

Social Media Usage among College Students at Tiruppur District

¹Dr.T.Enok Joel & ²M.Jeevan Prakash

¹Assistant Professor, Department of Educational Technology, Bharathiar University, Coimbatore-641046 (India)

²Ph.D. Research Scholar (Part-Time), Department of Educational Technology, Bharathiar University, Coimbatore-641046 (India)

ARTICLE DETAILS

Article History

Published Online: 10 June 2019

Keywords

Social media usage, College students.

*Corresponding Author

Email: enokjoel[at]gmail.com

ABSTRACT

The present study intended to know the level of social media usage among the college students. The present investigation was conducted in the area of Tiruppur District of Tamil Nadu, India. Random sampling technique was used in the selection of the sample of 804 College Students. "Social Media usage Scale" constructed and validated by the Enok Joel.T and Jeevan Prakash.M (2018) was used for the study. Findings of the study show moderate level of social media usage among the college students. Further, except Engineering and College of Education pair of samples, all other sub samples shows significant difference in level usage between their counter parts.

1. Introduction

The development and prevalence of internet based life has made another universe of coordinated effort and correspondence. Internet based life is an online collaboration of webpage where individuals communicate to construct, offer and change their thought and remarks with respect to any data. Facebook, Whatsapp, Twitter, Instagram and YouTube are few of well established social networking sites. These internet based life is significant for the contemporary student community and are frequently associated to various occasions day by day (Junco et al., 2010). Over the previous years, online life have been changing how people, networks, and affiliation make, offer and look from one another. A large portion of the students likewise have turned out to be so recognizable to web based life that the kinds of interchanges, self-articulation, network building, and different types of online commitment are presently parts of the main reality they know. Along these lines it is essential to return a stage to ponder how we have touched base at the present and what our latest online networking "advances" might mean for us later on. This is on the grounds that the cutting edge web-based social networking vary from the conventional media (e.g., Newspaper and Television) in the terms of their openness, intuitiveness, ease of use and pervasiveness. In 2017, web clients went through over 2 hours all things considered for consistently on informal organizations and informing administrations (thirty minutes every day longer than five years earlier), which estimated to around 33% of their entire day of day by day PC time. With the presence of the online networking, people can discuss and cooperate with one another around the globe which is known as a standout amongst the best creations today, and they lead an actual existence in a worldwide town. Although internet based life, the social media depended life does not really require cell phones, its adequacy is upgraded with the versatile advancements since it increment the recurrence of usage.

Social media are making it possible to communicate directly with almost any person. It allows million of individuals to create profiles and share information with vast networks of friends. Nowadays, millions of users spend hours online, not

only for the search of information, but also for the creation of information. The first time it appeared was in 2004, after LinkedIn created its social media networking application. B&C (2010) defined the social media application as an online technology tool to allow people to communicate easily, utilizing the internet to share and discuss information. Now it is easy for everyone to create, and most importantly, to distribute their own content with the new web technologies.

2. Students and Social media

By 2015 the world's largest social networking site, Facebook, has 1.49 billion active users, and the number is increasing every day. As per the survey conducted by Pew Research Center, 72 percent of school and 78 percent of college students spend time on Facebook, Whatsapp, Twitter and Instagram, etc. These numbers indicate how much the student community is involved in this virtual world of social networking. Actually, many reasons exist that explain why students love to spend time socializing. Firstly, social networks provide them the freedom for reception and expression to share what they want to whom they want. Students can create other online identities that the real world does not allow. Never before has it been so easy for young minds to create a digital image of their actions through such a spontaneous medium. But, while there are positives, there are number of negatives too. Hence, understanding the level of usage and the ways of usage of social media among the students will lead to think of creating environment for the positive usages. Hence, the investigator decided to take up this study.

Almost all the college students are using the social media of one or more in number. Even if some students are not having aware of it, it may be due to non availability networked computers or smart phones or due to parents' advice. But, avoiding social media may not be advisable, instead safe and prosperous usage has to be taught to the students.

3. Significance of the study

Since, social media has occupied the student community 24x7, it's time to go for intensives studies on the nature of social media usage among the students to think to give

guidelines and create safety measures too. Though the most of the institutions are not allowing the students to use Social media or in general internet in the institutional campus except in libraries that too for academic purposes only, Students are accessing the media during out of institutional ours. Hence, a massive analysis is needed to check the level and nature of usage of Social Media by college students.

4. Objectives of the study

The following are the objectives for the present study:

1. To find out the College Students' level of Social media usage.
2. To find out whether there is any significant difference in the College Students' level of Social media usage with respect to the sub samples,
 - a. Gender (Male /Female)
 - b. Locality (Urban /Rural)
 - c. Type of Residence (Days scholar/Hosteller)
 - d. Family type (Nuclear / Joint family)
 - e. Having Smart Phone (Yes/No)
 - f. Type of Institution (Arts & Science/ Engineering/College of Education)

5. Hypotheses of the Study

Following are the Hypotheses formulated on the basis of selected objectives:

1. There is no significant difference in the College Students' level of Social media usage with respect to the sub samples,
 - a) Gender (Male /Female)

- b) Locality (Urban /Rural)
- c) Type of Residence (Days scholar/Hosteller)
- d) Family type (Nuclear / Joint family)
- e) Having Smart Phone (Yes/No)
- f) Type of Institution (Arts & Science/ Engineering/College of Education)

6. Method of Study

For the present study, Normative survey method has been adopted.

