

A Study On The Use Of Social Media Networks And Its Impact On Students In Chennai

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ABSTRACT: *The study examines the use of social media networks and its impact on students in Chennai. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. The aim of the study is to find out the students awareness of social networks and their level of satisfaction towards social media. The study is to observe students purpose of using social networks and examines the perception and attitude towards the use of social networks and its effects. This descriptive research draws a random sample size of 120. The participants were randomly selected regardless of gender or educational qualification. Out of which 79% of the participants were graduates, 2% of the participants were diploma holders, 3% were HSC and 16% were other categories studying in various colleges. The result indicates most college students use social media spending many hours checking social media sites. These were a negative aspect to college students' use of social media. It is inferred that the usages of social media networks services are highly satisfied due to the fulfillment of the desire and acquire knowledge.*

Keywords: Social media, Perception, attitude and effects of using social media.

1. INTRODUCTION

Nowadays, the new generation spends more time surfing the internet for communication via social media network in their daily lives for social purposes. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods.

Social media plays an important role in every student's life. It is easier and convenient to access information, provide information and communicate via social media. Teachers and students are connected to each other and can make good use of these platforms for the working of their education. Social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, Snapchat, YouTube and WhatsApp accounts.

This can be seen to support a range of applications which display qualities associated with educational technologies for e-learning process which issue at University/College level for communication, participation, interactivity and collaboration. Interestingly, the level of participation, interaction and collaboration within the students and lecturers has also increased with the use of social media network tools in e-learning. The social media by their nature have the capabilities of educating, informing, entertaining and inflaming the audience with high speed across the wide world

2. RESEARCH OBJECTIVES

1. To find out the students awareness of social networks and their level of satisfaction towards social media.
2. To examine the purpose of using social networks.
3. To analyse the perception and attitude of students towards social networks and its effects.
4. To find Student's ideas on how social networks can be used positively for education purposes.

3. REVIEW OF LITERATURE

Patrick Saaondo (2018) examined the perception and attitude towards use of social media network among Benue state university undergraduates. The study employed an ex post facto research design to investigate how each variable influence social media network and their joint influence. A sample of 320 participants were randomly selected consisting of 189 (59.1%) male and 131(40.9%) female with ages ranging from 18-43 (Mean age =25) were. Three instruments namely: Perception Scale, Attitude Scale and Social Media Network Scale were used for data collation and the reliability Coefficient of the actual instrument in the study was arrived at Cronbach alpha .78 for perception.76 for Attitude and .81 for Social Media Network

Scale. Data collate were analyzed using multiple linear regression. Results revealed that perception independently predicted the use of social media network. Attitude did not independently predict the use of social media network. Perception and attitude jointly predicted the use of social media network among Benue State University undergraduates.

Sunstein, Cass R., Willingness to Pay to Use Facebook, Twitter, YouTube, Instagram, Snapchat, and More: A National Survey (June 7, 2018). There has been a great deal of discussion of the welfare effects of digital goods, including social media. The discussion bears on both private practice and potential regulation. A national survey, designed to monetize the benefits of a variety of social media platforms (including Facebook, Twitter, Youtube, and Instagram), found a massive disparity between willingness to pay and willingness to accept. The sheer magnitude of this disparity – a “super endowment effect” – suggests that in the context of the willingness to pay question, people are giving protest answers, signaling their intense opposition to being asked to pay for something that they had formerly enjoyed for free. Their answers are expressive, rather than reflective of actual welfare effects. There is also a question whether the willingness to accept measure tells us much about the actual effects of social media on people’s lives and experiences. It may greatly overstate those effects. In this context, there may well be a sharp disparity between conventional economic measures and actual effects on experienced well-being.

Laila Al-Sharqi & Khairuddin Hashim (2016) this study aims to investigate university students’ perceptions of social media as a learning tool. Data were collected using a specially designed survey during the academic year 2013/2014 at King Abdulaziz University (KAU). The sample size was 2,605 students of different ages and genders representing various KAU colleges. The results indicate that a moderate majority of KAU students are using social media tools in their learning and have the desire to integrate social media as a tool in their learning at university. The paper also reports gender significant differences on preferred social media tools and purposes of social media usage. The findings can encourage academic planners and instructors to adopt and implement social media tools in the learning context.

