



## **AFFECT OF SOCIAL MEDIA ON POST GRADUATES IN ANANTAPURAMU DISTRICT: AN EMPIRICAL ANALYSIS**

**Dr.K. Maddileti**

*Assistant Professor, Dept. of Commerce, S.K. University, Anantapuramu, A.P.*

### **Abstract**

*Social media create a one of the digital platforms for all section of the people entire the globe. It provides rules, awareness, guidance and sharing information among the people in online. In 21<sup>st</sup> century, everyone have been lining in informatics and digital world. India also one of the fastest growing country and also proved various dimensions. And also experiencing changes in the society through social media. The changing social media is changing the behavior, perceptions, and attitudes of people and growth of online social technologies induce audiences to become digital friendly, changing use behavior form passive to active, non-participatory to participation, and enabling users that was otherwise unknown or untapped. The present paper highlights how the social media impact/affect on post graduate students in anantapuramu district of Andhra Pradesh.*

### **Introduction**

Social networking sites have become a global phenomenon. They help us share as little or as much as we want about our lives from our views on politics to how we felt about our meal last night. As we talked about during Tuesday's class with our guest speaker, social media has gone beyond just updating our status and changing into a gateway for citizens to learn about what is going on in their communities. In Russia, tweet updates and live journal posts helped to educate Russia's population about the happenings of their government. In a country where the media is controlled by the government many have turned to social media sites to get information about what is going on without having it be censored in any way. Looking at these It would have thought many of these social media sites would easily be the most popular in the United States but that is not the case. That LinkedIn is most popular in India and that Facebook is most popular in Turkey and Canada were most surprising to me. As we talked about in class, Russia has a big following on Live Journal as that is one of the ways people are able to discuss news and share information. Sites like Facebook and Twitter are becoming huge in countries that you wouldn't think would have a strong market for such sites. Asia and Africa being in that category is a big surprise.

### **Methodology**

#### **Objectives**

1. To study need for the social media in present scenario.
2. To analyse the impact of social media on Post Graduate students
3. To draw the conclusions

### **Sample Design and data collection**

The present study covers the 800 students from entire district who are studying in higher education in university students and also affiliated students from the Anantapuramu district of Andhra Pradesh. It can be stated that the data were collected both primary and secondary data. Primary data were collected through a structure questionnaire from the sample PG students and also collected secondary data from the various sources. For analysis of the data, using simple percentages and using graphs for easy understand of the readers.

