

The Perception of Students Towards Social Media Usage –A Study

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Abstract - Social media is a most powerful tool to communicate person to person or group. Students are using this platform to share their views, news to educate, entertain each other with this virtual world. This paper mainly focused on the perceptions of university students towards the importance of the social media on their personal and professional life. This study adopted descriptive survey design. The population used as sample were students from Telangana University in Telangana state of India. It reveals that perception of the students towards the importance of social media is positive. They agree that this media is useful for them to make strong relations with in the family more than their employment and educational purpose.

Keywords: employment, education, social media, university students, virtual network

I. INTRODUCTION

A Social Media or Social Networking Sites (SNS) are most powerful instruments to share information between individual and groups. It becomes essential part of life for people around the globe. These online platforms are facilitate create a profile of users and connect to each other through its web based services. These social media provides vast scope to ease to access various resources and services to interact and sharing the information between individual and groups with its services such as messaging, Forums, podcasts, blogs, online chatting, widgets, visuals, audio, videos and many more forms of communicative media. It is also useful to sharing information, entertainment, and educative purpose. With recent technological evaluations and wide spread of communication technologies, every person accessing social networking sites at present. With the increasing of smart phone usage social media are become a common communication tool for the youth as well as old age people. Since last few years most of people including farmers, business men, and industrialists are depending on SNS to communicate their team and spread the information to the globe and attracting the virtual world. These number increasing day by day moreover teenagers are become very passionate.

Social networking sites are categorised as video sharing, audio sharing tools. Based on their popularity Face

book, twitter, MySpace, You Tube, WhatsApp, blogger, Instagram, Tencent QQ, WeChat, Q Zone, dig, flicker are considered as top social media. As per the recent statistics only Facebook placed top slot having 2740 million active users followed by You Tube and What'sApp. The term Social Networking Sites has been defined by different authors in several different ways. This leaves the reader with a feeling of being 'unsure' of its real meaning. Social Networking Sites can be broadly defined as internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts. Social Networking Sites allow users to manage, build and represent their social networks online. Apart of information sharing, now a day students use social networking websites for play online games. The online gaming session was become more interesting for them. When students feel bore they play online games in social networking websites and after some time they addicted with game.

II. SOCIAL MEDIA AND STUDENTS

Social media become an integral part of student life. At present situation, students and social media are depending on each other. Majority social media users are students only that is youth. Generally most of the students are frequently uses social media websites for interacting with their friends, search old friends, most of the university students staying away from their families so that they are stay connected with their family and friends with social media. More over student community concentrating on their further studies and settlement in view of this social media is highly useful for searching information in this regard. Few of them know day to day updates political, economical, science and Technology, sociological developments of the society. For come out from the stress the student community choosing social media as an entertainment tool. Colleges are shaping and giving a bright future to the students, the student's community is giving a constructive future to the country. In general, college students are very much interested in using advancement of technology in every field compare to any other age group of a society. With this equation, the social media become a strong communication tool to link up the society.



The social media created different perception in the society. Person to person it is changing their attitude. Some of them thought it is the just waste of time and some others thought it is a good platform to show their talent or give views and highly useful to build their career for bright future. These perceptions are different individual to individual. It is completely depending on their psychological aspects and view. Here is perception is most important in every aspect of student life. Most of the students are using social media because it is an interaction or advance platform which attracts the youngster in different ways. It is fact that every student has different perception on social media.

III. STATEMENT OF THE PROBLEM

As a channel of communication social media became a part of civil life and in virtually entire globe. In countries like India University students make use of social media as a prime communicative. There is no doubt that social media is a double-edged sword that it is a power of good and bad shades. It is clear that the users determine that how they use it. The usage of social media is very high especially among university students which often leads to reduction of time the students devote to their studies and focus on their future. To ascertain if social media have any positive input on the students' studies is a major concern. The life of a student is consumed with studying, assignments, projects as well as further settlement of life with employment. However in this modern technology era, the life of a student is also consumed with countless social media sites like Instagram, Facebook, Twitter and many more sites and this makes it difficult for students to focus on studies. In recent times, with the using social media some of the students engage in cybercrimes which could cause harm to the victims and spoil their lives. In other end some students, they easily get addicted with social media that it begins to interfere with their lives get spoiled.