Bhuvanesh Kumar Sharm et.al, in this research titled “Students perception towards social media with special reference to Management Students of Bhopal Madhya Pradesh” (2015) has observed the effectiveness of social sites for social development of people. Present study is descriptive in nature. Primary data is used as data collection method which is collected by formulating a close ended questionnaire which consists of 14 statements. 100 respondents have been surveyed which was collected from Bhopal regions. For the testing of hypothesis manual Chi square test used. The study concludes that gender doesn’t have significant effect on the frequency of using social sites. Majority of respondents were agree that usage of social sites is not just limited to chatting with friends but also use for Business networking, Jobs and entertainment purpose. The study also conclude that these sites develop the social stability in people however respondents think that sharing personal information is risky on social networking sites.

Sherry (2012) Social networking sites, Texas: The New York Times. Asserted that the perception and attitude of students’ use of social media network sites permeates from convenience it gives users to communicate effectively with high speed with one another worldwide. Nevertheless, this can damage their interpersonal communication if furiously used to harm and tarnish ones reputation. Relatedly, social networking sites make the users see one another as objects to be accessed and only for the parts that the users find useful depending on his/her perception and attitude. Addiction to social networking sites can establish feelings of loneliness and increase feelings of insensitivity to disconnection and lack of academic concentration, reckless spending on subscription for megabytes or airtime and generally low productivity and performance.

Fernandez 2010, an immediate advantage of social media is the increased credibility over traditional media channels, especially advertising. In a recent survey of 14,000 consumes across Germany, France and the UK conducted by CRM company Satmetrix, only 2% of the British population said they trust advertising claims, 15% trust anonymous online reviews, while reviews from friends, family and colleagues are trusted by 49% (Fernandez 2010). However, in contrast to traditional media channels, there are some important differences when using social media as part of a health promotion or social marketing programme.

Tashir, Hashem, Harun, and Shukor in his study about the students perception towards the use of social networking as an e-learning Platform among Undergraduate of the University of Technology, Malaysia using 234 students and the findings indicated that students satisfaction of current e-learning system was in a moderately positive level (mean=3,77). Students agreed on using social networking as an e-learning platform for academic purpose and social interaction. The type of the students programme was however has no effect on students perception neither towards current e-learning system nor in the required skills of using social networking effectively.

Dutton, William H. and Reisdorf, Bianca, Cultural Divides and Digital Inequalities: Attitudes Shaping Internet and Social Media Divides (August 15, 2016). Researchers on digital divides have identified demographic and attitudinal factors associated with inequalities in access, skills, and patterns of Internet use, primarily around age, income, and education. While attitudes and values of Internet users and non-users have been studied over the years, they have rarely been used to identify broader ‘cultures of the Internet’ and their role in shaping digital divides. This paper builds on research in Britain, which focused on patterns of attitudes underpinning Internet cultures, to explore the degree that similar or distinctive cultures have developed in the USA, and whether and how they are useful in explaining digital divides. This study utilizes original data drawn from a 2016 telephone survey of residents across the State of Michigan that adapts survey items and methods from the Oxford Internet Survey of

Britain. Based on these survey responses, the paper identifies and describes the cultures of the Internet among Michigan residents, as an exploratory case of the US as a whole, and shows how these cultures shape digital divides in Internet and social media use across this one American state. The robustness and explanatory power of these explorations of Internet cultures argues for further research on the United States and other nations.

