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### **Opinion of university students towards the importance of social media in daily life**

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## **Opinion of university students towards the importance of social media in daily life**

**Abstract:** Social networking websites provide a great platform to communicate. Students are using these websites to interact with virtual world. They are using Facebook, twitter, Google+, LinkedIn and Instagram for various purposes. This study is based on perception of university students towards the importance of social media in their life. This study is done in central university of Jharkhand, Ranchi. Total 100 students were selected as sample to collect data both from under-graduation as well as post-graduation. Half male and half female students were selected as sample. Study reveals that perception of university students towards the importance of social media is positive. They agree that this media is useful for them to make strong relations as well as for education.

**Key Words:** Social Media, New Media, Students, Education, university students

### **1. Introduction**

A social networking websites is an online platform where people create a profile and connect with other users on the websites<sup>1</sup>. Social networking sites provide a wide variety of resources and services such as chatting messaging, blogging, sharing videos and audios and pictures etc. Now a day every single person in the world has access to the social networking sites. Social networking sites is commonly use by youngsters because they have the knowledge about access of internet<sup>5</sup>. But now a day teachers, parents and old age people are also use social networking site, they put their interest on it and attract to its virtual world. Day by day the users of social networking websites are more increased, the teenager are very passionate about using of social networking websites. Some of the most popular social networking websites are Facebook, twitter, blog, Google+ etc. The term Social Networking Sites has been defined by different authors in several different ways. This leaves the reader with a

feeling of being 'unsure' of its real meaning. Social Networking Sites can be broadly defined as internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts. Social Networking Sites allow users to manage, build and represent their social networks online. Some social networking websites are Facebook, twitter, blog, Instagram etc.

Every individual has their own purpose of using social networking websites. Generally the main thing of social networking websites is to connect with old and new friends, family members, share their views and opinion and share pictures, audio and videos. In every growing day the social networking websites are updated with various features. Now a day you can connect with video chat, know the news and update every single moment what happen in world. And one of the most important thing is you have to know about the job opportunity. Social networking websites are provides different feature for different work like messaging, video chatting etc. It also add the cartoons stickers for convey their massage. Now a day students use social networking websites for play game. This feature is connecting for person in Facebook. The online gaming session was become more interesting for them. When students feel bore they play online games in social networking websites and after some time they addicted with game.

Students and social networking websites are depend on each other. Most of the users are students. Students use the social networking websites for the purpose of interaction with friends, search old friend and stay connected with their family member because most of the students in collage are live far from their house. One of the also a reason of using social networking websites because they have the much more pressure on their mind regarding their jobs or education so, for the entertainment purpose they use social networking websites. Also one reason is students are the future of the country. In future the power have on their hands so, it is necessary to show their views in any story or anything happen in the world regarding economy, education, politics, science everything. In general, college students are more interested in using advanced technology in every field compare to any other age group. It is also true in the case of medium of communication. In the category of users of SNS the majority are youth.

Every person have their own perception and attitude toward the social networking websites some people thought it is the just waste of time and some people thoughts it is a good platform to show their talent or give views. This perception will

depend on what the concerned individual define as positive or negative i.e. according to his personal views in life and the way and manner students are able to manage their time efficiently and appropriately. Perception is very important in every aspect, and social networking websites are most used by students because it is an interaction or advance platform which attracts the youngster. Every student has different perception on social networking websites.

**2. Objective of the study:** To know the students perception towards social networking sites.

**3. Hypothesis:** Students have positive perception towards social networking websites.

**4. Research Methodology:** This research is all about perception of students towards social networking websites. To know the perception of students, the researcher collected quantitative data from the students. The survey method was employed to collect data from respondents. Total 100 students were selected as sample through random sampling technique.

## **5. Review of Literature**

### **5.1 Perceptions and Uses of Social Media Networking Systems by South African Students**

This study is done by Johannes A. Wiid, Michael C. Cant, and Corinne E. Nell, University of South Africa, in the year 2014. To the perception and uses of social media networking system the researcher made questionnaire and distributed it to 198 students. The finding of the research shows that the age of 15 to 28 are most influenced by the social networking sites. Facebook and twitter are most using websites among the South African students. They use social networking sites for the entertainment or social purpose rather than academic purpose. In this study research analyse his data through different diagrams and chart for every categorization he use different charts like to know uses of social networking sites as per hour basis and the diagram shown that most responded use 0-5 hours per week.

### **5.2 Use of social media by college students: Relationship to communication and self-concept**

This study is done by Megan Sponcil and Priscilla Gitimu, Youngstown State University. This study is done by 96 students through questionnaire. It has a discussion that some people are communicating their friends and family through social networking websites and some people believe in face to face communication. The result show that 71% of young adults have a Facebook accounts and

communicate with older and newer friends. Students in this study reported were using status updates to communicate with others; however, they did not use them that frequently. Another interesting finding from the current study was that 78% of college students did not use social networking websites to impress others. This study use the term self-concept that means self-disclose the students empower them self through his profile picture or give friends information and through his writing. They create there self-identity, it also show that a students have more than 600 friends in social networking websites.

