



**ORIGINAL RESEARCH PAPER**

**Library & Information Science**

**IMPACT OF SOCIAL MEDIA USAGE AMONG UG STUDENTS OF GOVERNMENT ARTS COLLEGE FOR WOMEN, SIVAGANGAI: A STUDY**

**KEY WORDS:** Social Media, Education, Women Students , Usage, Academic Development,

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**ABSTRACT**

Today, it is crucial to determine the impact of social media on the academic performance of students. Technology is booming rapidly from year to year, and the younger generations are the ones caught in this rapid change. Questionnaires were distributed through Facebook and E- mails, to find out whether students academic performance is impacted by social media or not. The findings demonstrate that there is no relationship between social media and academic performance. Today social media networks such as Facebook, Twitter, Youtube, Whatsapp, Instagram etc. become an integral part of youth's life. Youth cannot imagine themselves without using social media network. Social media are web-based services that gives individual the opportunity to create either a public or semi-public profile within a bounded system, add a list of others to with they share a connection and view and transvers their list of connections and those made by others within the system. Therefore, this study was carried out with the aim of examining the impact of social media Usage UG students' of Arts College for Women Sivagangai: A Study . In other to measure social media platforms a questionnaire was developed based on past literatures.

**INTRODUCTION**

Social media are integrated into everyone's life. Man cannot live without society. Family is the primary spot for figuring out how to be in the gathering. Gatherings likewise stretch out to class, college, workplace, playground and so forth. Social media like Facebook, WhatsApp and YouTube are winding up increasingly prominent and has progressed toward becoming an integral part of regular day to day existence for an expanding number of individuals.

**Purpose of Social media**

People are using social media for a variety of purposes. The four main uses of social media form the acronym **SLIM**: sharing, learning, interacting, and marketing.

**Sharing**

With social media, you can share information and ideas in a variety of ways. Different outlets allow you to publish your own ideas in writing, with pictures, or through videos and voice recordings; and you can also hyperlink your audience to interesting articles, pictures, and videos.

**Learning** Social media can also serve as personal learning tools. You can get updates about your friends and family, or learn about what's happening in your community and around the world.

**Interacting**

Maybe the most powerful element of social media is their interactive nature. Social media break the traditional barriers of time and distance between people. With video chat technologies like Skype, you can talk to people face-to-face anywhere in the world.

On Facebook and mobile devices, you can chat digitally and text with your friends and family. Twitter even allows you to interact with media members, public officials, professional athletes, and celebrities.

**Marketing**

More and more, social media are being used for marketing purposes. Businesses use social media to promote themselves and their products. Nonprofit organizations raise funds and promote charity events. Individuals market themselves to prospective employers.

**Academic Usage Of Social Media**

Educational usage as an important benefit of social networking sites. They portrayed Facebook, a popular social-

networking site, as a useful educational tool due to its structure and various utilities, such as providing users with intentional or spontaneous learning opportunities by bringing people together around shared interests, exchanging information, sharing ideas, discussion topics and collaborating.

**Facilitation:**

Social media encourage correspondence among students and teachers, and give data about assets and connections identified with course materials. Moreover, they enable students to pursue declarations about classes and courses, offices or schools, conveyance of homework and assignments by instructors.

**Resource/ material sharing:**

Resource sharing comprise of exercises like trading sight and sound assests, for example, recordings, sound materials, vivified recordings, assests and archives. With highlights that enable clients to transfer photographs and recordings, and include or 'pursue' connections to outer web pages, social media furnish students with sound, and additionally visual materials and assets. Subsequently, students can share venture materials, and archives, as they trade thoughts and data on social media.

**Review Of Literature**

**Impact Of Social Media On Academic Performances**

**Nor Hasimah Johari et al., (2021)<sup>1</sup>** studied the impact of social media usage on academic performance among accounting students in public and private universities. The variables measured were number of hours spent on social media, frequency of access to social media, Non-academic usage of social media, educational use of social media and social media addiction. Data of the study was obtained by distributing 341 questionnaires to accounting students in one of the private and public universities.

**Merry Borgohain and Angkita Borpatra Gohain (2020)<sup>3</sup>** observed that younger generation was very much prone to social media. So, this paper was an attempt to study the impact on academic performance from the use of social media of the university students. The paper aims to identified the benefits students derive from social media. It also focused to examined the privacy issues or problems on student's academic life. A sample of 300 students was taken into consideration.

Google forms were used in collecting data. All the

respondents in the study had their own smart gadgets with internet facilities. It was also found that with the use of social media the academic life of the students affected positively as well as negatively too.

**Shahedur Rahman, Thiagarajan Ramakrishnan and Louis Ngamassi (2019)<sup>4</sup>** examined Higher Education students' perceptions of social media use (SMU) and the impact of SMU on their satisfaction. Data collected from the students were analysed using Structural Equation Modelling. The study found that: (1) perceived usefulness of social media had positive effect on the use of social media in student learning; (2) perceived risk of using social media discourages the use of the tool, and (3) SMU had positive effect on student satisfaction. The study further discussed the theoretical and practical implications of these findings.