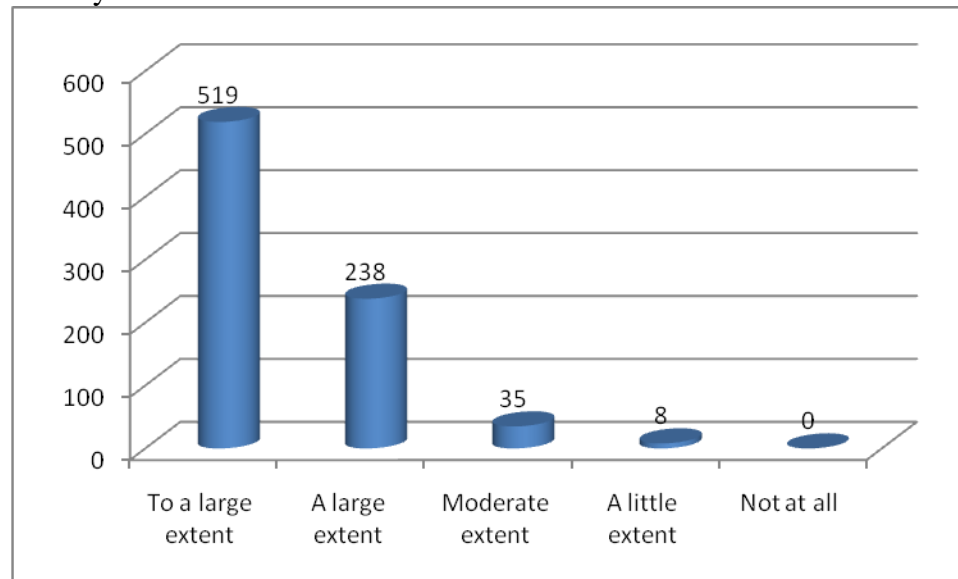


## Results and discussions

**Table-1, Social media help to contact old friends and create new friends**

S.No	Opinion	Frequency	%
1	To a large extent	519	66.00
2	A large extent	238	29.00
3	Moderate extent	35	04.00
4	A little extent	08	01.00
5	Not at all	00	00.00
	Total	800	100

Source: Primary data



After introducing innovative in social media like whatsapp, twitter, facabook, the people find new friends and also contact, the old friends. This is the best platform to gather various friends and increase number of relations in the society. According to this concept, one statement was addressed to the sample respondents and collected their opinion and presented table 1. The present table found that 95 per cent represent 757 post graduate students have expressed positive opinion ranges from to a very large extent to a large extent, and our per cent of them have moderate extent.

It can be evident from the table that majority fo the respondents have really gathered old friends and contacted new friends through social media in the present study.

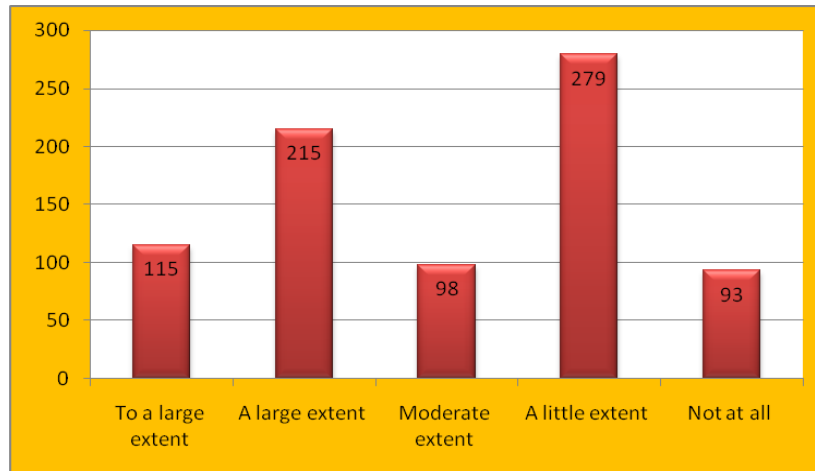
**Table -2, Social media have made planning easier of PG students**

S.No	Opinion	Frequency	%
1	To a large extent	115	14.00
2	A large extent	215	27.00
3	Moderate extent	98	12.00
4	A little extent	279	35.00
5	Not at all	93	12.00
	Total	800	100

Source: Primary data



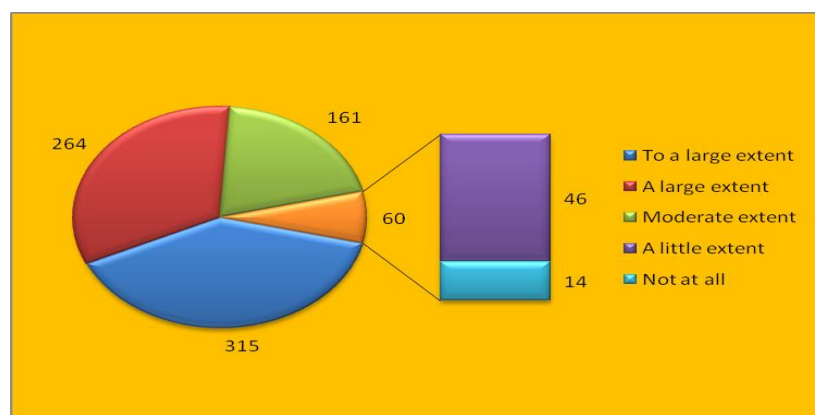
The researcher put a statement to the PG students like “Social media have made planning easier”. The present table stated that 14 per cent represent 115 sample respondents have expressed to a large extent, 27 per cent (215 respondents) have expressed a large extent, 12 per cent (98 pg students) have moderate extent, 35 per cent of the PG students (239 respondents) have a little extent, 12 per cent have stated not at all.