### **5.3 Impact of Social Networking Sites (SNS) on Youth**

This study is done by Parvathy J and Suchitra R; this research is focus on positive as well as negative impact of social networking sites. Social Networking Sites (SNS) is a buzz word in today's world due to its enormous growth, customer base and usage. The main focus of this paper is to present an insight into impact of SNS usage on the minds of youth population. SNS has created a fourth world without boundaries. A platform for people to connect and share on 24/7/365. It is a common phenomenon across the world where growing citizens (i.e. youth population) are the biggest users and consumers of SNS. This platform has provided the youth a golden opportunity in exchanging knowledge, finding employment and social quotient among them. Increased participation in issues of social importance, providing quick help for the needy are other positive effects of SNS among youth population. On the other side it has created new issues to society to solve. Privacy has taken beating due to overexposure to social media. Participation in chats and discussions in subjects of least importance is killing the valuable creative time among youth. Recent studies has also pointed out that SNS has created change of character, lose in concentration and spike in psychological disorders.

### **5.4 New media and society: A Study on the impact of social networking sites on Indian youth**

This study is done by Dr. M. Neelamalar & Ms. P. Chitra, Dept. of Media Sciences, Anna University Chennai, India in the year 2009. This study is done through qualitative as well as quantitative data, questionnaire is circulated through email and observations are used over 100 students. The majority of the youth have more than one account on social networking websites. 95% youth state that it is the platform to meet there lost friends. This study is show that because of the development of the

technology youth has higher level of usage of internet and computer. They are aware with the danger and risk and positive aspect of social networking sites.

### **5.5 Impact of Social Media / Social Networks on Education and life of Undergraduate level students of Karimganj town-A survey**

This study is done by Sudipta Deb Roy and Dr. Sankar Kumar Chakraborty, Librarian (Associate Scale), N. C. College, Badarpur, Karimganj, Assam, India in the year 2015. The study is conducted by the sample of 60 undergraduate's students through questioner. The data show that 96% of the students use Facebook. In this research researcher show the positive and negative impact of the social networking sites. In positive impact he discovers that through social networking sites students are up to date with recent information its helps in education. It's also allowed the students and teacher in one platform. In negative impact its show that students spends more time in social sites, they put their less effort in real life. Because of the easy way of writing in social networking sites students use shortcut words or sentences, because of this in real life they cannot write proper grammar or sentences.

**6. Data Interpretation:** for this research, total 10 questions were asked from the students in the form of statement. There were 5 points scaling answer of each question. Students gave their answers in between highly agree to highly disagree.

**Table-1**

#### **Social networking websites are make relation more strong with friends and family**

<b>Response</b>	<b>Percentage</b>
Highly Agree	18
Agree	48
Neutral	22
Disagree	9
Highly Disagree	3

In society social media are medium of connecting people and enhance their relationships. According to table the result come was very positive that forty eight percent students agree that social networking websites are make relation more strong with friend and family and eighteen percent students are highly agree with this statement. It means students are regularly in touch with their family and friends and

they believe that there is no any difference between real life and virtual life in fact they are more active in virtual life to connecting each other. Twenty two percent students are go with neutral and nine percent students are disagree with the statement and only three percent students are highly disagree that social networking websites are not make relation strong with friend and family.

**Table-2**

**Social networking websites are useful for communicating with many**

<b>Response</b>	<b>Percentage</b>
Highly Agree	50
Agree	46
Neutral	3
Disagree	1
Highly Disagree	0

In real life generally students are not communicating with many people because of they don't have enough time to phoning communication and face to face communication. But in table-28 give the result that fifty percent student are highly agree that social networking websites are useful for communicating with many. Only one percent of student disagree that it is not useful or communicating with many. Forty six percent students agree that for communicating with many it is very important. Only three percent of students go with neutral answer.

**Table-3**

**Social networking websites are platform for promoting you and your work**

<b>Response</b>	<b>Percentage</b>
Highly Agree	28
Agree	41
Neutral	23
Disagree	6
Highly Disagree	2

Every students have different talent but they are not getting the right path to promote their talent but social networking give them the platform for promoting them and their talent it clearly show on table -29. Forty one percent students are agree that through

social networking websites they are promoting them self and their talent and also twenty eight percent of students are highly agree that social networking are best platform to promoting their work. Twenty three percent students are neutral some time they believe and sometime not. Six percent students are disagreeing and two percent student are highly disagree that social networking are platform to promote their work.