In view of these observations, the core problems this study seeks to systematically unravel how the Social media perception and usage among students.

IV. OBJECTIVES OF THE STUDY

To study the students perception towards social media.

To find out the impact of social media on students lifestyle.

V. METHOD

This paper studies the student's perception towards social media. The researcher collected quantitative data from the respondents. The survey method was adopted to collect data from respondents. For this study, total 100 students were taken as sample from Telangana University, India, with them 50 boys and 50 girls from all five University colleges were selected as sample through random sampling technique was used to acquire the sample. Various college classes were selected to provide a sample of gender and age.

VI. REVIEW OF LITERATURE

According to Baker & Oswald, All the studies reviewed for this review of literature used samples whose participants were college undergraduate students. College students' use of social media is happening in rapidly growing amounts as new technology becomes available. Computer-mediated communication allows young adults to interact over social media with family and friends. Few studies have been conducted to examine how using social media and other computer-mediated communication affects communication skills.

The research carried out by Urista, Dong & Day found that social network sites help fulfil communication needs and wants. It is a convenient method of communication and provides the ability to stay connected with friends and family, but on the users own rate and time. Users can manage their interactions within their own schedule by choosing when they want to read and respond. The internet communication is a solitary activity usually done alone. However, it is efficient because it is a one-to-many method of communication that allows users to quickly spread information.

According to Parvathy J and Suchitra R; Social media impact on students in both ways. Social Networking Sites (SNS) is a buzz word in today's world due to its enormous growth, customer base and usage. The main focus of this paper is to present an insight into impact of SNS usage on the minds of youth population. SNS has created a fourth world without boundaries. It is a common phenomenon across the world where growing citizens (i.e. youth population) are the biggest users and consumers of SNS. This platform has provided the youth a golden opportunity in exchanging knowledge, finding employment and social quotient among them. On the other side it has created new issues to society to solve. Privacy has taken beating due to overexposure to social media. Participation in chats and discussions in subjects of least importance is killing the valuable creative time among youth.

A study on New media and society: A study on the impact of social networking sites on Indian youth carried out by. Neelamalar & Chitra, reveals that the majority of the youth have more than one account on social networking websites. 95% youth state that it is the platform to meet there lost friends. This study is show that because of the development of the technology youth has higher level of usage of internet and computer. They are aware with the danger and risk and positive aspect of social networking sites.

According to Sudipta Deb Roy and Dr. Sankar Kumar Chakraborty, nearly 96 percent of the students use Face book, and social media showing both positive and negative impact on the students. In positive impact he discovers that through social networking sites students are up to date with recent information its helps in education. It's also allowed the students and teacher in one platform. In negative impact its show that students spends more time in social sites, they

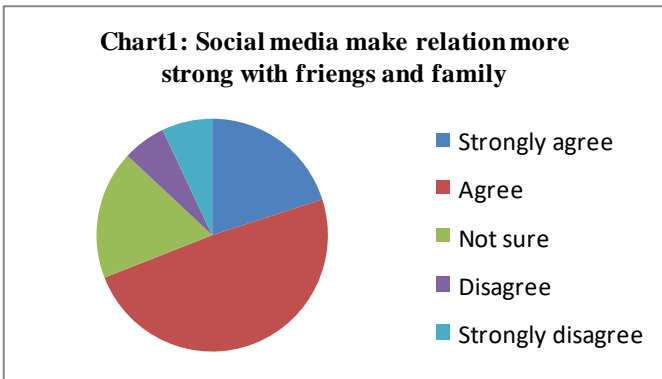
put their less effort in real life. Because of the easy way of writing in social networking sites students use shortcut words or sentences, because of this in real life they cannot write proper grammar or sentences.

Research conducted by Nicole B. Ellison Charles Steinfield Cliff Lampe that the strong linkage between Face book use and high school connections suggests how social networking sites help maintain relations as people move from one offline community to another. It may facilitate the same when students graduate from college, with alumni keeping their school email address and using Face book to stay in touch with the college community. Such connections could have strong payoffs in terms of jobs, internships, and other opportunities. Colleges may want to explore ways to encourage this sort of usage.

