing	5	3%	10	5%	3	2%	15	8%

Above table shows that indicates the use of IT/virtual tools and technology by rural and urban college students during covid-19 and post covid-19, it clear from the above interpretation that Zoom marked as first maximum uses tool in rural and urban area during covid-19 and post covid-19 it might be due to online line lectures, classes attend by the students during covid-19 and post covid-19. The similar results are in the line by Sreehari, P., (2020). Further data indicates that MS Word is second preferable tool in rural area during covid-19 but on the other hand E-mail marked as second maximum preferable tool in urban area during covid-19, followed by the rural and urban area in post covid-19, uses of tools & technology is an essential part of student's life. Moving ahead majority of rural and urban students counted third maximum uses of MS Power Point during covid-19. However majority of rural students counted Google meet as third preferable tool in post covid-19 on the other hand Academia- research purpose websites counted as third preferable tool by urban students in post covid-19. Further study marked Emails as fourth preferable tool by rural students during covid-19 whereas Google Meet marked as fourth preferable tool by urban students during covid-19. On the opposite side MS Word counted as fourth preferable tool in both rural and urban students in post covid-19. Study further indicates that MS Excel recorded fifth preferable tool in rural area during covid-19 whereas MS Word recorded as fifth preferable tool in urban area during covid-19, therefore MS Power Point recorded as fifth preferable tool in rural area in post covid-19 as compare to urban area Video conferencing recorded as fifth preferable tool in post covid-19. Study suggest that Google Meet marked as sixth preferable tool by rural students during covid-19 whereas Academia- research purpose websites and Microsoft team marked as sixth preferable tool by urban students during covid-19, on other side Academia- research purpose websites and MS Excel marked as sixth preferable tool by rural students in post covid-19 however majority of urban students marked MS Excel as sixth preferable tool in post covid-19. Study indicates that Video conferencing counted as seventh preferable tool by rural students in both covid-19 and postcovid-19, whereas MS Excel counted as seventh preferable tool in urban area during covid-19 on the other hand Webex Meet and MS Power Point counted as seventh preferable tool by urban students in post covid-19. Further study analysis that Academia- research purpose websites recorded as eighth preferable tool by rural students during covid-19 whereas Webex Meet recorded as least preferable tool by urban students during covid-19 on the other hand Webex Meet marked by none of the rural students during covid-19. However, majority of rural students marked Microsoft team as least preferable tool in post covid-19 whereas Microsoft team marked by none of the urban students in post covid-19.

**Table 4:** Practice social media site for academic purpose by college students during covid-19 and post covid-19

- Practice of social media sites for academic purpose by rural and urban college students during covid-19
- Practice of social media sites for academic purpose by rural and urban college students post covid-19

Practice social media site for academic purpose by college students during covid-19 and post covid-19	Rural		Urban		Rural		Urban	
	N	Percentage	N	Percentage	N	Percentage	N	Percentage
E-learning/E- Library	16	8%	12	6%	15	8%	18	9%
Online Conference National/ International	29	15%	32	16%	25	13%	32	16%
Webinars	40	20%	48	24%	49	25%	41	21%
Participation online quiz/ certificate courses	52	26%	57	29%	39	20%	40	20%
Connect with online study groups	-	-	5	3%	2	1%	6	3%
Download study materials,	30	15%	19	10%	46	23%	38	19%

assignment, projects								
E- dissertation/thesis	7	4%	10	5%	10	5%	9	4.5%
Research/ E- journals	1	0.5%	2	1%	5	3%	6	3%
Educational Apps	25	13%	15	8%	12	6%	10	5%

Above table shows that practice of social media sites for academic purpose by rural and urban college students during covid-19 and post covid-19. The data indicates that rural and urban college student's practice of social media sites for academic purpose during covid-19 and post covid-19 counted maximum Participation in online quiz/ certificate courses by both rural and urban during covid-19. However, in post covid-19 webinars counted as maximum participated by rural and urban students. Further data shows that webinar is the second highest social media site practiced by rural and urban students for academic purpose during covid-19. Although in post covid-19 second preference social media site practiced by rural students is download study materials, assignment, projects. Whereas, Participation in online quiz/ certificate courses by urban students counted as second practiced site in post covid-19. Study indicates that download study materials, assignment, projects and online Conference National/ International is the third maximum practiced social site for academic purpose in rural students during covid-19. Therefore in urban student's online Conference National/ International marked as third maximum practiced site for academic usage during covid-19. In post covid-19 rural students counted as third practiced site for academic purpose by Participation in online quiz/ certificate courses where as in urban area students download study materials, assignment, projects marked as third maximum uses site for academic purpose. Data further reflects that Educational Apps counted as fourth maximum uses academic purpose site by rural students during covid-19 whereas download study materials, assignment; projects were the fourth practice purpose of uses social academic sites by urban students during covid-19. On the other hand online Conference National/ International counted as fourth maximum uses by rural and urban students in post covid-19. Study point out that E-learning/E- Library marked as fifth maximum uses by rural students and Educational Apps marked as fifth maximum uses by urban students during covid-19. Therefore, E-learning/E- Library counted as fifth maximum uses by rural and urban students in both during covid-19 and post covid-19. Moving further study reflects that students belongs to rural college area marked E- dissertation/thesis as sixth maximum uses during covid-19 whereas in urban area students marked E-learning/E- Library as sixth maximum uses during covid-19. However in post covid-19 rural and urban students counted sixth maximum uses of Educational Apps practiced for academic purpose. Study shows that in rural area students prefer Research/ E- journals during covid-19 whereas in urban area E- dissertation/thesis counted as seventh preferable site during covid-19, followed by the rural and urban students in postcovid-19. Moving on to the next in rural area no single student prefer online group study whereas in urban area students connect with online study groups marked as eight maximum uses site for academic purpose during covid-19 on the opposite side both rural area Research/ E- journals marked as eight maximum uses academic site in post covid-19 whereas in urban area students marked online study group and Research/ E- journals as eight maximum uses site for academic purpose in post covid-19. Study further shows that Research/ E- journals marked as least preference site for academic uses by urban students during covid-19, on the other side connect with online study groups marked as least uses site by rural students in post covid-19.

