International Journal of Research Publication and Reviews

A Comparative Study on Usage of Social Media in College Students.

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ABSTRACT

The emergence of social media has altered communication in every aspect of a person's life. The survey looks at how people use Facebook, YouTube, Twitter, Whatsapp and SnapChat, among other social media networks. To find out why and how people actively seek out particular media to meet particular requirements, a survey approach is employed. According to the Users and Gratification Theory (UGT), users consciously select media that will meet their requirements and improve their knowledge, relaxation, social contacts and companionship, diversion, and escape. Members of the social media audience are active media consumers. Instead, the audience interprets and incorporates media into their own lives actively and has control over the information they consume. In contrast to other theoretical stances, UGT maintains that audiences are in charge of selecting the media that best satisfies their needs and wants. According to this argument, the media would then have to compete with other information sources to win over viewers.

Keywords: Social media, users and gratification and social contacts.

Introduction

The internet has emerged as a creative means of communication for families and individuals thanks to recent technology advancements. Over the past ten years, social media networks have contributed to an online phenomena that has grown in popularity. Individuals establish and maintain relationships with others using social media platformslike Facebook, Twitter and whatsapp. Those who utilize these social media platforms can interact with other users and create personal profiles. Users can send private or public messages to anyone they choose, upload photos, and share what they are doing at any given moment. Social media platforms appear to be becoming more and more popular in this "information age," particularly among young individuals. Social media networks are the main reason that a large number of Internet users in India have access to the Internet. In urban India, 66% of the 180 million Internet users utilize social networking sites on a regular basis, according to a research published by the Internet and Mobile Association of India (IAMAI). Keeping up one's own virtual profile on social media sites like Facebook and Twitter, sharing updates, and responding to friends' posts are among the most popular activities on these platforms. Working women and non-working women make up just 7% and 11% of India's active social media user base, respectively, whereas college students (33%) make up the largest cohort. Many of these young adults use social media networks to communicate with family, friends, and even strangers. Social media sites have created new and nonpersonal ways for people to interact with others and young adults have taken advantage of this technologic trend. The role of social media as a tool of communication and has created new ways of mobilizing public opinion and encouraging participation in political and civic activities ranging from joining social groups, posting short messages on Twitter, expressing support for social movementsThese are the significant web, mobile, and social media usage milestones for India. Currently,462 million people in India use the internet regularly (out of a global total of 3.63 billion)India is experiencing a ninety percent growth rate in internet usage, compared to the global average of only 19 percent. Out of the 2.43 billion active social media users worldwide, 153 million of them are in India.1.01 billion mobile connections are in India. Thirty-one million of India's 153 million social media users are on mobile devices.India has had a 23 percent increase in active social media users since March 2015, while the global increase has been 26 percent. India's mobile subscription growth was merely 7%. Four broad categories were created to cover the various aspects of the social network site Arto (Malene Charlotte Larsen): aspects pertaining to personal branding (e.g., notice board, blog, image gallery, and profile).The characteristics that facilitate social interaction and communication, such the discussion board, guest book, clubs, etc.Entertainment in the form of jokes, games, and videos.

Components Of Social Media

Social media consists of three main parts: Idea (knowledge, artwork, or meme); Media (textual,   ectronic, or visual); Intimate, direct, community interaction, social media virality, electronic broadcasting or syndication, or other physical medium like print are examples of social interface.

Significance of Study

This field of study is important because sociability is an underlying theme in using forms of social media. Since this social media phenomenon is continuing to grow at a fast but also in text.

The Objectives of the Study

- To learn about the activity's college students, engage in on social media

- To determine how college student's use of social media is affected

- To determine whether social media use has an impact on student's performance both before and after using it

- To ascertain which social media college students utilize the most.

REVIEW OF LITERATURE

Megan sponcil and Priscila gitimu, 'The study on use of social media by college students' Relationship to communication and self-concept has examined social media use among college students and how it affects communication with others, and college students self concept. The findings provide implications for future research on why these social networking sites have gained popularity.

