ORIGINAL ARTICLE

Indian Youth and Social Media: Harnessing the Potentials for Academic Distinction

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Abstract

Social Media has become a popular method for students to share information and knowledge and to express emotions. They enable students to exchange videos files, text messages, pictures and knowledge sharing. They provide an opportunity for students to improve social networking and learning processes, which promotes knowledge in society. This study examined the Use of Social Media among Indian students. The main objectives of the study are: to find out the reasons why students use Social Media, to identify students' perception of Social Media and to find out the frequency of Social Media usage. The study used a questionnaire in order to discover the use of SNS. Findings revealed that there are different types of social networking sites, which are used by the user's community. The important social networking sites used by the youths of India are given in table 4 It was found that majority of the students i.e. 35 (41.67%) use Face book. There are 28 (33.33%) of students use you tube. A less number of students Twitter 14 (16.67%), followed by Skype 7 (8.33%). The result shows that majority of the students were using Face book on a regular basis.

Keywords: Social Media; Social Networking Sites (SNSs); Students; Education; Users; Web 2.0; Facebook and WhatsApp.

Introduction

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating , texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth .this study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on.

Social Media and the youth are almost inseparable. The impact of social media on the youth of today has been massive. Being able to communicate instantly with anyone from any part of the world is something which is unbelievable. The interaction done by the youth on Social Media is slowly and gradually taking the place of real

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interactions. Social media has been influencing our lives for quite some time now and the trend of using it is ever increasing day by day. It is used by people as a platform to interact among each other, share personal photos, videos, views and reviews on different topics of daily life, politics, sports, markets and much more through the internet with the use of devices like computers, tablets, and cell phones etc.

Education is no exception in using social media. We know that education has been dependant largely on the print and electronic media for quite some time, but those media are expensive due to lesser availability, on the other hand, social media is inexpensive and easily available. Now most of the instructors and professors use YouTube to show students different kinds of videos related to their subjects and hence their productivity has gone miles ahead of what it used to be before. As students use Face book nowadays, so teachers have come up with this idea of making a common page for all the students to share the updates regarding any changes in class schedule, dates due for assignment submission and quizzes, etc. It helps students to keep in touch with their teachers and ask about the difficulties in the courses while sitting at home.

Review of Literature

Al-Fadhli and Al-Saleh (2012) investigated the political impact of Facebook on Kuwaiti college students. Their sample consisted of 297 students at Kuwait University. The findings indicate positive relationship between Facebook use and students political engagement in Kuwait. Facebook appears to be a powerful tool for political change.

Another study in India was conducted by Kumar (2012), who investigated the perception and use of SNS among Sikkim University students. The study showed that a good number of university students use SNS for academic purposes in addition to entertainment. Facebook was the most used social networking site followed by Orkut and Twitter.

Thanuskodi [2012] carried out a survey on awareness of library 2.0 applications among library and information science professionals at Annamalai University, India, which indicated that majority 37 (61.66%) of the respondents needed training on Web 2.0 technologies and tools. The study found that 20 (33.33%) of the respondents considered workshops as important for using blogs. When asked about workshop on using wikis, only a very few respondents (15.55%) agreed to it.

Park (2010) studied the differences among university students and faculties in their perception and use of social networking. He found that most undergraduate students regard SNS as an entertainment feature, and most faculty members were not active users of this technology. He suggested making social networking site-based services tailored to them and the benefits emphasised to them in order to attract them to get involved in these activities. In the same year,

Kanagavel and Velayutham (2010) studied the impacts of social networking on college students in India and The Netherlands. They found that Indian students spend more time in these sites than Dutch students but they were mostly passive. Dutch students, on the other hand, participate more actively than Indian students by posting to these sites.

According to Thanuskodi (2011), there are lots of web 2.0 websites which is used by library organization for effective and efficient services. Web 2.0 technology and social media applications such as social networking sites, blogs, wikis etc. they all assure an extra vibrant, social participatory internet.

In Kuwait, Al-Daihani (2010) explored the use of social software by master of library and information science students at Kuwait University as compared to those at the University of Wisconsin-Milwaukee in the USA. He found that the majority of students from the two schools were aware of social software applications and their use. Their perceptions about online activities, their use of social software and the obstacles in using them were not significantly affected by institutional affiliation. However, institutional affiliation exhibited significant differences for their perceptions of social software applications in education.

