



## The Utilization of Social Media Among Post Graduate Students

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**ABSTRACT**

Social Media is one of the directing links between the society and youths in the present scenario. Without social media we cannot imagine the life of youths. Today, social media considered as an important tool in every sector. It is helping the youths to learn about new ideas and involvement in the social activities. Social media with its high number of popularity and easy accessibility gained a huge deal of attention. Social media has the ability to raise awareness of issues like corruption, health, education, social issues and for the better governance and national development. So, the present study is mainly concentrating on the utilization of social media among the youths. Especially in the stage of Post graduate, youths using the social media as a tool of Information to change the thinking way of the country. Considering the power of social media here researcher try to identify the utilization purpose of post graduate students.

### KEYWORDS

Social Media, Utilization, Information, Post Graduation

### Introduction

Social media is one of the hyped words in the present scenario. It is achieved a universal enlargement and popularity from all form of age group. It is provided a huge platform to discuss various issues in the society. Without social media we can't imagine the world around us. Especially teenagers and youths are the extreme users of these sites. These sites are impacting on the lives of the youth in a great manner.

Today, social media considered as an important tool of communication between youths. Most of the youths are spending their time on popular social media sites like Twitter, My space, Facebook, Whatsaap, LinkedIn etc. It is helping the youth generation get in touch with the world. It is also helping the people to interact with each other regularly even though they are far away from miles together. In addition, these social media sites provided a good platform to discuss lot of issues like politics, corruption, religion, terrorism and communal violence's etc.

Social media has become the part of youth lifestyle and it formulating the lives easier and efficient. According to the statistics, India is moving rapidly towards using the social media more than USA. China is in number one position in using the social media. Through these sites youth not only sharing the information but also utilising as a bridge between their old friends. So, it is working towards strengthening the relationship even they finished their school days and moved to diverse locations.

In addition, social media have provided a stage to create groups and pages based on their common discipline to build a good contacts and grab a better opportunities in their respective careers. Earlier the social media considered as a tool of entertainment for youths to share the communication and videos. But now a day they are using the social media to make a big blow in changing the face of administration. Arab spring and Egypt revolution is a burning example in front of us.

As a result in India also youths using the social media as an effective tool to change the society. Changes in Indian politics and participation of the youths is the best example of utilizing the social media in a strong mode. In 2014 Lok Sabha election youths used the social media for creating awareness about the Democracy and importance of voting.

### Literature Review

Devyani Chandran (2016) opined that, social media platforms have been used to meet the needs of a diverse range of individuals at risk of HIV/AIDS. Sites have been set up to support and advocate for people living with HIV/AIDS in international venues. In China, individuals living with HIV/AIDS created a social media community called HIV/AIDS Weibo group.

Ariadne Vromen, Michael A. Xenos & Brian Loader (2015) in his study found that, young people used social media for event organising, information sharing in political communication. Young people involved in every day political talk via Facebook and other social media are important ways for maintaining political engagement.

Gada Kadoda & Sondra Hale (2015) argued that, Social media play a key role in the community engagement of contemporary urban Sudanese youth, as a wider phenomenon and potential extended Arab Spring. Social media have also provided channels for information flow and idea exchange across age groups, urban/rural and other divides. Sudanese youth managed to get the attention of the government, having the effect of forcing the state to enter into the greater use of social media and to reshape security forces as more active infiltrators and players.

Shabnoor Siddiqui and Tajinder Singh (2016) stated that, Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organizations performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media has various merits but it is also has some demerits which affect people negatively.

### The present research

As we know legislative, judicial and Executive is considered as the pillars of the constitution. Today, social media is also working as a supportive stage to all these three. With its unique reach attracting all the people to communicate and contact with each other. The present research explores how post graduation students utilizing social media as a tool of education, entertainment and a stage for converse various issues.

### Objective and Methodology

The study sought to gather respondents opinion towards utilization of social media for a variety of purpose. The researcher used questionnaire to collect the data related to social media

and its intention. Using a questionnaire relevant data was collected from randomly selected 120 respondents from Davanagere University. Researcher selected 15 departments through systematic random sampling.

**Results and Discussion**

The research found that the respondents utilising the social media in a very well manner. Respondents aware about the usefulness of social sites and its importance in the field of education.