Thomas E. Ruggiero (200), 'The emergence of computer mediated communication has revived the significance of uses and gratifications' He also explained the necessary of inclusion of concepts like interactivity, demassification, hypertextuality, and asynchroneity in contemporary and future models and researchers should also explore interpersonal and qualitative aspects of mediated communication in a more holistic methodology.

The study of Andhra found that reach and influence of social media at national level. The study concluded social networking sites have been given lesser importance in both the states.

Malena charlotte Larsen in the study online social networking: From local experience to global discourses has explored use of social network sites and different experiences of Danish teenagers in the use of social networking technologies. The author has demonstrated how young people relate not only to a local context, but also a broader societal level when addressingtheissuesofonlinebehaviour. **Ioannis leftheriotis and michail N. Giannakos (2014)** In the study using social media for work: Losing your time or improving your work has contended that in the case of social media for work, employees make extended use of them no matter their age, also that both utilitarian and hedonic values influence employees to use more social media for their work, at least in the insurance sector. The study confirms that there is an important relation between the use of social media and the work performance.

Charles O.Omekwu and et al (2014) In the study the use of social networking sites among the undergraduate students of university of Nigeria, Nsukka has examined that mostly all the students were using the social networking sites in interaction with friends, connecting to their classmates for online study and for discussing serious national issues and watching movies etc. the study recommended that university authorities should organize seminars to enlighten students on the not-so good aspect of social networking sites etc.

S.M Al-Jubayer (2013) In the study the use of social networking sites among teenagers: A study of facebook use in Dhaka city has identified two distinctive categories of teen engagement with digital media: friendship –driven participation centered on "hanging out" with existing friends, interest – driven participation involved accessing online information and communities that may not be present in the local peer group.

RESEARCH GAP

Ther'e are lot of articles and journals highlighting about the study of social media. Previously they are studied about the usage of social media among print and electronic media journalists working in the Hyderabad, telungana state and social media usage and academic performance in public and private senior high schools. My study is different from these two, I studied the comparative study of usage of social media in college students. I collect 50 responses.

RESEARCH METHODOLOGY

A survey of young adults aged 15-25 years was conducted, to study the influence of social media use on young adults. The survey questionnaire included a total of 20 questions mostly in close ended format. The online survey was created on 'Google forms' one of the leading online survey tools. Survey respondents were recruited through schools, colleges, youth

centres and youth clubs. Survey participants were told the study would deal with the use of social media and that responses would remain confidential and be read only by the researchers. Completing the questionnaire took 10-15 minutes. The survey was in the field for 10 days.

TABLE 1

Socio-economic Data

S.no	Variables	Particulars	NOR	%
1)	Age	Less than 20	39	77%
		21-25	8	17%
		26-30	1	2%
		Above 30 years	2	4%
		Total	50	100
2)	Gender	Male	30	58%
		Female	20	42%
		Prefer not to say	0	0%
		Total	50	100
3)	Occupation	Student	42	77%
		Private	8	17%
		Total	50	100
4)	Marital status	Single	45	90%
		Married	5	10%
		Total	50	100

Source: Primary Data

Interpretation: This research study has responses from about 58 % of male and 42% of female and majority of age group belongs to the less than 20 and most of them are students, marital status of the responses are 90% were single.

TABLE 2

Social Conversations Influence Life Choices.

Questions	Yes		No	
	Percentage	No. of respondents	Percentage	No. of respondents
Do social conversation s influence your life choices?	91.7%	44	8.3%	4

Source: Primary Data

Interpretation: In this table 91.7% of the respondents agreed to the social conversations influence their life choices and 8.3% of the respondents disagreed to the question.

