

ACADEMIC USAGE OF SOCIAL NETWORKING SITES BY THE COLLEGE STUDENTS

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ABSTRACT

Social networking is becoming a more powerful tool for students for communication, information sharing, and discussions. This paper presents a study, based on a survey questionnaire, which aims to investigate to what extent and for what purposes teachers from different countries from all over the world use social networking in their teaching practice. Recent days, College students are education-oriented, information seeking, multi-tasking experts. In today's college classrooms, much of the information that is hunted by students is done via social media. Social media has increasingly inspired college students' everyday lives. Students find that being connected to their classmates and peers via the internet is mainly helpful.

Keywords: Social media, Social networking sites, Students, Usage

1. INTRODUCTION

Social networking is an online platform that people use to develop social relationships with others. There are several social media networking sites that are used for instant messaging, sharing, posting, and much more. Trillions of people worldwide connected via social media to share their perspectives. However, the majority of people use social networking to interact with their family and friends in order to gain knowledge or for entertainment. Business people use social networking sites to plan their target audience and execute it via attractive advertisements that pop out when they search something related to it. The specialist also uses social media to enhance his knowledge in the related field, develop a network with like-minded people in a similar industry, and support each other in their career growth. Improvements in the Internet and technology have introduced new communication tools and styles. In particular, social networking sites (SNSs) have become some of the most outstanding communication tools in this era. With the emergence of social networking websites, such as Facebook, MySpace, and Twitter, students and teachers have started to connect outside of school (**Dr. Zeynep Turan et al., 2020**).

2. LITERATURE REVIEW

In their study “Examining Urban-Rural Differences in the Impact of Internet Use on Older Adults’ Depression: Evidence from China,” **Sun et al. (2022)** explored the impact of Internet use on urban and rural older adults’ depression and provided insights into the positive role that Information and Communication Technology (ICTs) play in human behaviour. Data for the study were collected from 9172 respondents from the China Health and Retirement Longitudinal Study and analysed using robustness tests and mediation effect analysis. The study found that Internet use affects urban and rural older adults’ depression, with rural older adults benefiting more significantly.

Sivakumar (2020) conducted a study entitled “Effects of Social Media on Academic Performance of Students” to understand the impact of social media on students’ academic performance in the Cuddalore District. A sample of 1000 students was selected through a random sampling method, and data were analysed using descriptive and differential analyses. The study found that most students use social media sites to chat for academic purposes, which helps improve their academic performance.

In their study “Undergraduate Students’ Perceptions toward Social Media Usage and Academic Performance: A Study from Saudi Arabia,” **Alamri (2019)** analysed undergraduate students’ perceptions of social media usage. Data for the study were collected from 132 respondents through questionnaires and analysed using descriptive statistics, including frequencies, percentages, means, standard deviations, correlation tests, and One-Way ANOVA. The study found a statistically significant impact of students’ purposes for using social media on academic performance in favour of all senses, including educational, personal, and occupational purposes.

Ezeji and Ezeji (2018) conducted a study entitled “Effect of Social Media on the Study Habits of Students of Alvan Ikoku Federal College of Education, Owerri” to examine the impact of social media on the study habits of students at Alvan Ikoku Federal College of Education in Owerri. Data for the study were collected from 372 respondents using a random sampling method and analysed using frequency tables and bar charts. The study found that social media usage negatively affected students’ daily revision of lecture notes and submission and completion of study assignments.

3. STATEMENT OF THE PROBLEM

Recent days, College students are education-oriented, information seeking, multi-tasking experts. In today's college classrooms, much of the information that is hunted by students is done via social media. Social media has increasingly inspired college students' everyday lives. The emergence of internet socialization, especially social networking sites such as Instagram, Facebook, Twitter, YouTube, WhatsApp, and LinkedIn, has made it easy to communicate and interact with hundreds of thousands of persons. At present, audiences of conventional media such as printing and electronic media are decreasing, while the users of social media have been increasing since October 2020 (**Bernice Titilola Gbadeyan and Feriha Dikmen Delicermak, 2022**). Based on the above, a question is scrutinized to this issue. What are the usages of the various academic applications of social networking sites by the college students?

4. OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- To determine the socio-economic factors in the usage of social networking sites
- To identify the use and awareness of Social Networking Sites by the college students and
- Their level of satisfaction towards social networking sites.

5. RESEARCH METHODOLOGY

The strength of any research is based on the systematic method of data collection and analysis. The present study used primary data as well as secondary data. A pilot study was conducted with fifty students and academic experts to ensure the relevance of the questions used. Based on the suggestions they gave, a well-structured questionnaire has been framed to ensure in achieving the research objective.

6. PROFILE OF SELECT SOCIAL NETWORKING SITES (SNSs)

The term social networking sites have connections with both the real and digital world. Today, this term is mainly used to refer to online social communications. The internet has enabled people to find and connect with others they may never have met otherwise. Online social networking is dependent on technology and internet connectivity. Users can access social networking sites using their PCs, tablets or smartphones. Although

there are many social networking websites, the following sites are the most popular/user preferred, which are considered for this study.

Meta(formerly Facebook)



Facebook is one of the most recognizable social media platforms in the world. Facebook is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg. Facebook users create profiles, share information, send messages and post status updates on their “walls.” Businesses can create their pages, groups, and events. Facebook also offers targeted advertising opportunities for those who want to increase visibility to specific consumers. Companies can also use Facebook Messenger to send personal messages to customers.

- There are 2.95 Billion monthly active users on Facebook.
- India leads the world in total Facebook users.
- 66% of the entire UK population are Facebook users.
- 71.43% of the entire US population are Facebook users.
- 1.62 Billion users, on average, visit Facebook every day.
- Four hundred users sign up to Facebook every minute.
- 93% of social media marketers use Facebook Ads.
- 94% of ad revenue is from mobile users.
- Over 1 billion stories are posted every day across Facebook apps.
- More than 72% of Facebook users also use YouTube, WhatsApp, and Instagram.
- The average Facebook page posts 1.68 times per day.
- Facebook is the only platform used by over half the world's social network population.
- Facebook is the world's third most trafficked website.
- Five hundred million people watch videos on Facebook every day.
- Facebook has 1.91 billion daily active users.

