



PERCEPTION OF UNIVERSITY STUDENTS ON SOCIAL MEDIA: A STUDY

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Abstract

In the current scenario, social media users are growing rapidly. During the time of covid-19 pandemic students gets more in touch with social media because to do their online classes. all the students have their classes in online mode due to the long duration of online class, the students got a habit of using social media and became an essential part not only in their academic field but also in their daily life. Social media platforms like Whats app, YouTube, LinkedIn, Gmail and Google are offering unique features to their customers this is the reason for the rapidly growth in the number of social media users. Hence, the present paper stressed on perception of university students on social media in Rayalaseema Region districts of Andhra Pradesh.

Introduction

Social media emerged when people began to communicate. It serves as an electronic communication platform, such as a website for social networking and microblogging, allowing users to engage in online interactions to share information, ideas, personal messages, and various content, including videos. According to Boyd & Ellison, a social networking site (SNS) is defined as web-enabled services that allow individuals to create a community or a restricted profile within a defined system, enabling them to express their ideas, feelings, or thoughts with a group, fostering connections, and facilitating the visibility and propagation of their group connections, which are established by others within the same community. There are numerous types of social media worldwide, including social networking sites that allow individuals to connect with friends and family, such as Facebook and Twitter. Another category is video hosting sites, which enable live streaming, including platforms like YouTube, Vimeo, and Twitter. These are some of the most popular sites with high usage rates globally.

Current Global Scenario

The popularity of social media networking platforms is growing steadily across the globe. Currently, 58.4% of the world's population engages with social media. At this moment, there are 4.62 billion active social media users worldwide, with 424 million new users joining in the past year. On average, individuals spend 2 hours and 27 minutes daily on these platforms (Dave Chaffey, January 2022). Presently, China leads in the number of social media users, boasting 1,021.96 million, followed by India in second place (S. Dixon, 2022). In 2020, as the coronavirus began to spread globally, people faced social distancing measures, resulting in extended lockdowns at home. To pass the time, many turned to social media platforms such as Facebook, WhatsApp, and Instagram, where they formed new virtual friendships and engaged in conversations. This shift has led to a growing habit of using social media sites. Consequently, the lockdown has significantly contributed to the increase in social media users worldwide, with a remarkable rise in global user rates.

Current Scenario in India

In the present situation, the number of social media users is increasing swiftly. During the covid-19 pandemic, students became more engaged with social media to attend their online classes. As all students shifted to online learning due to the extended period of virtual classes, they developed a habit of using social media, which has become a crucial aspect of both their academic pursuits and daily



lives. Social media platforms such as WhatsApp, YouTube, and Facebook provide distinctive features to their users, which contributes to the rapid growth in the user base of social media.

Review of literature

Gilbert M. Talaue, Ali Alsaad, Naifalrushaidan, Alweleedalhugail, and Saadalfahhad (2018) explain that social media has a dual effect on students. They discovered that the main reason students use social media is to connect with friends and classmates. They recommended that educational institutions should emphasize making enjoyable activities beneficial—promoting social media as a resource not just for communication and entertainment, but also for educational purposes.

SuneetaKhannaGanguly (2021) states that social media influences academic performance and serves as a distraction from studies and academic discussions. Many students rely solely on Wikipedia for their assignments. The study reveals no significant difference in social media usage between male and female students.

GowthamAashirwad Kumar (2020) conducted a study that involved collecting data from both primary and secondary sources. They found that a majority of students use WhatsApp, and many students benefit from material comforts.

D.K. Panday et al. (2020) conducted a study aimed at identifying the latest trends in social media usage and the issue of distraction among college students. They selected one college from each of the northeastern states, gathering data from a total of 343 students across 7 colleges. The study revealed that the percentage of Facebook and WhatsApp users was notably high, at 97% and 93% respectively, which contributed to distractions, time wastage, and negative health effects among agricultural students in the northeastern states.

FaheemShakoor, Ayesha Fakhar, and Jawad Abbas (2021) examined students in Islamabad from various departments and discovered that these students frequently use smartphones for online banking, shopping, and entertainment. Smartphones present a significant distraction for students, as they engage in activities such as gaming, texting, and using social media during class or other settings, facilitated by the rapidly accessible digital environment. The study found a positive correlation between smartphone usage and academic performance.

Statement of Problem

Following the advent of social media platforms such as Facebook, WhatsApp, and YouTube, the lifestyle and study habits of students have been both positively and negatively affected. In today's world, students heavily rely on the internet and dedicate a significant amount of their time to social networking sites like Twitter, Google Plus, Myspace, and Facebook. This trend is likely due to the extensive use of these platforms by college and university students, as well as teenagers, seeking global connectivity. Many students choose to spend hours online rather than preparing for exams or completing assignments. Consequently, their writing skills have deteriorated, as the shorthand used in social media texting has led to a decline in their spelling abilities. This decline adversely impacts their academic performance and results in lower CGPA scores on their report cards. Furthermore, the influence of social media extends beyond academics; it also hampers students' participation in outdoor activities, such as sports, as they increasingly engage in electronic gaming. A significant portion of their free time is spent playing online games and browsing the internet, which reduces their involvement in physical activities. Many students prefer to use social media at night when internet speeds are faster, often staying online until midnight, which disrupts their sleep patterns. As a result, they struggle to focus during lectures due to the fatigue from late-night social media use. Additionally,



social media's impact is not limited to academic performance; it also affects students' social behaviors. Those who are heavily addicted to social media tend to spend less time with their families and often neglect even minor responsibilities towards their family and community.

