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USAGE AND PREFERENCE OF SOCIAL MEDIA SITES AMONG STUDENTS – AN ATTITUDINAL INSIGHT

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Abstract

Social Media plays a very important role among the growing youth population. The impact of COVID – 19 has still increased the usage of various social media sites as a means of communication. Handling of online classes for the school and college students, sharing of educational information among the students, conduct of meeting, passing of communication and so on paved the way for making the younger generation to be system and mobile savvy. Social media refers to a computer based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. So it has become the need of the hour to understand the users' choice in usage of various social media platforms and the preference given by them in using the various platforms. Hence this research paper focuses on the Usage and Preference of Social Media Sites among Students. About 150 samples were taken for the study from Pollachi taluk using convenient sampling technique. Simple percentage analysis, weighted average ranking and Chi-Square analysis are the tools used to analysis the collected data. The suggestions provided based on the findings of the present study shall be implemented in practice to improvise the usage and preference of the social media sites among the students in a better and effective way.

Keywords: *Social Media, Usage, Preference, Platforms, Students.*

Introduction

Social media refers to a computer based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social mediais internet based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. With the advancement of technology and availability of gadgets at a large scale, the role of social media has been increased. The platforms that earlier started from the chatting websites have now expended their heritages to many spheres and are helping the people according to their needs. Social media enables communication for not only ones personal life but also for business life. Ecommerce has become the largest platform for shopping online which not onlyhelps buyers to purchase but also sellers to make business. Business has developed due to online advertisement or media sites because they get the word out quicker & faster.

Statement of the Problem

This research aims to find out the positive and negative impact of social media on students' academic performance. Based on this the following questions were raised to get answered. What is the level of usage of social media and why students use it? What is the preference of the students in using social media? What is the impact of social media on students, academic performance?

Objectives of Study

The following objectives were framed depending on the statement of the

problem. To know the Usage of Social Media Sites by the Students
To identify the Preference of Students in Social Media Sites

Research Methodoligy

This research aims to find the impact of social media on the academic performance of the younger generation. In this research the primary data is collected through structured questionnaire. The study is carried out among the students. 150 questionnaires were distributed to various students and data is collected based on the convenient sampling technique.

Limitations of The Study

Issues with sample and selection and limited access to data. The exact thinking of the respondents cannot be found out.
Insufficient sample size for statistical measurement due to time constraints.

Review of Literature

Merry Borgohain and Angita Borparta (2020).They made a study on the topic "Impact on social media in the student's academic performance: An analysis of the state universitiesof Assam". This Research consists of the Objectives, to know the usage of social media by the youths for educational purpose and to study the impact on their educational performance by usage of social media. It has been found that majority of the students used

social media networking sites and actively participating in them mostly majority of the students spent social media for keep touch with friends and entertain oneself.

Jamal Abdual Nasir Ansari and Nawab Ali khan (2020). They made Research on the topic "Exploring the role of social media in collaborative learning, the new domain of learning". In this study they framed the objectives to know the role of social media and mobile devices in the collaborative learning the new domain of the learning. This study provides that guidelines to the corporate world in formulating strategies regarding the use of social media for collaborative learning.

Manjur kolhar, Raisa nazir ahamed kazi, and Abdalla alameen (2021) .They built an analysis on the topic "Effect of social media use on learning, social interaction, and sleep during among university student's". This study aimed to examine social media use patterns among students and duration of time spent on social media platform during the day and night. Around 300 structured questionnaires have been framed to collect data. This study establish amajority of the students used social media and many of them use it for non academic activities and delayed their bed time which turn reduced their sleeping duration

Analysis and Interpretation

Table – 1. Demographic Profile

Place of Residence	No. of Respondents	Percentage (%)
Rural	120	80
Urban	30	20
Total	**150**	**100**
Age	**No. of Respondents**	**Percentage (%)**
Below 16 years	4	3
17 to 20 years	100	67
20 to 25 years	46	30
Total	**150**	**100**
Gender	**No. of Respondents**	**Percentage (%)**
Male	57	38
Female	93	62
Total	**150**	**100**

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Educational Level	No. of Respondents	Percentage (%)
SSLC	6	4
HSC	15	10
Under graduation	89	59.33
Post graduation	29	19.33
Diploma	5	3.33
Professional course	6	4
Total	**150**	**100**

Table 1 interprets that majority of the respondents are residing in rural Pollachi, belonging to age group of 17-20 years, female respondents and they are under graduates.