Nagi et.al. Studied about new Social Media and Impact of Fake News on Society (June 6, 2018). In this new era of internet and variety of social media, creation, and consumption of news and information in our society is changing. The rapid transformation of traditional print media into online portals has become a new trend. On the one hand, the online social media has democratized the means of news production and dissemination, but on the other hand, it has become a breeding ground for false and fake news. Increasing use of mobile devices and easy Wi-Fi access to 3G/4G networks, the Facebook, Instagram, YouTube, and Twitter have turned into powerful platforms for providing news and entertainment. In the USA and India, the President and the Prime Minister are using Twitter to engage with their voters and supporters. Hence the direct interaction of politicians and policymakers with the people using social media is having a strong impact on the functioning of the governments around the world. As a consequence, the online journalism and citizen media are also on the rise. New channels of online communication, such as Skype, WhatsApp, Messenger, LINE and many others have also led to a rampant increase in the spreading of fake news. This paper uses the traditional empirical-analytical method to analyze the current issues about fake news. In addition, analysis of issues related to fake news is largely based on data available on various reliable and independent organizations, such as Pew Research Center (USA), Reuters (UK) and European Commission (EC). Author's own survey conducted in an Executive MBA class conducted in Hanoi, Vietnam is also be utilized. The results from primary and secondary resources are used to highlight cases of fake news on the social media and provide technical guidelines to detect its negative impact on society.

Kishore, Jugal and Singh, Vinod Kumar and Sharma, Naman and Sharma, Swati, An Empirical Study on Use of Social Networking Sites (SNSs): A Case Way Dissection (2013).the purpose of this research paper, it purposely focused on the social and communication aspects of social networking sites. It deliberately included all the various aspect of social networking sites reason being users goes for social networking sites options. 5 social networking sites in this survey named Facebook, Twitter, MySpace, YouTube and Orkut have been targeted.

Nasir Koranteng Asiedu, Edwin Ellis Badu, (2018) the research paper about the Motivating issues affecting students' use of social media sites in Ghanaian tertiary institutions. Social media usage has become popular among the youth. The paper aims to discuss these issues. Adoption of survey methodology, this paper randomly selected 204 students majoring in sociology from University of Ghana and Kwame Nkrumah University of Science and Technology to participate in the study. Using the uses and gratifications theory, this study identified the following: WhatsApp was found to be the most widely used social media tool in both institutions; chatting and keeping in touch with loved ones and maintaining distant relationships are the major factors that motivate students in both institutions to use social media sites. The results further indicated that students are highly influenced by social media sites and, therefore, this has become their main medium of communication within and outside campus.

Jehangir Bharucha, (2018) this paper exploring education-related use of social media: business students perspectives in a changing India" Within a connectivity learning model, the purpose of this paper is to investigate the adoption of social media for educational purposes in India, a hitherto unexplored area of research. This research tries to gather evidence on the effectiveness of this role and its potential future role as a facilitator and enhancer of learning in the Indian system. The data collection was done in two separate stages. Stratified random sampling was applied and a structured questionnaire was used, study using in-depth interviews and reflections of 250 students from the original sample. Four clear themes emerged from the responses collected via the structured questionnaire and particularly from the in-depth interviews. These include: widespread usage of social media, definite usage in business education, strengths of social media in business education and the flip side of learning with social media. One thing is certain: social media will continue to play an important role in the Indian education sector. A number of colleges and universities in India are including social media in their pedagogy, but the challenge lies in effectively aligning it with curriculum. One key characteristic of this generation is that they are very education oriented. Due to the relative freshness of the approach in India and fairly restricted use in the Indian higher education system, empirical studies are limited and the impact of social media on student engagement in the higher education system in India is not known.

Jehangir Bharucha, (2018) in his study about Social network use and youth well-being: a study in India. The purpose of this paper is to explore whether and to what extent social media contributes to decline in well-being, addictive behavior and other harmful social effects. A structured questionnaire was sent via e-mail to 114 students. The second stage embraced an exploratory qualitative approach with in-depth interviews and reflections. The analysis of qualitative data is presented in three major themes: patterns of usage, nature of online friendships and threat to well-being. There is no doubt that the Indian youth is developing a dependence on this technological advance that fuses people all over the world. We are still in the infant stages of understanding these issues in the Indian context. This study adds value to the negligible empirical evidence in India till date.

4. RESEARCH METHODOLOGY

The study is descriptive in nature with survey being the mode to be used for data collection. This study used both primary and secondary sources of data. The secondary data were from the literature review described above. The primary data were

collected through a structured questionnaire administered to randomly selected respondents representing sample students from various academic disciplines.