**Table-4**

**Social networking websites are very useful in study**

<b>Response</b>	<b>Percentage</b>
Highly Agree	25
Agree	23
Neutral	28
Disagree	15
Highly Disagree	9

Earlier students use only books and journal for study but now internet give them various websites for reading and e library. Even they get all material through internet. Now social media are also increase their facility and according to Graph- 13 twenty percent students give neutral answer and twenty five percent students highly agree that social networking are very useful in study. Also twenty three percent students are agreeing with the statement. But another side also nine percent students are highly disagree that social networking websites are not useful in study because they don't use social media for study purpose and fifteen percent are disagree with the statement.

**Table-5**

**Social networking websites are distracting the student**

<b>Response</b>	<b>Percentage</b>
Highly Agree	26
Agree	31
Neutral	26
Disagree	6



Highly Disagree	11
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Society has change and the mentality of people is change. In the age of growing students perception and mentality are change time to time. Whatever they see in society they learn that without knowing the pros and cons. some time students forget their goal and aim of life there mind will distract in different path. Table-30 are the prove that thirty one percent students are agree and twenty six percent students are highly agree and believe that through social networking websites students are distract. Another twenty six percent students are giving there neutral perception on students distraction. Eleven percent of students are highly disagreeing and six percent of students are disagreeing that through social networking websites they distract with their path.

**Table-6**

**Social networking websites are personal can't be used for education**

<b>Response</b>	<b>Percentage</b>
Highly Agree	2
Agree	12
Neutral	16
Disagree	49
Highly Disagree	21

Above table explains that twenty one percent students are highly agree that social networking websites are very useful in study and table-31 also said that forty nine percent of students disagree and twenty one percent students are highly disagree that social networking websites are personal can't be used for education it means students believe that for education social networking are play very important role. Only two percent of students are highly agreed that social networking websites are personal tool not use for study. Sixteen percent students has given neutral responds and twelve percent students are agree that it can't be used for education it is personal.

**Table-7**

**Social networking websites are the way of entertainment**

<b>Response</b>	<b>Percentage</b>
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Highly Agree	26
Agree	53
Neutral	17
Disagree	3
Highly Disagree	1

Entertainment is the key elements in student's life because entertainment removes there stress level from study. For entertainment they do various activities some time they listen music, some time they play games. In table- 32 said that fifty three percent students are agree that social networking websites are the way of entertainment and twenty six percent students are highly agree that social networking provide them entertainment factor. Seventeen percent students are neutral because they are not more and not less active in use of social networking websites for entertainment purpose. Only one percent student are highly disagree and three percent students and disagree that social networking are the no way of entertainment.

**Table-8**

**Privacy is considered in social networking websites**

<b>Response</b>	<b>Percentage</b>
Highly Agree	26
Agree	40
Neutral	24
Disagree	7
Highly Disagree	3

Privacy is the main factor for every student; most of the students not upload their personal information and photos because of privacy. That's why they are more careful in privacy sector. Table-33 show that forty percent of students are agreeing in privacy is considered in social networking websites. Twenty six percent of students are highly agree with this statement. Twenty four percent students said that they are neutral in privacy is consider in social networking websites. seven percent of students are disagree and three percent of students are highly disagree with this statement they are not believe that privacy is consider in social networking websites.

**Table-9**

**Social networking websites provide sufficient feature**

<b>Response</b>	<b>Percentage</b>
Highly Agree	13
Agree	39
Neutral	30
Disagree	13
Highly Disagree	5

Different social networking websites provides different feature for different purpose and students use those feature according to their needs. In table- 34 thirty nine percent of students are agree and thirteen percent students are highly agree that social networking websites are provides sufficient feature. On the other side five percent students are highly disagree and thirteen percent students are disagree that social networking websites provides sufficient feature, they want more feature with new format. Thirty percent students are neutral with the statement.

**Table-10**

**Students are satisfied with their feature**

<b>Response</b>	<b>Percentage</b>
Highly Agree	8
Agree	33
Neutral	32
Disagree	21
Highly Disagree	6

According to the Graph- 15 thirty three percent students are agree and eight percent students are highly agree that students are satisfied with social networking websites features. It is very positive answer for the social networking websites that they take care of the entire feature which was needed and which give students satisfaction. Thirty two percent of students are giving neutral answer and twenty one percent students are disagree and six percent students are highly disagree, they are not satisfied with provided feature.

## 7. Conclusion

There is no doubt that social networking websites are useful for students. Study supports this fact. Most of the students think that social networking websites are helpful to make strong relation with family and friends. They agreed that social networking websites are very useful for them. According to students' perception, social networking websites are useful for their study. But they are agreed that social networking websites distract them while study. Students think that social networking websites are useful for self-promotion as well as education. University students think that social networking websites are useful for entertainment also.

University Students consider their privacy while using social networking websites. They agreed that social networking websites have sufficient features. But university students are not fully satisfied with these features. Satisfaction level of students towards features of social networking website is mixed.

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