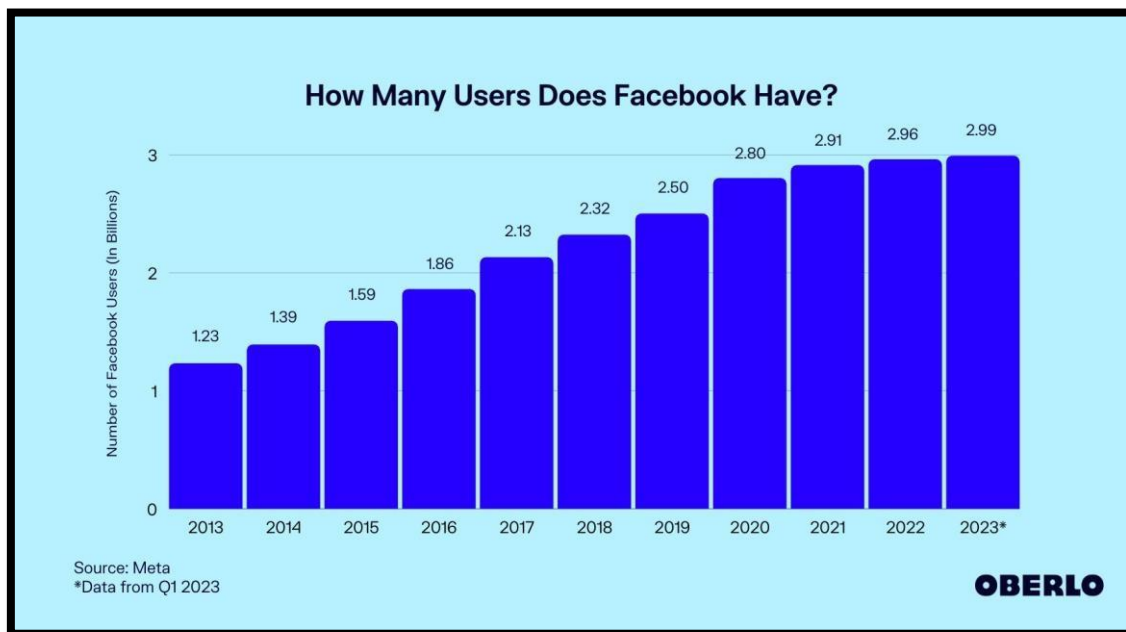


Figure 1.1: Facebook Users

WhatsApp



WhatsApp is a free, multiplatform messaging app that lets you make video and voice calls, send text messages, and more, all with just an Internet or Wi-Fi connection. With over 2 billion active users, WhatsApp is especially popular among friends and family who live in different countries and want to stay in touch.

- WhatsApp has over 2.24 billion active users globally.
- WhatsApp added 1 billion active users from 2016 to 2020 alone.
- WhatsApp is the most used instant messaging app in the world.
- 100 billion messages are exchanged on WhatsApp every day.
- India has the most WhatsApp users.
- India accounts for 487.5 million WhatsApp users.
- The United States has the most WhatsApp downloads from the Apple app store.
- There are 79.6 million WhatsApp users in the United States.
- WhatsApp is the most popular app in more than 100 nations.