TABLE 3

Comparative Study On Social Media

Questions	Instagram		Whatsapp		Snapchat		Youtube		Facebook		Twitter	
	%	NOR	%	NOR	%	NOR	%	NOR	%	NOR	%	NOR
Which social media did social media did you use the most?	44%	23	33%	16	4%	2	11%	5	4%	2	4%	2

Which one is the most interesting among these?	63%	32	13%	6	2%	1	14%	7	4%	2	4%	2
Which social is mostly like by people, accordig to you?	58%	30	24%	11	4%	2	4%	2	10%	5	0%	0
Which social media makes you update about current affairs?	48%	25	10%	4	-	0	20%	10	10%	0	12%	6
While opening the mobile phone which social media enter first?	36%	19	46%	24	12%	6	-	0	6%	3	-	0
Which social media is best for interacting with family and friends?	13%	8	67%	33	10%	5	-	-	-	-	10%	4

Source: Primary Data

Interpretation: In this table, 44% of the respondents use the social media the most and snapchat, youtube and twitter were least used by the respondents. 63% of the respondents said that instagram is the most interesting app comparing to the whatsapp, youtube, snapchat and twitter. According to the respondents point of view 58% of the people like instagram and only 4% like snapchat and youtube. 48% of the population use instagram to refer and check current but here the usauge of facebok and snapchat is very low. Whatsapp is the most used app for connectivinty and communication with family and friends, when mobie is opened hands goes to the same first acc to the majority of the population of the survey, hence instagram and whatsapp are the most prominent social media.

TABLE 4

Impacts of Social Media

Statement	Agree		Disagree		Neutral	
	%	NOR	%	NOR	%	NOR
Do you think spending time on social media is beneficiary?	27%	13	23%	11	50%	26
Are you addicted to social media?	23%	11	40%	19	37%	20
Do you think social media leads to lack of own thinking?	42%	20	23%	11	35%	19
Do you think after adaption of this social Media social contact with your friends, family get lapse?	41%	20	21%	10	38%	20

Sources: primary data

Interpretation: In this table the respondents given 50% of neutral responses for the spending time on social media were useful and 23% of the respondents were addicted to the social media. 23% of the respondents disagree that social media leads to lack of own thinking.41% of the respondents agreed that after adaption of this social media, social contact with their friends, family get lapse.

TABLE 5

Threats and cyber bullying in social media

Statement	Yes		No	
	%	NOR	%	NOR
Have you ever experienced any threatening, cyber bullying from social media?	71%	16	29%	34

Sources: Primary Data

Interpretation: 71% of the respondents are experienced threatening and cyber bullying from social media and 29% of the respondent are not experienced such type of threatening and cyber bullying from social media.

TABLE 6

Purpose of social media

Statement	To pass the time	Gathering information	Interacting with family and friends	Other reasons
What is the purose of social media?	33.3%	29.2%	25%	12.5%

Sources: Primary Data

Interpretation: 33% of the respondents says that the purpose of the social media is to pass the time

FINDINGS

From the table 3, it was found that Instagram is the most frequently used app compared to the WhatsApp, snapchat, YouTube, twitter and Facebook. Among the 50 responses 44% of the respondents use the Instagram from the table 3, it was found that Facebook and twitter are less used apps. It was found that Snapchat and YouTube are used comparatively less than Instagram. From the table 5, it was found that 71 % of the respondents are experiencing cyber threatening. From the table 4, it was found that 41% of the respondents are agreed that after adaption of social media, social contact with their friend's family get lapse. From the table 2, 91% of the respondents agreed that social conversations influence their life choices. According to the respondents points of view people are like Instagram compared to the snapchat, WhatsApp, twitter, YouTube, Facebook. From the table 6, it was found that the purpose of the social media is to pass the time than the gathering information and interacting with family and friends. From the table 4, it was found that here was neutral responses for the spending time on social media is useful by the respondents.

LIMITATIONS OF THE STUDY

This study was conducted through online not in offline mode. This research was conducted in Chennai district but not covered the entire population. Not everyone uses social media and those that do many are not willing to spend time responding to the research.

CONCLUSION

The study brings out an understanding that usage of social media is extensive. Social media networks are transforming our society in different ways. Even from a 2 year child to old age people scrolling the social media. This study identified that social media is mainly used for passing the time. The study identified that people were experiencing cyber threats and cyber bullying, cyber hacking from the social media. The usage and participation on these network in one way or the other could affect the college students in their studies. This is a result of nature of the usage and how these participants on these networks.

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