



A STUDY ON IMPACT OF SOCIAL MEDIA AMONG ARTS AND SCIENCE COLLEGE STUDENTS IN NAMAKKAL

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Abstract

The growth of social media networking particularly social networking sites has created increased opportunities for media communication that have an impact upon institution of higher learning. Social media acts as positive implication for many people living in developing countries and some of the largest social media companies are at the heart of the largest social media companies are at the heats of these positive changes. This study also indicates that a progress is considered necessary for equilibrium the relationship between society and educational. Finally the result of the study shows that student should give more attention to their academic and research.

1.1 Introduction

Technology specifically social media have become parts of life for many students today it is inevitable one today, online social media have expended worldwide growth and popularity one. Generally people thought the worlds regularly use the internet, desktop, computer, laptops, smart phone, and cellular phone, to gather information, communication, for chating and sharing the picture and video with each other. The growth of social media networking particularly social networking sites has created increased opportunities for media communication that have an impact upon institution of higher learning. Commonly we use social media for raising social media issues campaigns, sharing, maintaining friend's relationships, trustworthy information etc.

Our society has become tech sense where everyone relates to a single touch of our smart phones. The major connecting tools that we all have is social media, be it twitter, Face book, YouTube, whatsapp, instagram and so on. According to a report it has known that around 90 percent people who uses internet visit to social media. Social media acts as positive implication for many people living in developing countries and some of the largest social media companies are at the heart of the largest social media companies are at the heats of these positive changes. During the ancient times, there was lot of hurdles in the communication, as it has to come across hindrance of place and time. Mail and courier receive long time from days to weeks to make the communication from one part of the world to another part. After the emergence of internet, communication is made easier. Not only the countries but also the continents have also been interconnected and communication is much quicker and faster than before. Through internet, technology has been drastically developed in the 21st century it paved the way for the growth of many social networking sites, which helps people to stay in touch with their families. Friends and relatives.

1.2. Statement of the Problem

The Rapid development of media technology had a great impact on the people through communication on an everyday basis. The rising length of the use of the social medium among the students of these days cannot be more emphasize. Over the year, a social networking site among the students has become more popular. It is a way to make associations, not only on university/ college grounds but with friends outside through social media. Networking sites is a way that helps the people feels they belong to a society. Due to the increasing of social media most of the educationalist questioning



whether the students will not be affected by how much time is spent on these sites; consider that the use of technology such as internet is one of the most important factors that can control the educational performance of the students positively or negatively. Most of the parents and educationalist worried that students are spending more time on social media, so they do not have enough time to study. It is against this background that this study is being conducted to ascertain the impact of social media among arts and science college students.

1.3 Review of Literature

Choney (2010)¹ The study revealed that 30 % of the students spent time on the internet. They used the statistical tools such as Chi-square, Correlation, T-test analysis etc, it was concluded that social media created great impact among students sometimes it's create negative aspects and positive affects also. Social media users study time is less and they got lower score in their exams.

Perth Ping Mena, Panda Kumar Mittal&Ram Kumar Slinky (2012)² conducted a study on, "problematic use of social networking sites among urban school going teenagers". Data was collected from 200 students. Unnecessary web-searching, online tomography and online gaming were the huge problems regarding internet use. The students who were spending too much of their time on social networking websites are having serious deleterious effect onto their academic, co-curricular, social, and interpersonal activities.

1.4 Objectives

1. To assess the demographic variable of the respondents.
2. To investigate the custom usage of social media among arts and science college students.
3. To identify the behavioral and health problems faced by the students while using social media.
4. To determine the level of agreement regarding positive and negative impact of social media.
5. To summaries the key findings and offer suggestions for the impact of social media among arts and science college students, Namakkal.

1.5 Scope of The Study

The purpose of this study is to assess, explore, identify, and measure the level of agreement regarding positive and negative impact of social media. The primary objective is to understand the impact of social media among arts and science college students.

1.6 Research Methodology

Research methodology is an efficient method to explain about the research problem. It includes different steps that are in general adopted by an investigator in studying the research problem along with adopted by an investigator in studying the problem with the reason behind them.

1.7 Reserch Design

A research design is the arrangement of condition for collection analysis of data in a manner which many result in an economy in procedure. The research design for the study is eloquent. The researcher has to describe the present's situation of the Social media. Hence descriptive research study is used. Descriptive research can only what has happened and what is happening.

1.8 Sampling: Sampling is process of selecting sufficient number of elements representing the population. The study used non-random sampling.



1.9 Sampling Size: The study has used a sample size of 150 respondents from Namakkal town.

1.10. Data Collection

Data collection methods are an integrated parts of research design. The use of appropriate methods will greatly enhance the value of research. Data can collection in a variety of ways:

Primary data: In the study the researcher used structured questionnaire for collecting the primary data.

Secondary data: Secondary data were collected from various sources.

1.11 Statistical Tools for Analysis

The statistical tools used for analysis

1. Simple percentage.
2. Chi-square test.

1.12 Limitations of the Study

The research identified various limitations while collecting the data from various respondents.

1. The data collecting was purely based on the respondent's assumption.
2. This study is undertaken in Namakkal Town, therefore the result is confined to this area and this is not applicable to other places.
3. The finding of the study is applicable to the period in which it has been done.
4. Due to the time constraint, the researcher was able to collect only 100 samples in the study area.

1.13 Data Analysis and Interpretation: The data collected were systematically processed, tabulated and made suitable for analysis and interpretations.