**Impact of Social Media**

**Shabnoor Siddiqui and Tajinder Singh (2016)<sup>23</sup>** described that social media was a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allows people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper they cover all aspects of social media with its positive and negative effect. Focus was on the particular field like business, education, society and youth.

During this paper they described how these media would affect society in a broad way.

**Ika Destiana and Ali Salman (2015)<sup>26</sup>** discussed the factors that influenced the adoption and use of social media among students and how their experience of using social media is impacting on their involvement in social and political participation. Base on the Technology Acceptance Model (TAM) by Davis (1989) which consists of two main factors viz. perceived ease of use and perceived usefulness, this article, in extending the model also adds other factors that had not been described in the TAM such as social influences.

**Effects of Social Media on Academic Performances**

**Mahmoud Alghizzawi et al., (2019)<sup>31</sup>** investigated the influence of student social media usage on the acceptance of e-learning platforms at the British University in Dubai. A modified Technology Acceptance Model was developed and validated for the quantitative study, which comprised data collected from 410 graduate and postgraduate students via an electronic questionnaire. The findings showed that knowledge sharing, social media features and motivation to use social media systems, including Facebook, YouTube and Twitter, positively affected the perceived usefulness and perceived ease-of-use of elearning platforms, which in turn, led to increased e-learning platform acceptance by students. The research model could be adapted to similar studies to assisted in further research regarding how higher education institutions in the UAE could maximize the benefits and uptake of e-learning platforms.

**Fausto Giunchiglia et al., (2017)<sup>44</sup>** proposed the parametrizing social media usage and academic performance, and combining smartphones and time diaries to keep track of users' activities and their smartphone interaction. They applied their solution on the 72 students participating in the SmartUnin project, which investigates students' time management and their academic performance. By analyzing the logs of social media apps on students' smartphones and by comparing them to students' credits and grades, they could provided a quantitative and qualitative estimate of negative and positive correlations. Their results showed the negative impact of social media usage, distinguishing different influence patterns of social media on academic activities and also underline the need to control the

smartphone usage in academic settings.

**Research Methodology**

Research design is a blueprint or plan specifically created to answer the research question and to control variance. Answering the research question or testing the research hypothesis is the central purpose of all research. Control of variance means the researcher must consider factors that might systematically contribute to the research results or confound the interpretation of the results, but that are not part of the research question or hypothesis.

Research design in fact, has a great bearing on the reliability of the results arrived at and as such constitutes the firm foundation of the entire edifice of the research work. Design helps the researcher ideas in a form whereby it will be possible to look for flaws and inadequacies. Such a design can ever be given to others for their comments and critical evaluation.

**Statement of the Problem**

The research problem involves a study of Social media usage to assess the existing scenario and to put forward recommendations for its **"Impact of Social Media Usage Among UG Students of Govt Arts College for Women"**. Social media, over the years have changed from few user based sites into a phenomena that has become a platform for huge number of users. However, the growth and development of Social media have brought great concerns on parents and educational authorities with respect to potential risks that are facing the undergraduate students as they use online social media frequently for gathering information.

**Objectives of The Study**

1. To know the purpose of using social media among UG students of government arts college for women, Sivagangai.
2. To study about the impact of social media on students academic performance.
3. To study about the average time spent by the students on social media.
4. To know the reasons for using social media among the students.
5. To find out the suitable measures to get rid of social media addiction.
6. To examine associated problems in the usage of these platforms.

**Hypothesis**

- **H1:** There is no significant association between year of study and frequency of Social media usage.
- **H2:** There is no significant association between age and Average time spend on Social media.
- **H3:** There is no significant difference between Purpose of Social media usage among home area.
- **H4:** There is no significant difference between Purpose of Social media usage among age.
- **H5:** There is no significant impact between impact on Social media among age group of the respondents.

**Selection of Sample**

The potential population of the study comprises students from Govt arts college for women in Sivagangai.

**Sample Method**

The researcher has adopted the "Simple Random Sampling" for the study. Simple random sampling method is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset. Simple random sampling techniques are adopted because the distribution of the population is 13 departments the researcher has selected

only nine departments to reduce the sample size.

**Analysis and Interpretation of Data Introduction**

The term analysis refers to closely related operation that are performed with the purpose of summarizing the collected data and organizing in such a manner yielding answer to the question. It means studying the tabulated material in order to determine inherent facts or meanings. Explaining the figures what they mean in the context of the theory in which the study is based, is often termed 'interpretation'. Analysis involves organizing the data in a manner and interpretation that explains facts or figures.

**Table :1 Age wise distribution of respondents**

Age	Frequency	Percent
17-18	37	24.7
19-20	91	60.7
above 20	22	14.7
Total	150	100.0

Table : 1 depicts the age wise distribution of respondents. The analysis shows that majority 91 (60.7%) of them are under the age group of 19-20 years. 37(24.7%) of them are under the age group of above 20. Remaining 22(14.7%) of them are under the age group of 17-18 years.