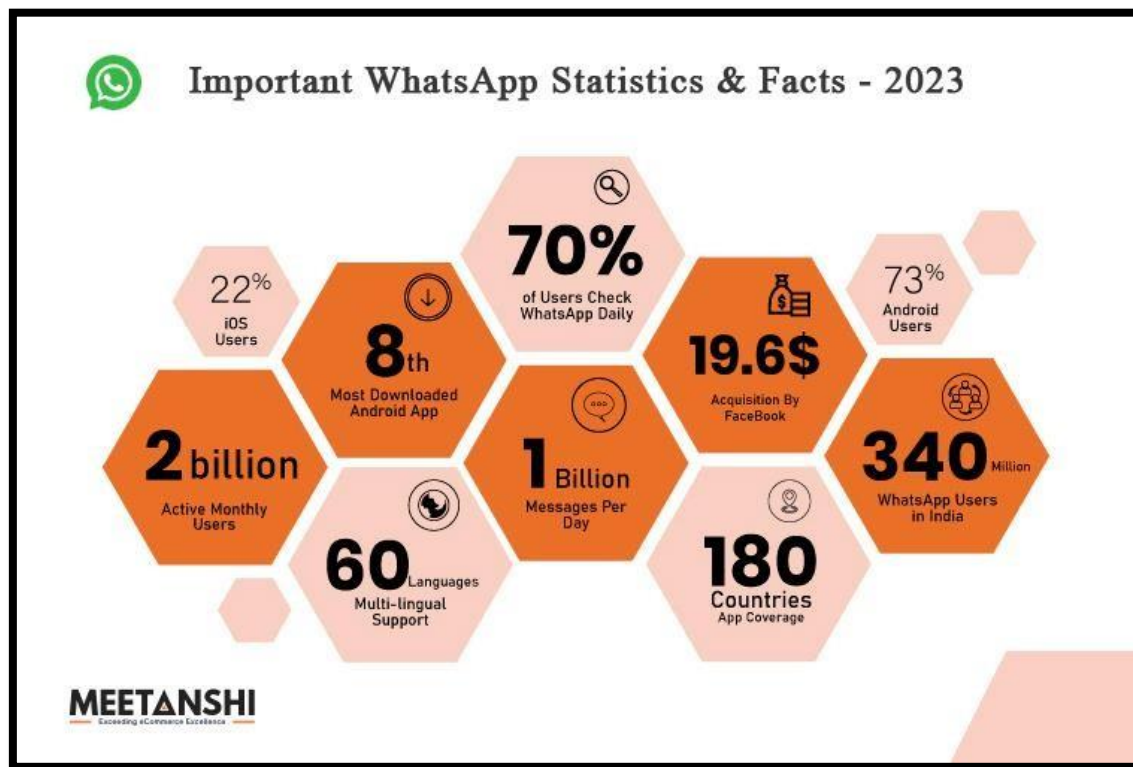


Figure 1.2: WhatsApp Data Twitter



Twitter is an online news and social networking site where people communicate in short messages called tweets. Twitter is a service for friends, family, and coworkers to communicate and stay connected by exchanging quick, frequent messages. People post Tweets containing photos, videos, links, and text. These messages are assigned to your profile, sent to your followers, and are searchable on Twitter search. 2022 was a big year for Twitter, with Elon Musk becoming the platform's new owner.

- There are more than 229 million daily active users on Twitter.
- Twitter usage is growing 30% faster than Instagram among Gen Z.
- 62.9% of Twitter users are male.
- Twitter is the most popular social platform for news and current events.
- People spend an average of 4.4 hours per month on Twitter.
- 59.2% of users on Twitter are between the age of 25 to 49 years old.
- 28.8% of users are female, and 71.2% are male on Twitter.

- An average user spends 3.39 minutes on Twitter.
- 70.4% of Twitter's user base identifies as male, while only 29.6% are female.
- At least 500 million Tweets are sent every day.
- 48% of users turn to Twitter to get the latest news.
- Twitter has 396.5 million users globally.

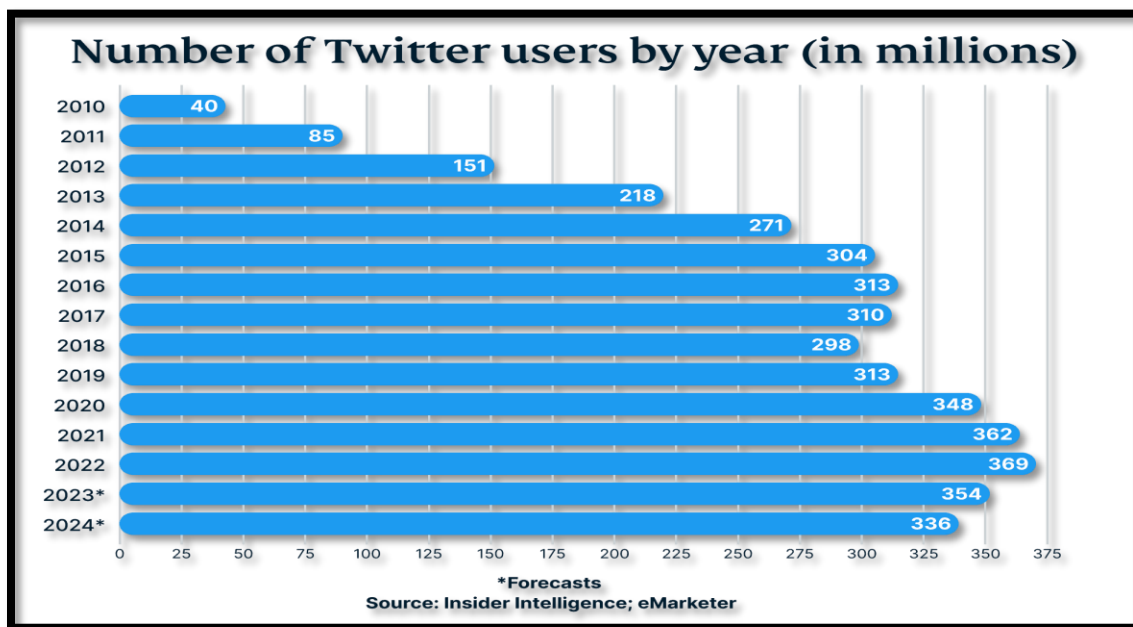


Figure 1.3: Twitter Users

YouTube



YouTube is a free video-sharing website that makes it easy to watch online videos. YouTube is a trendy and free video-sharing website that allows registered users to create, share, upload, and post video clips online. According to Global Media Insight, YouTube has more than 2 billion monthly active users.