Table-1.1: Frequently Used Social Media for Academic Purpose

S.NO	Frequently Used Social Media For Academic Purpose	No of respondents	Percentage (%)
1	Face book	20	13
2	Whatsapp	20	13
3	Twitter	15	10
4	Youtube	20	13
5	Academia	10	7
6	Linked in	10	7
7	Slideshare	10	7
8	Flickr	10	7
9	Wikipedia	10	7
10	Blogger	10	7
11	word press	10	7
12	others	5	2
	TOTAL	150	100

Source: Primary data



Inference

Table 1.1 shows that 13 percent of the respondents frequently used Face book for their academic purpose, 13 percent of the respondent were used whats app for their academic purpose, 10 percent of the respondents were used twitter for their academic purpose, 13 percent of the respondents were used YouTube for their academic purpose, 7 percent of the respondent were used academia, 7 percent of the respondent were used linked in, 7 percent of the respondents were frequently used slide share, 7 percent of the respondents were frequently used flickr, and 7 percent of the respondent were frequently used Wikipedia, and 7 percent of the respondent were frequently used blogger, and 7 percent of the respondent were used word press, and 2 percent of the respondents were used others, 13 percent of the respondents were used face book, whats app and you tube for their academic purpose.

Table-1.2: Spending Time on Social Media per Day

S.No	Spend Time	No of Respondents	Percentage (%)
1	Less than 1 hour	34	22
2	1-2 hours	42	28
3	3-5 hours	40	27
4	More than 5 hours	34	23
	Total	150	100

Source: Primary data

Inference: The above 4.4 table shows that,22 percent of the respondents spend time less than1 hour in social media, and 28 percent of the respondents spend time 1-2 hours, 27 percent of the respondents spent time 3-5 hours, and 23 percent of the respondents are spent time more than 5 hours.

Table 1.3: Reason for Preferring Social Media

S.No	Preferring Social Media	No of The Respondents	Percentage (%)
1	Download/ chatting	25	17
2	Study purpose	30	20
3	Influence by friends	20	13
4	To avoid loneliness	20	13
5	To know the recent trends	25	17
6	Just for fun and entertainment	20	13
7	Keep in touch with family	10	7
	TOTAL	150	100

Source: Primary data

Inference

The above 1.3 table shows that 17 percent of the respondents preferred social media for download/ chatting, 20 percent of the respondents preferred social media for study purpose, 13 percent of the respondents preferred social media influence by their friends, 13 percent of the respondents preferred social media for avoid loneliness, 17 percent of the respondents preferred social media for to know the recent trends, 13 percent of the respondents preferred just for fun and entertainment, 7 percent of the respondents preferred social media for keep in touch with family. 20 percent of the respondents preferred social media for study purpose.



Table 1.4: Devices Access on Social Media

S.No	Device Access on Social Media	No of The Respondents	Percentage (%)
1	Desktop computer	20	13
2	Laptop	20	13
3	Smartphone	80	54
4	Tablet	30	20
	Total	150	100

Source: Primary data

Inference

The above 1.4 table shows that, 13 percent of the respondents were accessed social media through Desk top computer, 13 percent of the respondents were accessed social media through laptop, 54 percent of the respondents were accessed through Smartphone, and 20 percent of the respondents were accessed through Tablet. 54 percent of the respondents were accessed through Smartphone

Table-1.5: Association between Demographic Variables of the Respondents and Positive Impact of Social Media

S.No	Education Level	SA	A	Moderate	DA	SDA	Total
1	UG	30	20	10	2	2	64
2	PG	08	20	9	1	2	40
3	M.Phil	7	4	5	4	4	24
4	Ph.D	5	10	5	1	1	22
	Total	50	54	29	8	9	150

Source: Primary data

HO: There is no significant relationship between level of agreement of positive impact of social media & education level.

HI: There is significant relationship between level of agreement of positive impact of social media & education level.

Degree of freedom: $(r-1) (5-1)$
 $= (4-1) (5-1)$
 $= (3) (4)$
 $= 12$

Level of significance : 5%
 Calculated value : 40.38
 Table value : 21.03

Result

Since the calculated value is more than the table value, so the null hypothesis rejected. There is significant relationship between level of agreement of social media and education of the respondents.



1.14 Findings

1. 13 percent of the respondents were used face book, whats app and you tube for their academic purpose.
2. 49 percent of the respondents were used social media for more than 3 years.
3. 28 percent of the respondents are spent time on social media per day.
4. 20 percent of the respondents preferred social media for study purpose
5. 54 percent of the respondents were accessed through Smartphone.

1.15 Suggestions

1. Social media is good platform to express and show off the students, talent and skills etc. They should use the social media for their developments and academic purpose.
2. Students should better to manage their study time in and avert the distractions that can be provided by the social media. They should decrease the time spent in the internet.
3. Students should be monitored by the professors and their parents and how they utilize the social media sites.
4. Students advised during their compass reading programme should not get addiction in the networking sites .They can add value in their academic performance and Research area.
5. Male students use more than the female students, female students parents restricted their usage activities due to their safety.

1.16 Conclusion

Social media is eye-catching; it not only provides college students another world to make friends, also provides a good way to release pressure. To a number of degrees, it completely affects the life of college students including the grade. This study also indicates that a progress is considered necessary for equilibrium the relationship between society and educational. Finally the result of the study shows that student should give more attention to their academic and research. Social media provides positive and negative impact against the students. But student balance both the equation of studies and social media.

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