**Table-3, Social media help to save the cost on travelling to see the family and friends**

S.No	Opinion	Frequency	%
1	To a large extent	315	39.00
2	A large extent	264	33.00
3	Moderate extent	161	20.00
4	A little extent	46	06.00
5	Not at all	14	02.00
	Total	800	100

Source: Primary data



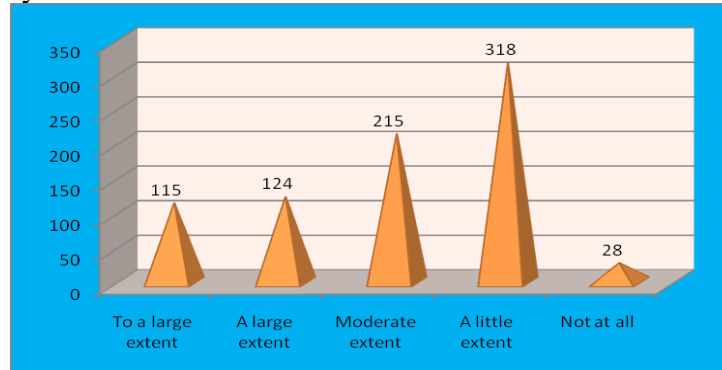
Social media save cost on travelling to see family and friends. So, that they would have been using mobile phones and social media in the selected sample respondents. It can be found that 39 per cent represents 315 respondents have stated that to a very large extent, 33 per cent of their opined that ‘a large extent’, 20 per cent of the respondents have been stated that ‘moderate extent’, six per cent of the respondents have expressed a little extent, and only two per cent have not a agreed.



**Table 4, Made things easier in case of transact all my assignment via SMS and e-mail**

S.No	Opinion	Frequency	%
1	To a large extent	115	14.00
2	A large extent	124	16.00
3	Moderate extent	215	27.00
4	A little extent	318	40.00
5	Not at all	28	03.00
	Total	800	100

Source: Primary data



Internet has made things easier at school since I transact all my assignment via SMS and e-mail. According to this statement, the post-graduate students have given their responses, analyses and presented in the table 4. The table discloses that, 14 per cent of the respondents have expressed that to a very large extent, 16 per cent of them ‘a large extent’ 27 per cent of them moderate extent, 40 per cent have expressed a little extent, and only 3 per cent have not agreed on above statement.

### Conclusions

The social media will help to the every one –when using right way. In case any people addict, it will collapse every individual’s life. So, the present focusing on how the social media affected on post graduates in higher learning institutions in Anantapuramu district. It can be concluded from the study that the social media helps to contact old friends & also create new friends, save the cost on travelling to see the family and friends and career also buildup a systematic manner.

### References

1. Jeemitha, P. S. (2019). The Impact of Social Media. *International Journal of Scientific Research and Engineering Development*, 2(1), 229–235.
2. Junco, R. (2011). Too much face and not enough books: The relationship between multiple indices of Face book use and academic performance. *Computers in Human Behavior*, 28(1), 187–198. doi:10.1016/j.chb.2011.08.026
3. Shim, J.P., Dekleva, S., Guo, C., & Mittleman, D. (2011). Twitter, Google, iPhone/ iPad, and Facebook (TGIF) and Smart Technology Environments. *How Well Do Educators Communicate with Students via TGIF?* Academic Press.
4. Shivarama Rao, K., Subangi, M. C., & Malhan, I. V. (2019). Social Networks as a Platform for Academic Interaction: Possibilities and Challenges for Indian Academic Libraries. *Asian Journal of Information Science and Technology*, 9(1), 6–10.
5. Zephoria. (2019). Facebook demographic update. Retrieved from: <https://zephoria.com/top-15-valuable-facebook-statistics/>.