**Table :2 Year of Study wise distribution of respondents**

Year of Study	Frequency	Percent
1 st year	24	16.0
2 nd year	76	50.7
3 rd year	50	33.3
Total	150	100.0

Table :2. depicts the year of study wise distribution of respondents. From the analysis it can be interpreted that among 150 considered Respondence 76(50.7%) Students are 2<sup>nd</sup> year, 50(33.3%) Students are 3<sup>rd</sup> year, 24(16.0%) Students are 1<sup>st</sup> year.

**Table :3 Home area wise distribution of respondents**

Home area	Frequency	Percent
Rural	86	57.3
semi-urban	36	24.0
Urban	28	18.7
Total	150	100.0

Table : 3.depicts the Home area wise distribution of respondents. From the analysis it can be interpreted that among 150 considered response 86(57.3%) are come from Rural, 36(24.0%) are come from Semi-urban, 28(18.7%) are come from Urban.

**Table :4. Frequency of Social media use**

Frequency of social media use	Frequency	Percent
Daily	117	78.0
Weekly	21	14.0
Weekly twice	2	1.3
As and when required	10	6.7
Total	150	100.0

Table :4 depicts the frequency of Social media use from the respondents. The analysis shows that majority 117(78.0%) of them are using Social media in daily, 21(14.0%) of them are using Social media in weekly, 10(6.7%) of them are using Social media in as and when they required, Remaining 2(1.3%) of them are using Social media in Weekly twice.

**Table :5 Knowledge level of using social media**

Q14	Frequency	Percent
Highly improvement	41	27.3
Moderate improvement	90	60.0
Low improvement	19	12.7
Total	150	100.0

Table:5 depicts improvement of knowledge level are students using Social media. The analysis shows that 90(60.0%) moderate improvement, 41(27.3%) highly improvement, 19(12.7%) low improvement.

**Chi-square Test : Table : 6. Year of study \* Frequency of Social media usage**

Variable		Frequency of Social media usage				Total
		Daily	Weekly	Weekly twice	As and when required	
Year of study	1 st year	12	8	0	4	24
	2 nd year	62	8	2	4	76
	3 rd year	43	5	0	2	50
Total		117	21	2	10	150

From the analysis it can be interpreted that among 150 considered respondents, in 1<sup>st</sup> year the frequency of Social media usage in 12 are daily, 8 are weekly, 4 are as and when required.

2<sup>nd</sup> year the frequency of Social media usage in 62 are daily, 8 are weekly, 2 are weekly twice, 4 are as and when required. 3<sup>rd</sup> year the frequency of Social media usage in 43 are daily, 5 are weekly, 2 are as and when required.

**Table :7 Chi-square test**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.887a	6	.010
Likelihood Ratio	15.355	6	.018
Linear-by-Linear Association	7.452	1	.006
N of Valid Cases	150		

**Interpretation:**

The estimated significance value for the factors such as contact with friends, share new ideas, Get information regarding current social events, study, online shopping, sharing files & pictures, watching movies, e-banking are greater than 0.05. Hence the null hypothesis is accepted, showing there is no significant difference between purpose of social media usage among age.

The estimated significance value for the factor is Get jobs related information is less than 0.05. Hence the null hypothesis is rejected, showing there is a significant difference between purpose of social media usage among age.

**Findings, Suggestions and Conclusion Major findings**

The following findings have been derived from the discussion and objectives.

- It is found from that table 1 out of the 150 respondents, 91 (60.7%) respondents were under the age group of 19-20.
- It is found that table 2 out of the 150 respondents, 76 (50.7%) respondents were 2<sup>nd</sup> year.
- It is found that table 3 highlights the response of respondents regarding half of the respondents from Rural 86 (57.3%).
- It is found that table 4 out of the 150 respondents. 117 (78.0%) respondents were using Social media in daily.
- It is found that the table.5 out of the 150 respondents. 61 (40.7%) respondents were using social media in two year.
- It is found that the table out of the 150 respondents. 90 (60.0%) has moderate level of using social media for the knowledge improvement.
- It is found that the frequency of social media usage from 1<sup>st</sup> year, 2<sup>nd</sup> year, 3<sup>rd</sup> year are mostly used in social media in daily.
- It is found that there is a significant association between year of study and frequency of Social media.

**Suggestions**

- The management should provide the required support for

students using social media for academic purpose inside the campus.

- The college administrators must organize the awareness of Social media programmes at regular intervals for UG students.

### CONCLUSION

In summation, Social media is the popular medium among the students. These provide various features for an interactive communication. The study has been conducted comprising the UG students of govt. arts college for women in sivagangai. This study also finds that the all respondents were to be aware and making use of such applications in their academic work and some student are used for entertainment purpose. It was revealed from the study that WhatsApp is the most popular social media by all the category of respondents.

Social media have turned into a standard mode for a huge number of youngsters and grown-ups from all around the globe including India. It signifies the most of the respondents are using social media are less than one hour. Social media encourage sharing of data, expanding contacts, etc.

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