

## EFFECT OF SOCIAL MEDIA USAGE AMONG ARTS COLLEGE STUDENTS

**T. SAHAYA POORANA RANJITHA**

Reg.No: 19222211012012, Ph.D Research Scholar

St. Mary's College (Autonomous), Thoothukudi

Affiliated To Manomaniam Sundaranar University, Tirunelveli-627012, TamilNadu, India.

**Dr. A. SALETH MARY VETRISSELVI**

Assistant Professor

Department of commerce

St. Mary's College (Autonomous), Thoothukudi

Affiliated To Manomaniam Sundaranar University, Tirunelveli-627012, TamilNadu, India.

### Abstract

Social media is a great way to connect with people in your life. The world seeing a rapid technology migration to both higher speed mobile brand networks and the increased adoption of smart phones and connected device. Social media sites have the potential to fundamentally change the character of our social lives both on an interpersonal and community level. Up to date information at fingertips has become the norms to ensure efficiency. Youngsters and students send message or emotions through iPhone or new version of smart phone. Every student has to be used smart phone during pandemic periods. The use of these social networking sites or the Internet affects the physical, mental, and spiritual health of the students. Social media has a wide range of effects positive and negative on individuals and society. Students used social media mainly for sharing their assignments, projects and learning experiences with their colleagues. Every parents should advise their children to spend time on E Learning, new skills and modern technologies rather than wasting time on social media likes and shares.

Keywords: Social media, technology migration, interpersonal.

### INTRODUCTION

Social Media is a web-based platform which helps us to share Ideas, thoughts, and information among the communities. It gives us quick electronic communication of contents like Article, News, Images, videos etc. A person can access social media through a Computer, Tablet or Smartphone. Social networking sites are a great platform for people to connect with their loved ones. It helps in increasing communication and making connections with people all over the world. Although people believe that social networking sites are harmful, they are also very beneficial. The use of social media in our daily life has increased at a very high level. Especially the youth is highly affected by the use of it. Our daily life, society, and even the human relationships are affected by the social media. Social media, such as Twitter, Face book, Snap

chat and Instagram, are all highly used social media platforms. The social media usage of college students has the potential to affect their grades, social-skills, and time-management skills, but it could be positive or negative effect.

### **OBJECTIVE OF THE STUDY**

1. To analyze the usage level of social networking sites among college students.
2. To examine how the social networking sites affects academic and career goals of students.
3. To find out factors influencing social networking sites among college students.
4. To study the frequency of internet use and reasons for using social networking sites by college students.
5. To study the students learning behavior by using this social media networking sites.

### **Advantages of Social Media to Students**

However, social media has been criticized a lot because of the effect it has on the way to students gaining & retaining information. It offers plentiful opportunities for interaction as well as learning. There are several reasons for using internet-based media as a positive tool for children.

#### **1. Educational Benefits of Social Media**

Over many years social media has gained superior credibility as a trusted source of information & a platform where organizations can interact with their global audiences. Using social media, teachers can improve technological ability & students' involvement in studies. It also provides a good sense of collaboration in the classroom while making better communication skills with students.

#### **2. Easy sharing of Information**

Sharing of info, links to other sites has now become super easy for students as they share pieces of information to their friends, classmates, and other connections. Much of the time they are connected to the internet through mobile phones, laptops, PCs, tablets, etc. for transmitting views, opinions, tips, study materials, school projects & various other kinds of useful reading stuff to each other. With this, they exchange helpful information about their exams & classes.

#### **3. Social Credibility**

Many schools, colleges & universities have begun the facility of interconnecting with a large no. of students through the means of social media networks, for example, Facebook, Twitter, and YouTube. These channels can be utilized to impart & to communicate school news, educational info, make declarations, and provide students with more valuable data. This creates involvement between the school and students, which help handle several student-related issues through the group associations.

#### **4. Cost-effective Communication**

Social media is an excellent & free medium for the end-user! It can not only be used to communicate. It is also an outstanding device/ technology to promote things such as events, new courses, and various advanced research. It is thus be used to enhance improvement in learning.

### 5. Any time Connectivity

There is often someone to reply from the international community as geographical factors do not restrict most of the social networking sites. ATC (Any time connectivity) has become possible due to the arrival of various social media websites. You can post your question and wait for few hours to get a solution to your queries.

### 6. Sharing Information & Knowledge

Social media provides a platform where one can share their knowledge and gain credibility in their chosen field(s) or specialization(s). They can also acquire information and insights from others within an online community.

### SPENDING TIME ON SOCIAL MEDIA

Data relating to Spending time on social media of the respondents are presented in Table 4.4

**Table 4.4**  
**Spending time on social media**

S.No	Spending time on social media	No.of Respondents	Percent
1	1-3 Hours	10	15.9
2	4 Hours	7	11.1
3	5 Hours	10	15.9
4	Above 5 Hours	36	57.1
<b>Total</b>		<b>63</b>	<b>100.0</b>

### INFERENCE

Out of 63 respondents, among these 57.1 per cent of the respondents spend up to more than 5 hours in social media for their studies. Among these 11.1 per cent respondents spend 4 hours per day for studying through the social media. Among 15.9 per cent respondents spend 5 hours for studying through the social media and the rest of 15.9 per cent respondents are spend up to 3 hours for studying through using the social media.

Thus, the table shows that most of the respondent spends time on social media for studying is more than 5 hours.

**10CHI SQUARE TESTS FOR AGE AND PRIMARY USAGE OF SOCIAL MEDIA**

**H<sub>0</sub>:** There is no association between age and the primary usage of social media.

Reasons	Value	Df	Asymptotic significance	Result
Primary usage of social media	21.073 <sup>a</sup>	16	.870	NS

**Source: Primary Data**

**INFERENCE**

From the above table it is found that the calculated p value (.870) is higher than the significance level at 0.05. Reasons for using social media like downloading music/video, uploading music/ video, posting photos and blogging are not significant relationship with age. **Hence, it is stated that there is no significant relationship exist between the age and primary usage of social media.**

**CONCLUSION**

As social media networks advance in education systems, many helpful and beneficial tools will emerge that can make learning a more enriching experience. Students today are intimately involved with social media at every stage. If you're missing onto the usage of social media, you are pushing away a lot of potential audience. Using it in educational institutions can prove to be a very effective measure. The benefits of social media for academic entities are many. The above is just a few, to begin with. Social media sites offer great opportunities for communication between peers and teachers. Using social media, teachers can improve the involvement of their students in studies and education, improve technological ability, provide a great sense of collaboration in the classroom and build good communication skills of students.