VII. DATA ANALYSIS

For this study, the researcher prepared 5 questions to get the information from the respondents. The response collected from the students in the form of statement. For evaluating the response there were 5 points scaling answer of each question. Respondents gave their answers in between highly agree to highly disagree.

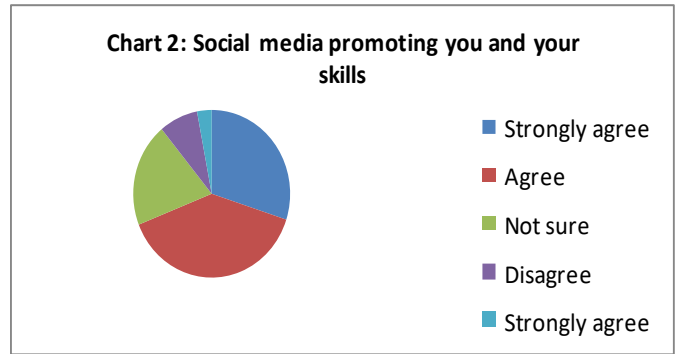
Research question 1: Can you agree social networking sites/social media make relation more strong with friends and family.



Social media playing a key role in connecting the people and enhance their relationships accordingly. Based on the finding of the human relationship the result come was very positive that sixty nine percent of respondents agree that social media make relation more strong with friend and family members. In these twenty percent of the respondents strongly agree with this statement. That shows students are regularly in touch with their family and friends and they believe that there is no any difference between real life and virtual life in fact they are more active in virtual life to connecting each other. With the evolution of technology the human relations are bonding is still continuing. Eighteen percent of respondents are maintaining neutrality. Irrespective of social media or social networking sites they are continuing their friends and family relations as usual. In

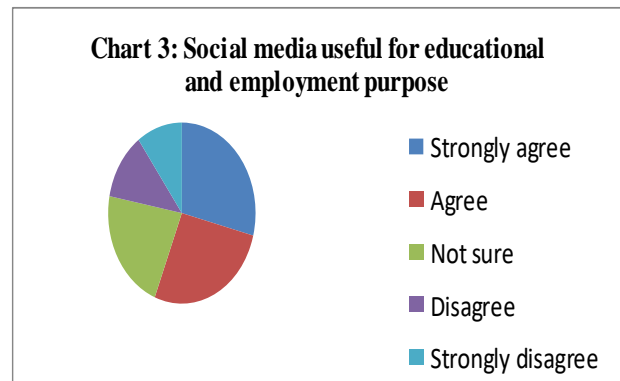
the total six percent respondents are disagree with the statement they are clearly saying that irrespective of all these things the go with family and friends as usual. Only seven percent respondents are highly disagree that social networking websites are not make relation either strong or weak with friend and family.

Research question 2: Is social media is a right platform for promoting you and your intellectual skills?



In the present scenario, each and every student has their own talent and intellectual skill. In few circumstances they are not getting the right path to promote them their talent in a right way. With the emergence of social media, they feel that they got a right platform to promote themselves. Chart 2 is clearly stating that. Sixty nine percent of respondents are positively responded and clearly stated that social media given a platform to promote them self to the competitive world. In that 30 percent of respondents are strongly agreed. They are very much happy to using social networking site to promote them in the globe and saying that social networking sites are best platform to promoting their work. Twenty percent respondents are not clear idea on that. Eight percent of respondents are disagreeing and only three percent student are highly disagree that social networking are platform to promote their work. It shows that individual involvement is necessary to promote themselves and their work to the community.

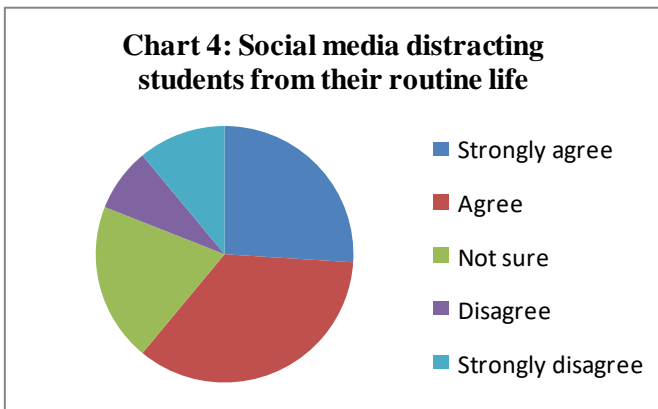
Research question 3: Do you agree Social media is very much useful for your education and employment opportunities?