- YouTube has more than 2.68 billion active users as of 2023.
- YouTube Premium will have 80 million active users worldwide in 2023.
- 52% of internet users worldwide access YouTube at least once a month.
- Over 122 million people visit YouTube every day via its website and apps.
- YouTube has more than 2.68 billion active users as of 2023.
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- 52% of internet users worldwide access YouTube at least once a month.
- Over 122 million people visit YouTube every day via its Website and Apps.
- YouTube generated \$29.243 billion via advertising in 2022.
- India is home to most YouTube users accounting for 467 million users. The USA follows with 247 million.
- 53.9% of YouTube users are males, and females make up around 46.1% of the userbase.
- Seven hundred twenty thousand hours of video are uploaded to YouTube every day.
- Technically, YouTube is the second biggest search engine after Google.
- T-Series (an Indian music record label) is the most subscribed YouTube channel having 240 million subscribers.
- MrBeast is the highest-earning YouTuber who earned \$54 million in 2022.
- Users consume 1 billion hours of video on YouTube every day.
- The majority of YouTube users are between the age of 25-34.
- Comedy is the most-watched genre on YouTube.

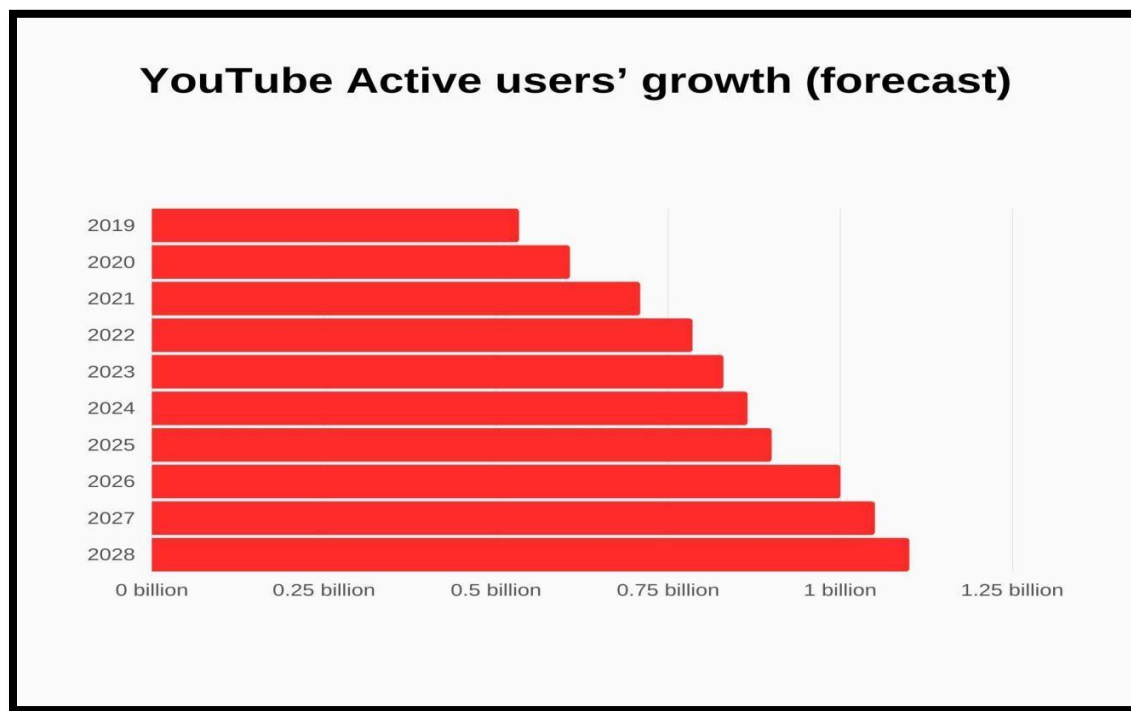


Figure 1.4: YouTube User Growth Forecast

Instagram



Instagram is a free photo and video-sharing app available on iPhone and Android. This free social media platform lets users share long- and short-form videos and pictures. People can upload photos or videos to our service and share them with brands, celebrities,

thought leaders, friends, family, and more.