Objectives of the Study

To study the weather excessive usage of social media is affecting academic performance. 2. To study the social behavior disorder due to the excessive usage of social media.

Sample design

The present study is depends on primary sources. Especially first-hand information relating to students' academic performance through social media in Rayalaseema region of Andhra Pradesh. Rayalaseema region is consisting of four district namely Chittoor, YSR Kadapa, Kurnool and Anantapuramu. Each district 25 students were selected randomly.

Data source

Primary Data

The main information generally stands for the first-hand experience of the individuals who are immediately connected with a program, procedure, program and task. The organizers conduct survey to discover the strengths and limits of their services and products. In the current study, Rayalaseema Universities students responded to the study on social media impact on academic performance of university students.

Secondary Data

The secondary statistics represent the scholarship, knowledge and wisdom of individuals on different issues and problems. The resource persons provide intellectual contributions on the foundation of their educational qualification, professional experience and specialization acquired over a space of time. They're the skilled authorities to make comments and criticisms which sensitize the different stakeholders of national development. In the current study, secondary sources had been used by the scholar to write review and introduction of literature chapters.

Results and Analysis

Table-1: Opinion on social media helps to be generally educated and knowledgeable

S.No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Weighted average
1	Gmail	52	15	04	21	08	12.3333
2	LinkedIn	18	41	11	14	16	15.3333
3	Whatsapp	09	28	21	08	34	25.3333
4	You Tube	04	03	10	27	56	46.3333
5	Google	00	03	11	24	62	49.3333

Source: Field Survey

Table 1 demonstrated that opinion of the respondents on social media helps to be generally educated and knowledgeable in Rayalaseema region. It can be stated that the social media were selected like Gmail, LinkedIn, whatsapp, Youtube and Google etc. according to the social media, how satisfied the students relating to educational and knowledge matters. The table stated that 52 per cent of the respondents are not agreed on educational and knowledge providing by the gamil media, 58 per cent of the university student respondents opinion ranges from agree to strongly agree, whatsapp is providing information relating to education and knowledge and it proved with 42 per cent, 83 per cent have



opinion ranges from agree to strongly agree by providing information relating to education and knowledge through youtube, and 56 per cent of them agreed on Google is providing educational and knowledgeable information in the study area. It is concluded from the table that Google and Youtube is playing very predominant role in case of education aspects and knowledge aspects.

Table-2: Opinion on social media helps to kept up the News and Technology

S.No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Weighted average
1	Gmail	18	08	30	29	15	19.6666
2	LinkedIn	27	01	23	17	32	27.00
3	Whatsapp	00	10	06	14	70	51.3333
4	You Tube	10	25	14	21	30	27.00
5	Google	00	00	01	18	81	60.00

Source: Field Survey

Table 2 discloses that the opinion of the sample respondents on social media helps to keep up the news and technology. The table data was found that 44 per cent of the sample respondents have expressed their ranges from agree to strongly agree on Gmail providing news and latest technology news, 48 per cent of the them have stated that LinkedIn media help to the students in providing news and technology, 84 per cent of the respondents have stated that what Sapp providing information relating to the news/technology, 51 per cent of them have stated that YouTube providing latest information about news and technology, and 99 per cent of the supported to the Google because of it has been providing latest information relating news and technology in the study area. The above table concluded that Google and Whatsapphas been providing latest news and technology to the university students.

Table-3: Opinion on Social Media Helps To Reach out To Your Professors Easily

S.No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Weighted average
1	Gmail	10	29	11	18	32	27.3333
2	LinkedIn	11	21	37	19	12	14.3333
3	Whatsapp	02	16	08	31	43	39.00
4	You Tube	24	27	32	08	09	08.6666
5	Google	09	37	15	21	18	19.00

Source: Field Survey

The present table 3 demonstrated that the opinion of the selected students on social media helps to reach out to professors easily". The above table data was found that majority of the student respondents have stated that what Sapp is most useful social media to reach their professor for clarification of their doubts with 74 per cent, followed by 50 per cent of the respondents opinion ranges from agree to strongly agree even Gmail also help to students to reach to professor in the study area. From this table data concluded that whatsapp is helping the students to reach easily their professors.



Table-4: Opinion on Social Media to Allows Discussing Academic Topics with Professors and Peers

S.No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Weighted average
1	Gmail	08	31	27	16	18	17.3333
2	LinkedIn	27	09	46	08	10	09.3333
3	Whatsapp	02	06	15	24	53	43.3333
4	You Tube	32	27	38	03	00	01.00
5	Google	08	06	59	12	15	14.00

Source: Field Survey

The table 4 depicted that the opinion of the university students on social media allow discussing academic topics with their professor and peering in the rayalaseema region. It can be found from the table data that majority of the respondents were given positive response on what Sapp media, why because number of doubts, meetings, topics have discussed through what Sapp. Hence, they agree to strongly agree with 77 per cent in the study area. It is further noticed that Gmail and Google were significantly helps to the students to discuss the academic discuss with their professors and peers. The data concluded that whatsapp is better platform to discuss the topic with their professors or peers at their institutions.

Conclusion

Many students prefer to use social media at night when internet speeds are faster, often staying online until midnight, which disrupts their sleep patterns. As a result, they struggle to focus during lectures due to the fatigue from late-night social media use. Additionally, social media's impact is not limited to academic performance; it also affects students' social behaviors. Those who are heavily addicted to social media tend to spend less time with their families and often neglect even minor responsibilities towards their family and community. The present study concluded that majority of the students have been using social media properly to increase their knowledge at the same time they have been wasting time also.

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