Table – 2. Use of Social Media

Use of Social Media	No. of Respondents	Percentage (%)
Yes	132	88
No	18	12
Total	**150**	**100**

The above table shows that, the majority of the respondents are using social media.

Source for Using Social Media

The respondents are classified based on their source for using social media is shown in the table below.

Table – 3. Source for Using Social Media

Sources	No. of Respondents	Percentage (%)
Mobile phones	146	97.33
Laptop	4	2.67
Total	**150**	**100**

The above table shows that out 150 respondents, majority of the respondents are using mobile phones.

Period of Usage

The time period for using of social media by the respondents, have been classified into four categories as shown below.

Table 4 Period of Usage

No. of Years	No. of Respondents	Percentage (%)
Less than 1 years	27	18
1 to 3 years	73	48.7
4 to 6 years	34	24.7
more than 6 years	13	8.7
Total	**150**	**100**

The above table shows out of 150 respondents, it is found that majority of the respondents are using social media for a period of 1 to 3 years.

Social Media Platforms

The table below shows that the respondents are classified on the basis of which social media platform mostly used by the respondents.

Table – 5. Social Media Platforms

Social Media Platforms	No. of Respondents	Percentage (%)
WhatsApp	69	46
Instagram	53	35.33
YouTube	23	15.33
Face book	3	2
Google	1	0.67
Others	1	0.67

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Total		150	100

From the above table, out of 150 respondents, the majority of the respondents are mostlyusingWhatsApp as a social media platform.

Most Used Social Networking Sites
The respondents are classified on the basis of their most used social networking sites areshown in the table below.

Table – 6. Most used social networking sites

Social Networking Sites	1	2	3	4	5	Total	Rank
Face book	67	42	57	96	95	357	V
Youtube	19	48	129	132	155	483	IV
Instagram	30	42	93	116	195	476	III
Whatsapp	26	42	63	200	160	491	I
Twitter	65	38	38	80	150	381	II

From the table 6, it is observed that, 150 respondents are given first rank to Whatsapp, second rank to Twitter, third rank to Instagram, fourth rank to YouTube and fifth rank to Facebook. It is inferred that majority of the respondents mostly use "Whatsapp" as a social networking site.

Social Media Contents
The respondents are classified on the basis of contents they see in social media and are shown in the below table.

Table - 7. Social Media Contents

Contents	1	2	3	4	5	6	7	8	9	10	Total	Rank
Education	33	44	72	52	65	36	77	88	63	110	640	VI
NEWS	30	60	90	40	75	36	35	80	45	90	581	II
Entertainment	25	46	102	48	40	18	42	40	72	260	693	X
Fitness	25	56	81	108	25	78	56	48	27	80	584	III
Nutrition	31	38	102	76	75	42	56	40	36	80	576	I
Health	22	46	93	68	50	90	56	48	72	100	645	VII
Life style	21	62	81	52	35	60	91	48	63	150	663	VIII
Sports	24	54	93	64	20	30	14	152	63	150	664	IX
Articles/blogs	24	64	84	64	15	24	84	72	153	50	634	V
Others	49	26	69	60	30	12	42	48	45	250	631	IV

From the table it is inferred that most of the respondents see Nutrition contents followed by news, fitness, other purposes, articles, education and so on in social media.

Purpose of Using Social Media
The respondents are classified on the basis of for what purpose they use socialmedia andare shown below.

Table – 8. Purpose for Using Social Media

Purpose	No. of respondents	Percentage (%)
Communicate friends	69	46
Meet new people	5	3.33
Professional work	8	5.33
Study purpose	42	28
Pass leisure time	22	14.67
Entertainment	4	2.66
Total	150	100

The above table shows that out of 150 respondents, it is found that majority of the respondents are using social media to communicate with friends.

Time Spent
The respondents spending time in using social media is shown inthe table below.

Table – 9. Time Spent On Using Social Media Daily

Hours Per Day	No. of Respondents	Percentage (%)
Less than 1 hour	29	19.33
1 to 2 hours	79	52.66

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3 to 5 hours	28	18.66
More than 5 hours	14	9.33
Total	**150**	**100**

Table 9 shows that out of 150 respondents, it is found that most of the respondents are using social media for 1 to2 hours per day.

