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Edited by: Sruthi S, Crispin J Fernandez, Dr. S. Saravanan, Dr. Srinivas Mulakala, G. Sethuraman, Dr. G. Vani, Ms. Sharon Jude Samuel

CHAPTER 7

CHALLENGES IN USAGE OF SOCIAL MEDIA AMONG STUDENTS WITH SPECIAL REFERENCE TO RURAL COMMUNITY

Dr. T. Vijaya Chithra [1]

Abstract

The role of social media is in its increasing approach especially among the young generation due to the changed lifestyle carried out during the COVID – 19 period of time. Data sharing, communication, monetary and non monetary transactions, sharing of files, documents, photos, videos and so on are greatly supported by the social media sites. It also helps the community to communicate globally and share knowledge between wide groups of people all over the world. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. The present study focuses on the problems faced by the rural community in usage of social media among the students who are the young and active force of the Nation and in its development. About 150 respondents have been taken as the sample for the present study using convenient sampling technique. Percentage analysis and chi-square analysis has been incorporated to identify the research results. The suggestions specified shall be implemented in order to use the Social Media Sites in an effectively and efficient way so that it may lead as a supporting factor in digitalizing the Nation.

Keywords: Social Media, Digitalizing, Data Sharing, Challenges, COVID – 19.

Introduction

Social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos. Users engage with social media via computer, tablet or smart phone via web-based software or web application, often utilizing it for messaging. Social media are interactive technologies and digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content."

Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between

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organizations, communities, and individuals. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site.

Statement of the Problem

This research aims to find out the problems faced in usage of social media among the students' academic performance. Based on this the following questions were raised to get answered. What is the demographic profile of the selected students sample and how there exists association between the demographic variables with that of the selected independent variable. In order to examine the answers for the above questions, the following objectives were framed.

Objectives of Study

➢ To identify the Demographic Profile of the Students.
➢ To know the Problems faced in Usage of Social Media Sites by the Students.
➢ To find out the Association between the select demographic profile with Problem Factors in usage of Social Media Sites.

Research Methodology

In this research the primary data is collected by the structured questionnaire. About 150 students are taken for the present study using convenient sampling technique and tools like simple percentage analysis and chi-square technique has been used to analysis the collected data. The sample data has been collected in Pollachi area located in Coimbatore district of Tamil Nadu.

Limitations of the Study

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

Review of Literature

Samantha Samarasinghe and Thamali chandrasiri (2019). They formed a research on the topic "The impact of social media on students' Academic performance". This research consists of the objective to identify the impact of social media on students. Questionnaire survey model is be used to collect data. Convenience sampling method is be used in selecting the sample for the data collection. It has been found that students are using social media for academic as well as non-academic purpose.

Basil C.E.Oguguo, Juliet O. Ajuonuma and et.al (2020). They built a research on the topic "Influence of social media on students' academic achievement". This study determined the influence of using social media on the academic achievement of senior secondary school students. Samples of 150 students were selected for the study. Social Media Questionnaire and Accounting Achievement Performa were used for data collection. The result showed thatstudents frequently engage in social media they did not utilize the social media in healthy way.

M.Owusu-Acheaw and Agatha Gifty Larson (2015). They formed study on the topic "Use of social media and its impact on academic performance of tertiary institution students: A study of the students of koforidua polytechnic, Ghana". This research consist the objectivesto identify the benefits obtained

from using the social media and to ascertain what students use social media sites for. The survey method was used to solicit data and information from a sample of students. A set of questionnaire was distributed to collect the data. The study revealed that the use of social media sites for academic performance of the respondents reflected negatively and that there was direct relationship between the use of social media sites and academic performance.

Analysis and Interpretation of the Study
Area of Residence

The respondents are classified on the basis of their area of residence. The area of residence is classified into two categories namely Rural and Urban as shown below.

Table -1
Area of Residence

Place of residence	No. of Respondents	Percentage (%)
Rural	120	80
Urban	30	20
Total	**150**	**100**

Table -1 show the out of 150 respondents, 120 (80 %) respondents are in rural area and remaining 30(20%) respondents are in urban area. It could be inferred from the above table that the majority is residing in rural areas.

Age Wise Classification

The age of respondents has been classified into three categories and it is shown in the table below.