Objectives

The following objectives are evolved for the purpose of the present study:

• To find out the most popular SNSs among the users under study.

• To know the purpose of using social networking sites by youths.

• To find out the frequency of use of social networking sites.

• To identify the satisfaction level of use of social networking sites.

- To know the problem being faced by the users while using social networking sites.
- To find the duration of using social networking sites.
- To know the experience in SNSs.

Methodology

The study used a questionnaire with 15 questions spread over the following areas general profile of the respondent, frequency of use of internet, purpose of using internet, reasons for using social media and level of extent of using social media among students of Alagappa University.

The researcher has employed a well structured questionnaire for collecting the data from the students of Alagappa University. The questionnaire has been prepared in such a way that the respondents could easily understand the items. A total number of 90 questionnaires were distributed among the students. They were personally requested to fill up the questionnaire and the filled-in-questionnaire was collected by the investigator from the students of Alagappa University. The investigator could collect questionnaires from only 84 out of 90 students among whom the questionnaires were distributed. The constitutes 93.33% (84/90) of the total response. While selecting sample, random sampling method has been adopted.

Data Analysis and Interpretation

Analysis of data is the ultimate step in research process. It is link between raw data and significant results leading to conclusions. This process of analysis has to be result oriented. In other words, it must aim at setting objectives and hypotheses. According to Richard Budd, analysis… leads eventually to summarizing procedures resulting in some sacrifice of details. Frequencies and column are summarized in table as average and percentages are transformed into indices or attention scores to be used as a single variable in subsequent analysis". The present study reports the analysis of data gathered through the questionnaire designed for the students of the Alagappa University.

1. Population Study

The Table 1.1 furnished above gives a brief account of the basic information of the respondents covered under the study. Here it is seen that out of 84 respondents. 48.80% are students, 26.20% are Research scholar and remaining 25% are youths.

Table 1.2 presents the age wise distribution of respondents. The data shows that majority of the 29 (34.53%) of respondents fall between the age group of 22-25, 21 respondents (i.e. 25.00%) fall between the age group of 25-27, 19 (22.62%) of respondents fall between the age group of 20-22 whereas 15 (i.e.17.85%) of respondents are the age group of above 27, who used SNSs.

Table 1.3 shows that out of 84 respondents, 39 (46.43%) were male and 45 (53.57%) of respondents were female.

Table 1.1: Status wise distribution of respondents

S. No	Status	Respondents	Percentage
1	Students	41	48.80
2	Research Scholar	22	26.20
3	Youths	21	25
	Total	84	100

Table 1.2: Age wise distribution of respondents

S. No	Age	Respondents	Percentage
1	20-22	19	22.62
2	22-25	29	34.53
3	25-27	21	25.00
4	Above 27	15	17.85
	Total	84	100

Table 1.3: Gender wise distribution of respondents

S. No	Gender	Respondents	Percentage
1	Male	39	46.43
2	Female	45	53.57
	Total	84	100

2. Use of Social Networking Site

The Table 2.1 shows that there are different types of social networking sites, which are used by the user's community. The important social networking sites used by the youths of India are given in table 4 It was found that majority of the students i.e. 35 (41.67%) use Face book. There are 28 (33.33%) of students use you tube. A less number of students Twitter 14 (16.67%), followed by Skype 7 (8.33%). The result shows that majority of the students were using Face book on a regular basis.

Table 2.1: Gender wise distribution of respondents

S. No	Variables	Respondents	Percentage
1	Face book	35	41.67
2	Twitter	14	16.67
3	You tube	28	33.33
4	Skype	7	8.33
	Total	84	100

The Table 2.2 shows that out of 84 students,30 (35.70%) students spend less than one hour in using social networking sites, 22 (26.20%) of them spend 1-2 hours, 18 (21.43%) of them spend more than 2 hours and a few students 14 (16.67%) spend weekly once in using social networking sites.