**Platform for Information and Social Media**

In this objective researcher asked respondents to share their opinion about social media, whether it is working as a tool of information. The responses are varied that they gave importance to various aspects including an effective tool of information.

**Table.1 The purpose of social media is utilizing in high number among youths**

SL No	Purpose of Utilizing	Total	Percentage
1	Sharing Information	72	48
2	Education	36	24
3	Entertainment	12	08
4	Communication	30	20
	TOTAL	150	100

The above table shows that among 150 respondents from different departments revealed that they are using social media for various purposes. Here researcher asked that what purpose you are using social media. Out of 150 respondents 72 (48%) respondents agreed that they are utilizing the social media for the purpose of sharing the information. 36 (24%) for Education, 12 (8%) for Entertainment and 30 (20%) for communication respectively.

The data also shows that respondents using social media in high for the purpose of sharing the information with friends. Earlier news paper and television is considered as an important tool to know the information. But, today social media acquire the place of television and news paper to flow the information. The results show that through social sites youths sharing the information related activities. Youths gave the importance to education also in their second preference. 24 percent of the youths told that they are using social media to education purpose.

**Time duration of youths in using the social media**

The researcher gathered the statistics related to using the social media in their daily life. Here researcher collected the data related to using hours of social sites in a day. The respondents varied in their time pattern in using social sites in a day.

**Table.2 The time pattern of youths in using the social media in a day**

SL No	Time pattern in using social media	Total	Percentage
1	1 to 2 Hours	108	72
2	2 to 3 Hours	30	20
3	3 to 4 Hours	06	04
4	4 to 5 Hours	05	3.33
5	More than 5 Hours	01	0.66
	TOTAL	150	100

The above table shows that 108 (72%) respondents are using the social media 1 to 2 hours in a day. 30 (20%) respondents 2 to 3 hours, 06 (4%) respondents 3 to 4 hours, 5 (3.33%) respondents 4 to 5 hours and 1 (0.66%) member using social media more than 5 hours in a day. It shows that youth using the social sites more number in a time pattern of 1 to 2 hours.

The data also shows that out of 150 respondents from the study area 108 members told that they are using social media nearly two hours in a day. They also told that using social media more than 2 hours lead to a kind of uncomfortable in browsing. So, respondents state that 2 hours in a day is enough good to deal with the social sites. Another 20 percent of the respondents revealed that they are using social site more than 2 hours in connecting with each other.

**Highest using Social site among youths**

The survey showed that all the respondents in research area stated that they are using Whatsapp more than any other social site. They told that it is giving more options like comment, chat, upload and sharing to connect with friends.

**Table.3 The highest using Social site among youths**

SL No	Social Site Name	Total	Percentage
1	Facebook	62	41.33
2	Whatsapp	68	45.33
3	Youtube	14	9.33
4	Twitter	4	2.66
5	LinkedIn	2	1.33
	TOTAL	150	100

The above table shows that Whatsapp is the highest using social site among respondents. It shows that 68 (45.33%) respondents are using Whatsapp in a high number. Following Facebook 62 (41.33%), Youtube (9.33%), Twitter 4 (2.66%) and LinkedIn 2 (1.33%) respondents are using respectively.

The data reveals that out of 150 respondents 68 (45.33%) members told that Whatsapp is the best tool to communicate because, it has lot of new options like comment, chat, upload, download, like and group chat. They also told that earlier Facebook is good for us to share things. But, now we prefer Whatsapp to speedy and rapid information to know what is going around on us. So, it is cleared that the updating nature is very important for social site to remain with the youths.

**Conclusions**

Social media made a change in the lifestyle of youth. Most of the youths turned towards the technology in the name of development. The study revealed that the respondents are busy in operating the social sites for different purpose. It is working like a platform to discuss various issues in high number. To know the information related to outer world, youths are approaching social site as an effective instrument.

The study also found that updating nature is very essential for social sites. Because, earlier Facebook is well-known social site among the younger generation. But, today Whatsapp is a renowned and most utilizing social site in all generation people. Its unique features and user friendly nature attracted the youths to divert towards Whatsapp. The study suggesting that if the social site will not update according to the need of the new generation, it can be disappear from the minds of people.

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