Table -2
Age Wise Classification

Age	Number of Respondents	Percentage (%)
Below 16 years	4	3
17 to 20 years	100	67
20 to 25 years	46	30
Total	150	**100**

The table -2 shows the classification of students based on age. Out of 150 respondents, 4 students are in the age of 16 years, 100 respondents come under the age 17 to 20 years, and 46 students are in the age of 20 to 25 years. Hence, it is found that majority of the respondents age ranges between 17 to 20 years.

Gender Wise Classification

The table below shows the classification of respondents on the basis of their gender.

Table -3
Gender Wise Classification

Gender	No. of Respondents	Percentage (%)
Male	57	38
Female	93	62
Total	150	100

The above table states that 57 (38%) are Male and 93 (62%) are female respondents. It shows that most of the respondents are female.

Educational Level
The respondents are classified on the basis of their Educational Level and are shown below.

Table -4
Educational Level

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

From the above table, it is shown that out of 150 respondents, 6 (4%) respondents are studying SSLC, 15 (10%) respondents are studying HSC, 89 (59.33%) respondents are studying under graduation, and 29 (19.33%) respondents are studying Post graduation, 5 (3.33%) respondents are studying Diploma, and 6 (4%) respondents are studying Professionalcourse. Hence, it is observed from the above table that the most of the respondents are undergraduates.

Factors Associated with Social Media
Chi- square test has been use to study the association between the variables and level of usage identified. Levels of significance are five per cent level.

Area of Residence
In order to examine if area is associated with level of problems in using social media the following hypothesis has been framed and tested.
Ho: Area of Residence does not influence the problems in using social media by the students.

Table -5
Area of Residence and Problems in Using Social Media

AREA	PROBLEMS IN USING SOCIAL MEDIA			TOTAL
	LOW	MEDIUM	HIGH	
Rural	21	84	15	120
Urban	5	23	2	30
TOTAL	26	107	17	150

Calculated x^2 value: 1.052   Table value: 5.991

Out of 150 respondents, 120 belong to rural area. Of them 21 have low level of usage, 84 have medium level of usage and remaining 15 have high level of usage. Out of 150 respondents, 30 belong to urban area. Of them 5 have low level of usage,23 have medium level of usage and remaining 23 have high level of usage. The percentage of respondents who have high level of usage is high among the students whobelong to rural area while low level of usage is also high among the students who belong to rural area. Comparing the percentages, it is observed that students who belong to rural area have high level of usages. However, the calculated Chi-square value is less than the table value at five percent level, there does not exists any significant association between area of respondents and reason for using e payment system. Therefore, the null hypothesis is accepted.

Age of the Respondents

To examine if age is associated with level of problems in using social media thefollowing hypothesis has been framed and tested.

Ho: Age does not have influence on the students' social media sites' usage.

Table- 6
Age and Problem in Using Social Media

AGE (IN YEARS)	PROBLEMS IN USING SOCIAL MEDIA			TOTAL
	LOW	MEDIUM	HIGH	
BELOW 16YEARS	2	0	2	4
17-20	22	70	8	100
20-25	2	37	7	46
TOTAL	26	107	17	151

Calculated x^2 value: 17.660   Table value: 9.488

Out of 150 respondents, 4 belong to the age group of below 16 years. Of them 2 have low level of usage, no one have medium level of usage and remaining 4 has high level of usage. Out of 150 respondents, 100 belong to the age group of 17 to 20. Of them 22 havelow level of usage, 70 have medium level of usage and remaining 8 have high level of usage. Out of 150 respondents, 46 belong to the age group of 20 to 25. Of them 2 have lowlevel of usage, 37 have medium level of usage and remaining 7 have high level of usage. The percentage of respondents who have high level of usage is high among the students who belong to the age group of 17 to 20 while low level of usage is also high among the students who belongs to 17 to 20 . Comparing the percentages, It is observed that students who belongto 17 to 20 have high level of usages However, the calculated Chi-square value is greater than the table value at five percent level, there exists significant association between age of respondents and problems in f using social media. Therefore, the null hypothesis is rejected.

Gender of the Respondents

To examine if gender is associated with level of problems in using social media thefollowing hypothesis has been framed and tested.

Ho: Gender does not influence the students' social media sites' usage level.