Table 2.2: Duration of using Social Networking Sites

S. No	Frequency	Respondents	Percentage
1	Less than 1 hour	30	35.70
2	1 to 2 hour	22	26.20
3	More than 2 hour	18	21.43
4	Weekly once	14	16.67
	Total	84	100

Table 2.3: shows the duration period, for which the respondents used SNSs. It indicates that 28 respondents (i.e. 33.33%) where using the SNSs from below 1 year, 23 respondents (i.e. 27.40%) were using from 1-2 year, whereas 20 (23.80%) of respondents were using from 2-3 years and 13 (15.47%) of respondents were using more than 3 years.

Table 2.3: Experience in using Social Networking Sites

S. No	Variables	Respondents	Percentage
1	Below 1 year	28	33.33
2	1 to 2 year	23	27.4
3	2 to 3 year	20	23.80
4	More than 3 year	13	15.47
	Total	84	100

3. Sources of Knowledge

Table 3.1 shows that majority 35 (41.67%) of the students got information about SNSs from guidance of their friends. There are 22 students representing 26.19% learnt about the social networking sites by the guidance of the teachers. There are 16 (19.05%) students who got information about social networking sites through external courses. There are 11 (13.09%) of students through trial and error method.

Table 3.1: Sources of Knowledge

S. No	Variables	Respondents	Percentage
1	Guidance from friends	35	41.67
2	Trial and error Method	11	13.09
3	Through external courses	16	19.05
4	Guidance from Teachers	22	26.19
	Total	84	100

4. Purpose of using social networking sites

The table 4.1 shows that majority of the students i.e.27 (32.14%) use social networking sites to find seminar/conferences, 22 (26.19%) use these sites to updating profile information. There are 16 (19.05%) user who use these sites to share photos, files music etc, 12 (14.29%) students use these sites to find information. Each there are 7 (8.33%) of students who use these for entertainment.

Table 4.1: Purpose of using social networking sites

S. No	Variables	Respondents	Percentage
1	Seminar/Conferences	27	32.14
2	Updating profile Information	22	26.19
3	Sharing photos, files & music etc,	16	19.05
4	To find information	12	14.29
5	Entertainment	7	8.33
	Total	84	100

5. Friends in Social Networking sites

Table 5.1 shows the friendship nature of the respondents of the study on social networking sites. The data depicts that 30 respondents (35.71%) have 100-200 friends on SNSs, 20 respondents (23.81%) have less than 50 friends, 18 respondents (21.43%) have 50-100 friends, 9 respondents (10.72%) have 200-300 friends and only 7 respondents (8.33%) have above 300 friends on social networking sites. The data emphasized that SNSs can be a good platform for finding good friends.

Table 5.1: Friends in Social Networking sites

S. No	Friends	Respondents	Percentage
1	Less than 50	20	23.81
2	50-100	18	21.43
3	100-200	30	35.71
4	200-300	9	10.72
5	Above 300	7	8.33
	Total	84	100

6. Satisfaction level of social networking sites

Table 6.1 presents the satisfaction level of respondents using SNSs. Out of 84 respondents, 35 (41.67%) of respondents remarked that it is highly satisfied, 23 (27.38%) respondents have mentioned as satisfied, 14 (16.67%) of respondents have remarked partially satisfied and only 12 (14.28%) of respondents mentioned that they are not satisfied while using SNSs. However, the majority of the respondents indicated that they are satisfied with SNSs.

Table 6.1: Satisfaction level of social networking sites

S. No	Variable	Respondents	Percentage
1	Highly Satisfied	35	41.67
2	Satisfied	23	27.38
3	Partially satisfied	14	16.67
4	Not satisfied	12	14.28
	Total	84	100

7. Problems faced while using Social Networking Sites

The table 7.1 depicts the varies problem faced by the respondents in using SNSs. The majority of the respondents 21 (25.00%) expressed poor internet connectivity, 19 (22.62%) respondents feel that unwanted attention from others. There are 14 (16.66%) respondents that they are not facing any problem while using SNSs expect Lack of Time, 12 respondents(14.29%) feel that it is lack of privacy and 11 respondents (13.10%) feel that lack of security, only 7 (i.e. 8.33%) of respondents said that SNSs are not user friendly.

