



IMPACT OF SOCIAL MEDIA ON READING HABITS: A CASE STUDY OF POST-GRADUATE STUDENTS IN GOVERNMENT COLLEGE, YADGIR

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ABSTRACT

Reading habits are essential for every student and in this respect, it is needed for the PG students to gain knowledge, acquire skills, learn techniques related to their subject discipline and develop their career especially during their post-graduation. On the other hand, social networking habits of the PG students have become both advantageous as well as drawbacks to their reading habits. To analyse the impact of social networking habits of the PG students on their reading habits, the present study has been made in Government PG College at Yadgir city of Karnataka. The primary data has been collected from total 180 PG students using questionnaire and the collected primary data has been analysed, interpreted and discussed. It is found that, majority of these students are highly addicted to social media, which has become obstacle to their reading habits and academic studies. Hence, it is suggested to the parents and teachers to guide in proper use of social networking.

KEYWORDS

Social Media, Social Networking, PG students, Reading Habits, Yadgir.

INTRODUCTION

Throughout history, reading has been a valuable source of knowledge and information for people of all ages. One of the first civilizations for human advancement in society is reading. Reading and writing are highly prized skills that are necessary for social, cultural, and economic progress. Reading consistently and methodically enhances communication skills and cognitive development. The ability to read is the most basic talent required for success in all spheres of life, not just in the classroom.

“Reading habit is an essential and important aspect for creating a literate society in this world” (Palani, 2012). It is crucial for international understanding and world fraternity. Understanding and appreciating the shared accomplishments of the global family is beneficial. One of the most important tools for lifetime learning is reading. It emancipates and empowers citizens. Reading helps a person's overall growth from birth to death and is an essential tool for lifetime learning (Cunningham and Stanovich, 1998). Reading habits play a key part in the intellectual output of the pupils. It is a crucial method of obtaining knowledge and is essential for greater academic performance and it determines the success of university students around the globe. Learners who enjoy reading, including non-academic literature, improve their academic and emotional well-being (Okwilagwe, 1998).

The term "social media" or "social networking" refers to a broad range of technology applications that allow users to produce, manage, and share material, leave comments, and participate in real-time discussions anywhere in the globe. People all throughout the world are taking notice of the widespread usage of social media platforms like Facebook, Instagram, YouTube, Twitter, and WhatsApp. How people communicate and exchange information has been completely transformed in recent years by the phenomenal growth of social media applications and the growing global acceptance of these services (Rafiq, et al, 2019).

Social media or social networking that facilitate communication, collaboration, sharing, and content exchange among networks of connections are commonly referred to as social networking sites. The way individuals connect, communicate, and socialize has changed as a result of these internet platforms. These online platforms are used by people to communicate online, build friendships, share material, make profiles, and engage with others worldwide (Hussain, et al, 2021).

Social media changed how people lived their lives and transformed teamwork, creativity, and communication. It offers the user a wide range of features and possibilities on the same channel, including texting, sharing photographs, audio, and videos, quick publishing, global connections, and integration with other social media apps. Several social networking sites are used by people, and membership in these sites is seen as a current trend and fashion. Young adults, especially students, have quickly adopted social media. Students' reading habits are impacted by social media in both positive and negative ways (Rafiq, et al, 2019).

It is noted that, reading habits are essentially needed for every student from earliest education to post-graduate and research level of education and even they are also needed for lifelong learning. Because

every student after getting their professional and higher education needed continuous learning for professional advancement and in this respect, the reading skills and learning behaviour are needed. Due to impact of internet, social networking and social media, the interests of people in reading is declining and such declining reading habits spoil the future career of the students. With this background, the present study is made to assess the social media habits of the post-graduate students studying in Government Post-Graduate College located at Yadgir city of Karnataka state.

Objectives of the Study:

The Present Study is made:

- To analyse the social media habits of post-graduate students in terms of time period of social networking sites.
- To know the purpose of social media habits as per the opinions of the students.
- To study drawbacks and impact of social media on reading habits of PG students in PG College of Yadgir city.

Methodology and Limitations:

The present study is made in Government PG College located in Yadgir city, which is oldest and biggest college in Yadgir district of Karnataka. More than 2000 students are studying in Graduate and Post-Graduate Courses in the college. To analyse the impact of social media habits on reading habits of the PG students, total 200 students were surveyed using questionnaire in Kannada and English language. Of the 200 questionnaires distributed to the students, 180 filled-in questionnaires were returned by the students, which contain authentic and correct information. Hence, the present study is limited to primary data collected through 180 questionnaires from PG students studying in PG courses in Government PG College, Yadgir city. The collected primary data is analysed, interpreted and discussed as under.

Analysis, Interpretation and Discussion

The age group of the PG college students is between 21 to 23 years and it is noted that, almost all these students have their own smartphones with internet connectivity. Even a few of these students have also owned their own laptops and Tabs. Hence, almost all the students are using internet and some are also much addicted to use of web. It is noted that, the addiction to internet and social networking leads to lack of interest in reading of books and even negatively impact their educational studies. In this context, the primary data has been collected from these students on frequency and time period of social networking usage and shown as under.