7. Location of this Study

The present investigation was conducted in the area of Tiruppur District of Tamil Nadu, India.

8. Sample of this Study

Random sampling technique was used in the selection of the sample of 804 College Students.

9. Tool used for this Study

"Social Media usage Scale" constructed and validated by the Enok Joel.T and Jeevan Prakash.M (2018) was used for the study.

10. Descriptive Analysis and Findings

The Social Media usage scale has been administered to 804 College students. The mean and Standard Deviation were calculated for the entire sample and its sub-sample and are give in Table No. 1.

Table No. 1
The Mean and Standard Deviation of Social Media usage scores of College students

S. No.	Demographic Variables	Sub sample	N	Mean	SD
1	Gender	Male	373	68.96	8.875
		Female	431	63.41	9.347
2	Locality	Rural	429	64.19	9.602
		Urban	375	68.03	9.046
3	Type of Residence	Day scholar	564	66.84	9.185
		Hostel stayed	240	63.96	10.048
4	Family Type	Nuclear	563	66.62	9.200
		Joint	241	64.50	10.144
6	Having Own Smart phone	Yes	618	67.46	8.822
		No	186	61.08	10.184
7	Type of Institution	Arts & Science	265	63.40	10.159
		Engineering	250	67.76	8.873
		College of Education	289	66.82	9.017
	Entire Sample		804	65.98	9.536

The entire sample of College Students are having moderate level of Social media usage (M=65.98).

The mean value for the sub sample of gender of College students indicates that Male (M=68.96) College students are having higher level of Social Media usage than female students (M=63.41).

The mean value for the sub sample of locality of College students indicates that urban (M=68.03) students are having higher level of Social Media usage than rural (M=64.19) College students.

The mean value for the sub sample of type of residence of College students indicates that day scholar (M=66.84) students

are having higher level of Social Media usage than hostel stayed (M=63.96) College students.

The mean value for the sub sample of family type of College students indicates that nuclear family (M=66.62) College students are having higher level of Social Media usage than joint family (M=64.50) students.

The mean value for the sub sample of College students possession of smart phones indicates that College students not having smart phone (M=67.46) are having higher level of Social media usage than College students having smart phone (M=61.08).

The mean value for the sub sample of type of institution of College students indicates that Engineering (M=67.76) students are higher level of Social Media usage than College of Education (M=66.82) and Arts & Science (M=63.40) College students.

Hypothesis 1: There is no significant difference between male and female College students with respect to their Social Media usage.

In order to test the above null hypothesis 't' value is calculated

Table No. 2

The significance of difference between male and female College Students with respect to their Social Media usage

Gender	N	Mean	Standard Deviation	t-value	Levels of Significance at 0.05 level
Male	373	68.96	8.875	8.625	Significant
Female	431	63.41	9.347		

It is found from the Table No 2, that the calculated 't' value (8.625) is greater than the critical value (1.96) at 0.05 level of significance, Hence the null hypothesis is rejected and it is concluded that there is significant difference between male and female College students with respect to their Social Media usage.

Hypothesis 2: There is no significant difference between rural and urban College students with respect to their Social Media usage.

In order to test the above null hypothesis 't' value is calculated.

Table No 3

The significance of difference between Rural and Urban College Students with respect to their Social Media usage

Locality	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Rural	429	64.19	9.602	5.844	Significant
Urban	375	68.03	9.046		

It is found from the Table No 3, that the calculated 't' value (5.814) is greater than the critical value (1.96) at 0.05 level of significance. Hence the null hypothesis is rejected and it is concluded that there is significant difference between rural and urban College students with respect to their Social Media usage.

Hypothesis 3: There is no significant difference between day scholar and hostel stayed College students with respect to their Social Media usage.

In order to test the above null hypothesis 't' value is calculated.

Table No. 4

The significance of difference between Day scholar and Hostel stayed College Students with respect to their Social Media usage

Type of Residence	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Day scholar	564	66.84	9.185	3.813	Significant
Hostel stayed	240	63.96	10.048		

It is found from the Table No 4, that the calculated 't' value (3.813) is greater than the critical value (1.96) at 0.05 level of significance. Hence the null hypothesis is rejected and it is concluded that there is significant difference between day scholar and hostel stayed College students with respect to their Social Media usage.

Hypothesis 4: There is no significant difference between Nuclear and Joint family College students with respect to their Social Media usage.

In order to test the above null hypothesis 't' value is calculated.