With emergence in internet education availability become very easy. Earlier students depended only on books and journal for regular studies and competitive studies. Now in the internet era, vast knowledge available at our finger tips. Online libraries, different types of books, video and audio content become ease to access.

Everything is available to gain knowledge on internet. The social media added advantage to the students. According to chart 3, fifty six percent of respondents are positively responded that social media useful to ease their educational and employment opportunities. They are very much confident on this. In these twenty nine percent of the respondents strongly agree that the social media highly influencing their education and employment opportunities. But another side twenty two percent of the respondents are disagreeing with this statement. Moreover twenty two percent of the respondents are not clear on this. They are not aware about all these usages.

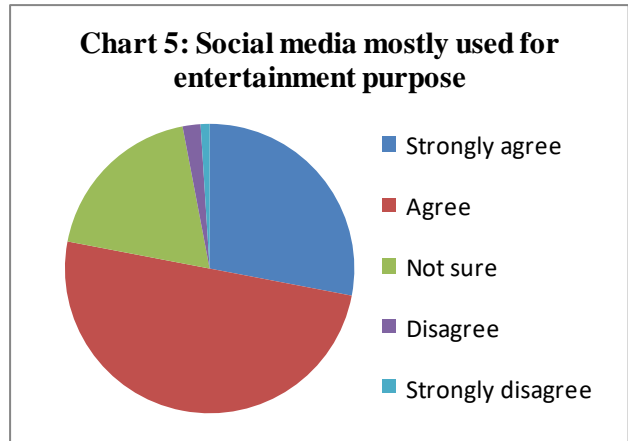
Research question 4: Do you believe social media distracting the students from their routine life?



With the climate change, psychological changes taking place in social life. With this psychological equation, in the teenage students perception and psychological transformation has playing a key role at this age group. What the youngsters are keenly observing in society they simply following the same without understanding the pros and cons. Some time they are diverting from their studies and distract in different path.

Chart 4 clearly stated that sixty one percent of respondents are agree that social media deviating them. They are unable to concentrate on their studies and further assignments. This proves that students need to maintain mental balance and went in a right path. In this twenty six percent of students strongly believes that through social networking websites students are distracting their life style. In the total respondents 20 percent were not clear about that. Nineteen percent of respondents are disagree and said that through social networking websites may not distract with their path.

Research question 5: Do you believe social media mostly use for entertainment purpose?



Entertainment became one of the most important aspects in human life moreover it is the key elements in student’s life. Most of the human believes that entertainment removes their mental stress. For their entertainment most of the people adopts various activities such as listening music, play games, online games, watching comedy scenes, movies.

Chart 5 stated that seventy eight percent respondents are agree that social media in the best way to get entertained. In that twenty eight percent of the respondents strongly supported that social media giving comfortable entertainment. In the total nineteen percent of respondents not clear about this statement. Only three percent of the respondents are said that they are not using social networking websites for entertainment purpose, so they feel that social media is not for entertaining. They are not agreeing that the social media can be used for entertainment purpose.

VIII. CONCLUSION

The study saying that there is no doubt the social media or networking websites are highly useful for their career as well as maintain human relations in a positive way. It clearly stated that the social media highly useful to build their career and future. Most of the students think that social networking websites are helpful to make strong relation with family and friends. The family bonding become very strong with the social media. According to students’ perception, social networking websites are useful for their academic studies and competitive world. In few circumstances, they are clearly saying that social networking websites distract them while study some extent. They are very clear that the social media highly useful to promote them self and put their talent before the world. At the same time they are saying that to overcome the stress the social media highly useful to entertain.

Interestingly nearly twenty percent of the respondents are not clear understanding on social media or social networking sites. As per their given information, they are new users of social media and they are unable to use all the features of social media.

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