## CONCLUSION

The current study is sought to investigate the role of social media on the life style of rural and urban college student's during covid-19 and Post covid-19. From the above study it is concluded that college students used social media more frequently during covid-19 and post covid-19 with change in platform preference experienced by rural and urban area. The data showed a significant increase in the number of students who turn to social media for educational purpose, increasing from 20% during covid-19 to 35% post covid-19 in rural area, there were also slight increases in respondents using social media for entertainment 32% during covid-19 to 38% in post covid-19 in urban area. Remarkably, there were slight decreases in both rural and urban area students using social media to health and medical concern from 19% during covid-19 to 9% in post covid-19 in rural college students and 10% during covid-19 to 6% in post covid-19 in urban college students. Interestingly, there were a drop in rural and urban students using social media to keep up with friends and family. Study also conclude that YouTube counted as maximum consumption social media site by rural and urban students in both situations during covid-19 and post covid-19, followed by whatsapp with a second maximum consumption site from rural and urban students responses during covid-19 and in post covid-19, Followed by facebook and snapchat. The prominent shift measured in rural students preferred platforms after the start of the covid-19 was tik-tok from 17% during covid-19 to 6% in post covid-19 by rural college students. The data also reflects a significant increase in the number of students who turn to social media consumption for research gate, increasing from 0.5% during covid-19 to 2% in post covid-19 in rural area and

increase from 1% during covid-19 to 2.5% in post covid-19, followed by Academia from none during covid-19 to 1% in post covid-19 in rural area and from 0.5% during covid-19 to 1% in post covid-19 in urban area however, LinkedIn show from none during covid-19 to 1% in post covid-19 by rural and slightly decrease in urban area from 3% during covid-19 to 1.5% in post covid-19. Therefore, Pinterest and skype might be efficiently usage less as evident. Study also indicates that increase the accessibility of social media during covid-19 and post covid-19 is due to online lecturers students attended webinars, seminars that's why students marked zoom as first maximum uses virtual tool in rural and urban area during covid-19 and post covid-19. The data showed a significant increase in the number of students who turn to academia- research purpose websites, increasing from 2% during covid-19 to 8% post covid-19 in rural area, therefore in urban area it increase from 5% during covid-19 to 13% in post covid-19, there were also slight increases in respondents using Google meet from 11% during covid-19 to 17% in post covid-19 by rural students whereas it shows slight increase from 12% during covid-19 to 18% in post covid-19 by urban students, followed by Email from 13% during covid-19 to 20% in post covid-19 by rural students and 16% during covid-19 to 18% in post covid-19 by urban area. Further study conclude that students uses IT tools and technology such as MS. Word, MS. Excel MS. Power point for wider purpose at different intervals of time in both the situation covid-19 and post covid-19. It is also revealed by Parvada et al. (2017), Khandave et al. (2020). Study conjointly revealed that student counted maximum Participation in online quiz/ certificate courses by both rural and urban during covid-19. However, in post covid-19 webinars counted as maximum participated by rural and urban students for academic purpose. The data showed a noticeable shift towards increase in the number of students who turn to social media for download study materials increasing from 15% during covid-19 to 23% post covid-19 in rural area therefore increase from 10% during covid-19 to 19% in post covid-19 in urban area students, there were also minor increases in students using social media for research/E-journals 0.5% during covid-19 to 3% in post covid-19 in rural area, whereas from 1% during covid-19 to 3% in post covid-19 in urban area. Data also show increase in students using social media for E- Learning/E-Library from 6% during covid-19 to 9% in post covid-19 in urban area, but in rural area it is constant to 8% both during covid-19 and postcovid-19, Followed by E- dissertation/thesis in rural area from 4% during covid-19 to 5% in post covid-19. Unusually, there were slight decreases in both rural and urban area students using social media for Educationally Apps from 13% during covid-19 to 6% in post covid-19 in rural college students and 8% during covid-19 to 5% in post covid-19 in urban college students. Study conjointly revealed that connect with online study groups marked as less effectively functional and applied as alternative learning tool by rural and urban students. Thus social media in the phase of covid-19 and post covid-19 despite of several interruptions, majorly changed the lifestyle of rural and urban college students as new technical or digital era, where online learning instigated overnight due to providence of covid-19 transformed the path of rural and urban students in terms of opportunity to learn and practice the online mode of education by applying various IT virtual tools in their day to day lifestyle, which makes higher education complete in every manner to learn new ways and update students with the concept of latest insight in every possible fields.

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