Table No. 5

The significance of difference between Nuclear and Joint Family College Students with respect to their Social Media usage

Family Type	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Nuclear	563	66.62	9.200	2.790	Significant
Joint	241	64.50	10.144		

It is found from the Table No 5, that the calculated 't' value (2.790) is greater than the critical value (1.96) at 0.05 level of significance. Hence the null hypothesis is rejected and it is concluded that there is significant difference between Nuclear and Joint family College students with respect to their Social Media usage.

Hypothesis 5: There is no significant difference between College students having smart phone and not having smart phone with respect to Social Media usage.

In order to test the above null hypothesis 't' value is calculated.

Table No. 6
The significance of difference between College students having smart phone and not having smart phone with respect to their Social Media usage

Having Smart Phone	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Yes	618	67.46	8.822	6.713	Significant
No	186	61.08	10.184		

It is found from the Table No. 6, that the calculated 't' value (6.713) is greater than the critical value (1.96) at 0.05 level of significance. Hence the null hypothesis is rejected and it is concluded that there is significant difference between College students having smart phone and not having smart phone with respect to their Social Media usage.

Hypothesis 6: There is no significant difference in Social Media usage among the College students with respect to their type of Institution.

In order to test the above null hypothesis 'F' value is calculated.

Table No. 7
The significance of difference among the sub- samples of Type of Institution with respect to their Social Media usage

Source of Variation	Sum of Squares	df	Mean Square	F	Significance at 0.05 level
Between Groups	2754.760	2	1377.38	15.70	Significant
within Groups	70266.996	801	87.724		
Total	73021.756	803			

Form the above Table No.7, since the 'F' value is significant at 0.05 level, Hence 't' values are calculated.

Table No 8
The significance of difference between Arts & Science, Engineering and College of Education College Students with respect to their Social Media usage

Type of Institution	N	Mean	SD	t-value	Significance at 0.05 level
Arts & Science	265	63.40	10.159	4.190	Significant
Engineering	250	67.76	8.873		
Arts & Science	265	63.40	10.159	4.171	Significant
College of Education	289	66.82	9.017		
Engineering	250	67.76	8.873	1.217	Not Significant
College of Education	289	66.82	9.017		

It is found from the Table No 8, that the calculated 't' value is greater than the critical value (1.96) at 0.05 level of significance for the pairs of sub samples, Arts & Science and Engineering (4.190), Arts & Science and College of Education (4.171) and lesser than the critical value (1.96) at 0.05 level of significance for the pairs of sub samples Engineering and College of Education (1.217) with respect to their Social Media usage. Hence the null hypothesis is partially accepted and it concluded that there is significant difference between Arts & Science and Engineering, Arts & Science and College of Education College students and there is no significant difference between Engineering and College of Education College students with respect to their Social Media usage.

The following recommendations are made on the basis of findings: The College student are having moderate level of Social media usage, while, the level of usage among the sub samples analysed, it is found that, male, urban, day scholar, nuclear family, those having Smart phone and Engineering students have recorded higher level than their counter parts, hence, the higher level user have to guided to make use of them in constructive way.

- The students should be trained to make use of the Social media in a useful manner to foster their learning, instead banning them from usage.
- Social media sites also should prepare separate path for educational usage as a service to the society.

11. Recommendations

- Educational institutions and teachers should find ways to make use of Social media for educational purposes.
- Further, the students' social media usage also should be continuously observed to give safety guidelines when ever necessity arouse.

12. Conclusion

Social media a un avoidable one now a days. Youngster cannot be barred from their access to social media, but guidance and follow up for safety and prosperous usage should be provided. Indeed Social media is a boon to the community, making use of them in wise manner is in our hand only.

References

1. Nour M Almadhoun, Fong-Woon Lai & P. Dhanapal D. Dominic (2012) International Conference on Management, Economics and Finance (ICMEF 2012) proceeding,
2. Samat, Muhammad. (2018). A review on social media usage among students, Conference Paper.
3. http://www.technicianonline.com/opinion/article_d1142b70-5a92-11e5-86b4-cb7c98a6e45f.html
4. Junco R, Heiberger G and Loken E (2010), The effect of Twitter on college student engagement and grades, *Journal of Computer Assisted Learning* banner, 27, 2 (119-132).
5. Kalpidou, M., Dan Costin, M.A., & Jessica Morris, B.A. (2011). The relationship between Facebook and the well-being of undergraduate college students. *Cyberpsychology, Behavior and Social Networking*, 14(4), 183-189.
6. Roblyer, M.D., McDaniel, M., Webb, M., Herman, J., & Witty, J.V. (2010). Findings on Facebook in higher education: A comparison of college faculty and student uses and perceptions of social networking sites. *Internet and Higher Education*, 13, 134-140.
7. Vasalou, A., Joinson, A.N., & Courvoisier, D. (2010). Cultural differences, experience with social networks and the nature of true commitment in Facebook. *International Journal of Human-Computer Studies*, 68, 719-728.