Social Media Sites Hampers Life

The respondent's response on social network site hampering their personal life is shown in the table below.

Table – 10. Social Network Sites Hampers Personal Life

Hampers Personal Life	No. of Respondents	Percentage (%)
Yes	53	35.33
No	97	64.67
Total	**150**	**100**

The above table shows that out of 150 respondents, it is found that most of the respondents say No for social media sites hampers their personal life.

Privacy Settings

The respondent's belief about the privacy settings of social media sites are shown in the table below.

Table – 11. Privacy Settings of Social Media Sites

Privacy settings	No. of Respondents	Percentage (%)
Enough	86	57.33
Strong enough	36	24
Not enough	28	18.67
Total	**150**	**100**

The above table shows that out of 150 respondents, it is found that most of the respondents state that social media privacy setting is enough.

Security Issues

The feel of insecure while sharing anything in social media sites is shown in the table below.

Table – 12. Insecure Feelings while Sharing In Social Sites

Insecure feeling	No. of Respondents	Percentage (%)
Yes	52	34.67
No	51	34
Not sure	47	31.33
Total	**150**	**100**

Above table shows that the out of 150 respondents, it is found that majority of the respondents choose Yes for they feel insecure while sharing anything in the social media.

Usage of Social Media for Educational Purpose

The respondents are classified on the basis of their mode of agreeableness on social media helps for educational purpose and are shown in the table below.

Table – 13. Mode of agreeableness of use of social media for Educational purpose

Mode of Agreeableness	No. of Respondents	Percentage (%)
Agree	105	70
Strongly agree	33	22
Disagree	10	6.7
Strongly disagree	2	1.33
Total	**150**	**100**

The table shows that out of 150 students, it is found that most of the respondents choose Agree to social media sites are used for studies.

Social Media Reduce the Amount of Sleep

The respondents are classified on the basis of their use of social media is reducing the amount sleep they get, are

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shown in the table below.

Table – 14. Social Media Reduce the Amount of Sleep

Amount of Sleep Reduce	No. of Respondents	Percentage (%)
Not. At all	62	41.33
Yes, sometimes	70	46.66
Yes, quite a lot of time	14	9.33
Yes, all the time	4	2.66
Total	**150**	**100**

From the above table, it is shown that out of the 150 respondents, it is observed from the above table that most of the respondents select yes,sometimes the social media is reducing the amount of sleep they get.

Findings of the Study Personal Profile

1. Majority of the students, 120(80%) belong to rural area.
2. Majority of the students, 100(67%) belong to the age group of 17-20 years Majority 93(62%) students are female.
3. Most 89(59.33%) of the students are under graduates.

Preference for Using Social Media

1. Majority of the students, 132(88%) are using social media.
2. Majority of the students, 146(97.33%) are use social media through Mobile phones.
3. Most of the students, 73(48.7%) have been use social media for a period of one tothree years. Majority of the students, 69(46%) are use Whatsapp as a social media platform.
4. Majority of the students, 69(46%) are use social media for communicate friends.
5. Most of the students, 79(52.66%) spend nearly one to two hours per day to use social media.
6. Majority of the students, 97(64.7%) are say No for social media sites hampers their personal life.
7. Majority of the students, 86(57.33%) are states that social media privacy settings isenough.
8. Most of the students, 52(34.67%) are say Yes for they feel insecure while sharinganything inthe social media.
9. Majority of the students, 105(70%) are choose Agree to social media sites uses forstudy.
10. Majority of the students, 70(46.66%) are select yes, sometimes the social media isreducing the amount of sleep they get.

Most Used Social Networking Systems

Majority of the students ranked Whatsapp as first followed by Twitter, Instagram, Youtube and Whatsapp.

Social Media Contents

Majority of the students ranked nutrition as first followed by news, fitness, others, article and blogs, education, health, life style, sports and entertainment.

Suggestions

Create a class blog for discussions to make interest to students for study Create a time schedule for using social media to avoid addicted to social mediaMeasures to encourage E learning from the use of social media platforms Create own blog to write assignments improve writing skills

Create awareness on sharing posts and picture in social media

Conclusion

Social media serves the students purpose of connecting them with people all across the globe by not hampering their working hour's schedules. The findings of the study show that, there is positive consequence on average study time the proper and efficient usage of the social media by the students would improvise the students' academic performance.

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