- India is leading the pack, with most Instagram users residing there.
- Most of its users are between 18-24 years old or 25-34 years old.
- Worldwide, 51.6% of Instagram's users are male.
- 50% of people have visited a website to make a purchase after seeing a product or service on stories.
- Instagram stories has 500 million daily active users.
- 58% of people say they've become more interested in a brand or product after seeing it in stories.
- 4 million businesses use stories ads monthly.

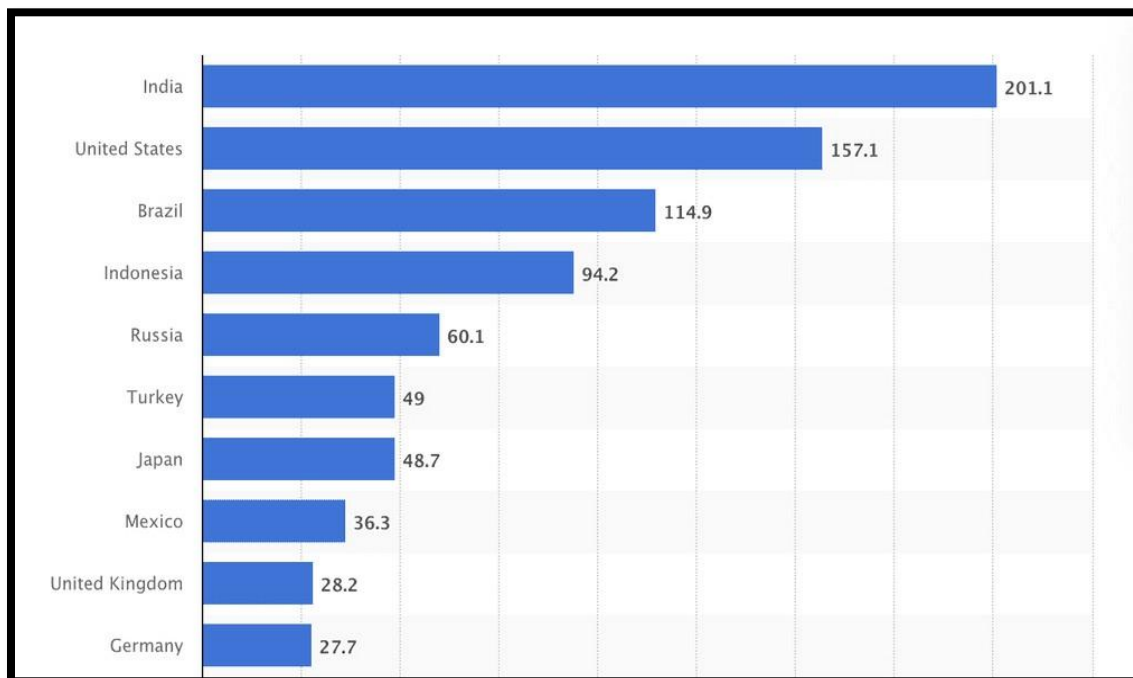


Figure 1.5: Instagram Users (Countrywise)

7. LIMITATIONS OF THE STUDY

This study is primarily based on the opinions provided by the students. Thus, the shortcomings related to the data and methodology are equally applicable. Additionally, the information given by the students may also be biased. Moreover, only students from arts and science colleges were included in this study's sample. As a result, adequate caution must be exercised when generalizing this study's findings to other areas.

8. CONCLUSION

We are living in a networking era, where social sites are the cheapest mode of communication, through which peers can stay connected. Social networking sites disseminate information quickly to a larger number of users with maximum benefits and minimum cost. This study set out to investigate how SNS are gaining popularity amongst academic users. As per the study conducted, it was found that certain SNS sites are very common and are used by the student community and using it effectively in their everyday life for their academic as well as for other activities.

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