Table 7.1: Problems faced while using Social Networking Sites

S. No	Problem	Respondents	Percentage
1	Not user friendly	7	8.33
2	Poor internet connectivity	21	25.00
3	Lack of privacy	12	14.29
4	Lack of security	11	13.10
5	Lack of time	14	16.66
6	Unwanted attention from others	19	22.62
	Total	84	100

8. Reliability of social networking sites

Table 8.1 shows the respondents view regarding the reliability of information available on SNSs. The majority of the respondents 39 (46.43%) shows that the information found on SNSs are reliable. Out of 84 respondents, 30 (35.71%) respondents replied that information is partially reliable and 15 (17.86%) of respondents think that information found on SNSs are not reliable.

Table 8.1: Reliability of social networking sites

S. No	Reliable Information	Respondents	Percentage
1	Reliable	39	46.43
2	Partially reliable	30	35.71
3	Not reliable	15	17.86
	Total	84	100

9. Affects of social networking sites on students

The table 9.1 shows that 34 (40.48%) students opinion that they were unable to concentrate on study, 23 (27.38%) students expressed that they stay up and lack sleep using SNSs and 18 (21.43%) students opinion that use social networking sites have affecting the academic performances. Only 9 (10.71%) student opinion that they found these as waste of time.

Table 9.1: Affects of social networking sites on students

S. No	Variables	Respondents	Percentage
1	Affecting academic performance	18	21.43
2	Unable to concentrate on study	34	40.48
3	Waste of time	9	10.71
4	Stay up and lack sleep	23	27.38
	Total	84	100

10. Education of youth in social networking sites

The table 10.1 shows that 43 (51.19%) of the respondents agreed that the social networking sites are helpful for education. 30 (35.71%) of the sample never get help from SNSs for education. While 11 (13.10%) of the responses were unclear and could not be categorized.

Table 10.1: Education of youth in social networking sites

S. No	Response	Frequency	Percentage
1	Yes	43	51.19
2	No	30	35.71
3	Uncertain	11	13.10
	Total	84	100

11. Usage of Face book for information exchange

The table 11.1 shows that the responses of the respondents on the Frequency of Face book usage. While 41.67% of the 35 respondents who use Face book very often for information exchange. 32.14% responded that they often use Face book. Thus, a total of 73.81% frequently use Face book. 16.67% of the respondents who use Face book platform occasionally and 8 respondents (i.e. 9.52%) not at all use this site for information exchange.

Table 11.1: Usage of Face book for information exchange

S. No	Response	Frequency	Percentage
1	Very often	35	41.67
2	Often	27	32.14
3	Occasionally	14	16.67
4	Not at all	8	9.52
	Total	84	100

Suggestions

- Students with phones having internet facility should be encouraged to either use it to supplement their research in the library rather than the usual chatting with friends all the time.

- Students should be advised to limit the time they spend on social media sites per day and encourage them to rather substitute those hours to read journals and relevant academic books to improve their knowledge. Since the study confirmed that the use of social media sites had affected the academic performance of students negatively, there is the urgent need for the introduction of students to the availability of journals and other information resource or materials in the library that can help them academically.

- It is further recommended that students be advised during orientation of the dangers of addiction to social networking sites. They should be introduced to sites that can add values to their academic work and research.

Conclusion

The study was conducted to examine the impact of students' use of social media sites on their own academic distinction. The study revealed the majority of the 29 (34.53%) of respondents fall between the age group of 22-25 who use SNS the maximum. 21 respondents (i.e.25.00%) fall between the age group of 25-27 followed by 19 (22.62%) of respondents fall between the age group of 20-22 whereas 15 respondents (i.e.17.85%) fall between the age group of above 27 who use SNS the least. The study further reveled that most of the respondents (46.43%) shows that the information found on SNSs are reliable. (35.71%) of respondents replied that information is partially reliable and (17.86%) of respondents think that information found on SNSs are not reliable. As a result they visit their social media sites spend less than one hour in using Social Networking Sites.(26.20%) of the respondents spend 1-2 hour. (21.43%) of the respondents spend more than 2 hours and a few respondents (16.67%) spend weekly once in using SNS.

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