Table- 7
GENDER AND PROBLEMS IN USING SOCIAL MEDIA

| GENDER | PROBLEMS IN USING SOCIAL MEDIA | | | TOTAL |
	LOW	MEDIUM	HIGH	
Male	12	38	7	57
Female	14	69	10	93
TOTAL	26	107	17	150

Calculated x^2 value : 1.019 Table value: 5.991

Out of 150 respondents, 57 are male students. Of them 12 have low level of usage, 38 have medium level of usage and remaining 7 have high level of usage. Out of 150 respondents, 93 are female students. Of them 14 have low level of usage,69 have medium level of usage and remaining 10 have high level of usage. The percentage of respondents who have high level of usage is high among the students whoare females while low level of usage is also high among the students are female. Comparing the percentages, It is observed that students who belong to 17 to 20 have high level of usages. However, the calculated Chi-square value is less than the table value at five percent level, there does not exists any significant association between gender of respondents and problems in using social media. Therefore, the null hypothesis is accepted.

Educational Level

To examine if education is associated with level of problems in using social mediathe following hypothesis has been framed and tested.

Ho: Education does not influence the students' social media sites' usage level.

Table – 8
Educational Level and Problems in using Social Media

EDUCATIONAL LEVEL	PROBLEMS IN USING SOCIAL MEDIA			TOTAL
	LOW	MEDIUM	HGH	
SSLC	3	1	2	6
HSC	5	10	0	15
UNDER GRADUATE	13	67	10	90
POST GRADUATE	1	24	3	28
DIPLOMA	3	2	0	5
PROFESSIONAL	1	3	2	6
TOTAL	26	107	18	150

Calculated x^2 value: 26.360   Table value: 18.307

Out of 150 respondents 6 are SSLC students. Of them 3 have low level of usage, 1 has medium level of usage and remaining 2 has high level of usage. Out of 150 respondents, 15 are HSC students. Of them 5 have low level of usage, 10 have medium level of usage and no one have high level of usage. Out of 150 respondents, and 90 students are under graduates. Of them 13 have low level of usage, 67 have medium level of usage and remaining 10 have high level of usage. Out of 150 respondents, 28 students post graduates. Of them 1 has low level of usage, 24 have medium level of usage and remaining 3 have high level of usage. Out of 150 respondents, 5 are Diploma students. Of them 3 have low level of usage, 2 have medium level of usage and no one have high level of usage. Out of 150 respondents, 6 students are studying professional course. Of them 1 have low level of usage, 3 have medium level of usage and remaining 2 have high level of usage. The percentage of respondents who have high level of usage is high among the under graduate students while low level of usage is also high among the students undergraduate students. Comparing the percentages, it is observed that students who belong to 17 to 20 have high level of usages However, the calculated Chi-square value is greater than the table value at five percent level, there is exists significant association between age of respondents and problems in using social media. Therefore, the null hypothesis is rejected.

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

FACTORS ASSOCIATED WITH PROBEMS IN USING SOCIAL MEDIA
Chi- square test is used to test the association that exists among the selectedvariables and problems in usage of social media.
• There is no association between area and level of usage.
• There is an association between age and level of usage.

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- There is no association between the gender and level of usage.
- There is an association between the Educational level and usage of social media.

Suggestions

> As the age of the respondents have association with the problems faced in usage of social media sites and the majority of them belong to the age group of 17-20 years:
  - Awareness shall be created while sharing personal information
  - Properly informed while communicating in social media
  - Purpose of social media shall be educated as most of the respondents are female to secure them in social networking.
  - Special focus shall be given on the sharing of content in the social media especially among the student groups in order to bring discipline in their attitude.

> It has been identified that there exists positive association between the educational qualification and the problems in usage of social media and most of the respondents belong to the Under Graduate level of Education, Educational blogs and content shall be provided and online assignments shall be given to the students in order to make them use the social media sites in the right way.

CONCLUSION

Social media serve to students' purpose of connecting them with people all across the globe by not hampering their working hour's schedules. The findings of the study shows that, positive usage of the social media will create a positive mindset among the social media users and help in reduction of the problems they face in using these social media sites. The users should understand how powerful is this social media and how much beneficial if used in the right way. It also helps in worldwide communication and cordial relationship among the countries too is possible through the effective usage of the social media. The findings and the suggestions said in the present research may help in improvising the usage, preference and trust among the social media sites usage.

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