Table No. 1. Frequency and Time Period of Social Networking Usage

Frequency/ Time	No. of PG Students	Percentage
Always Online/ More than 08 Hours	54	30.00
05 to 08 Hours Daily	47	26.11
01 to 05 Hours daily	55	30.56
Less than 01 Hour Daily	15	8.33
Occasionally	09	5.00
Weekly	--	--
Total	180	100

Majority of the PG students are using social networking sites for more than 05 hours daily, which shows that, they are addicted to social networking. The social networking habits restrict the studies of the students. Hence, it is essential to educate these students on ideal usage of social networking for educational and academic purposes rather than entertainment. It is noted that, there are many social networking sites, which promote entertainment, communication, social contacts and so on. Most popular of them are Facebook, WhatsApp, Telegram, X (Twitter), Josh, Share Chat, etc. There are also more useful social networking sites such as Research Gate, Academia, etc, which are useful to the students to gain deep knowledge in their subject disciplines. The membership of the students to various social networking sites is presented in the following table.

Table No. 2. Membership to Social Networking Sites

Membership	No. of PG Students	Percentage
Facebook	154	85.56
WhatsApp	180	100
Instagram	96	53.33
X (Twitter)	41	22.78
Linked Inn	12	6.67
Telegram	113	62.78
Flickr	--	--
Pinterest	32	17.78
Academia	--	--
Research Gate	--	--
Blogster	--	--
Classmates	23	12.78
Hike	11	6.11
Myspace	--	--
Mylife	--	--
Skype	--	--
Snapchat	59	32.78
Viber	--	--
Wechat	18	10.00
Youtube	115	63.89
Talk	--	--
Line	--	--
Hi5	--	--
Blogger	14	7.78
Josh	63	35.00
Share Chat	78	43.33
Moj	51	28.33
Any Other	28	15.56

It is highlighted that, majority of the students are using Facebook, WhatsApp, Telegram, Instagram, Youtube, Josh and Share Chat, which are purely designed to get entertainment and communication. These sites don't promote education and knowledge. Hence, it is strongly suggested to these students to get accustomed with social networking sites which promote education and knowledge. Still, information has been gathered from the students on the purpose of social networking usage and disclosed as under.

Table No. 3. Purpose of Social Networking Usage

Purposes	No. of PG Students	Percentage
Communicate with Teachers/ Friends	32	17.78
Share & Exchange Educational Knowledge	19	10.56
Collect Study Materials	27	15.00
General Communication	81	45.00
Chatting with Friends	54	30.00
Sharing Photo/ Videos	65	36.11
Form Groups on Personal Interest	23	12.78
Online Dating	21	11.67
Entertainment	118	65.56
Any Other	13	7.22

It is observed that, many of the students are using social networking sites for different purposes. Majority of them are using the same for general communication and entertainment such as sharing photos, videos, watching video clips, photographs, sharing jokes, etc. Only some of the students are using social networking sites to share and exchange of educational information and knowledge. In this context, it is suggested to educate and guide the students to use only sites that

increase their knowledge and help their educational attainment and give up entertainment sites.

It is emphasized that, the daily time period of social networking of the PG students is more and many of them are addicted to social networking habits. These habits are negatively impact the studies and knowledge of the students. At the time of collection of primary data, some of the students have also opined that, social networking increases their academic knowledge, which is not true in majority of the cases. Of course, the impact of social networking habits depending on various factors such as seriousness of the students, planning of their available time, attitudes and care of parents of the students and so on. It was asked to the students on the impact of social networking on reading habits and collected primary data is as under.

Table No. 4. Impact of Social Networking on Reading Habits

Sl. No.	Impact of Social Networking on Reading Habits	Yes		No	
		No's of PG Students	%	No's of PG Students	%
1	SNS distract in Class Rooms	73	40.56	107	59.44
2	SNS disturbs in Reading	116	64.44	64	35.56
3	SNS Increase Contacts & Waste Time	82	45.56	98	54.44
4	SNS disturbs presence of mind in academic studies	129	71.67	51	28.33
5	SNS encourage to engage in Illicit Activities	20	11.11	160	88.89

Surprisingly, it is found that, majority of the PG students are well aware about the disadvantages and drawbacks of social networking habits, still they are using the same for entertainment. In other words, almost students are aware of the drawbacks of social networking sites such as disturbance in their studies, waste of time, absence of mind in academic studies, etc, still they are using social networking sites for more time. It shows that, they are addicted to social networking habits and there is no proper guidance to the students to use social networking sites for their academic studies, knowledge, career and future.

Suggestions from the Study:

It is noted that, students are addicted to the social networking habits now. Of course, some of the social networking sites discussed above are useful, but meagre students are aware and using the same. Majority of them using social networking only for communication and entertainment, which is not at all advised. In this context, it is suggested to the parents of these students to keep a vigil or an eye on social networking habits and guide them to keep away from social networking sites that can disturb their education and negative impact on their studies. Further, it is suggested to the teachers of these students to impart knowledge on different social networking sites and their proper use to complete the education, skills, develop knowledge in their career and future. It is suggested to the college authorities to ban cell phones, Tabs and Laptops in the college campus so that, the students can increase their reading and study habits.

CONCLUSION

It is concluded that, use of cell phones is essential for the students for communication with their teachers and parents and even internet is needed to gain academic knowledge and gaining skills. Even few of the social networking sites such as Research Gate, Academia, etc are also essential for the PG students to gain advanced knowledge in their subjects. In the present study, it is observed that, majority of the students are addicted to social networking only for their entertainment rather than gaining knowledge and improving their skills. Even such social networking habits leads to cyber-crimes, cyber bullying, etc and in extreme cases, harass the students online. Lack of proper guidance to the students from their parents and teachers is one of the reasons for the same. Hence, it is essential on the part of the parents and teachers to restrict the social networking habits of the students and guide them on the proper use of social networking sites.

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