The current research focuses on the perception of the students regarding the adoption of social media for various purposes. The data collection was done through structured questionnaire sent through e-mail. The study covered the users of social media with special focus on students from different parts of Chennai in and around.

The survey focused on covering all the demographic factors about the social network users. The usable responses were received from 200 participants from different parts of the locality. Out of which only 120 were found to be fit. This research was based on these 120 respondents and this was taken as sample size.

The following hypotheses were statistically tested with Chi square, Factor analysis and Correlation analysis.

- H1: The social media networks are widely accepted by the students and their educational qualification.
- H2: Perception of the usage of social media networks and their fulfillment of the desire and acquire knowledge.
- H3: There is an association between the gender and the importance towards the use of social media websites.
- H4 There is a relationship among the usage of social media and the security system available in the social media websites

5. RESULTS AND DISCUSSION

According to the data collected from anonymous questionnaire, most college students prefer to use social media and therefore spent most hours to check social media. Facebook and whatsApp were very popular among students.

As per the survey it is found that majority the of the respondents were Female (51%) and the remaining 49 percentage were male participants, 66% of the sample participant were found to be of age group between 21 to 25 years, 17% of the respondents were with the age group between 26 to 30 years, 12 % of the respondents whose age above 30 years and only 5% percentage of the respondents age between 15 to 20 years. Majority (79%) of the participants was graduates, 2% of the participants were diploma holders, 3% were HSC and 16% were found to be with other categories. Occupation wise data analysis indicated that Most of the respondents (45%) whose occupation with student’s category, 30% of the respondents were salaried class, 12% of the respondents were professionals, 5%of the sample respondents were found to be with self-occupied and only 7% were occupation with other categories such as wage earners, farmers etc.,

This study tested a total of 120 respondents form urban, semi urban and rural places. Majority of the sample respondents were living in urban area, 25% were in sub urban and only 11% of the sample respondents belonged to rural places category. People in the age group 21 to 25 were found to be addicted with the use of social media sites. Most 89% of the sample respondents that they primarily uses a cellphone to check social media sites, while 7% use desktop computers and only 4% preferred to use Laptop. Most of the sample respondents (39%) were prefer to use social media to learn new things (Education), 23% of the respondents were to be in trends, 14% were spend time to chat with friends, 13% of the students spent their time on entertainment (time pass) 7% of the respondents were to use social media for fun and only 2% of the sample respondents were to use social media sites with no idea.

It is found from the study, majority of the respondents (56%) opinion towards social media is useful, whereas 23 % opine that social media is very much useful, 19% of the sample respondents whose opinion towards social media is somewhat useful and only 1 % say social media is not at all useful. Further the study is attempted to know the importance of social media among the students majority of the sample respondents were saying the use of social media is good and only 4% were says bad. Most of the respondents they do agree that the use of social media is secured. It is evident that most of the social media users are very much aware about the availability of security system while using social media websites. Also the social media users agree that the use of social media is a time killing mechanism. It is found that majority of the respondents agreed that the use of social media improves knowledge and also improves imagination skills.

With regard to the extent social media leads to increase crime, it is found from the study 75% of the sample respondents agreed that the use of social media leads to increase crime.

Table: 1 Comparative analysis of the gender and their opinion towards the importance of using social media websites (Cross Tabulation)

Gender	Levels	Most Important	Important	Less Important	Total
Male	Count	19	25	17	61
	% within Gender	31.1%	41.0%	27.9%	100.0%
	% within SMI_Level	59.4%	43.1%	56.7%	50.8%
Female	Count	13	33	13	59
	% within Gender	22.0%	55.9%	22.0%	100.0%
	% within SMI_Level	40.6%	56.9%	43.3%	49.2%
	Count	32	58	30	120

Total	% within Gender	26.7%	48.3%	25.0%	100.0%
	% within SMI_Level	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.729 ^a	2	.255
Likelihood Ratio	2.740	2	.254
Linear-by-Linear Association	.062	1	.803
N of Valid Cases	120		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.75.

From the above table, it is revealed that the chi-square value 2.729 is insignificant at 5% level with P-value 0.255. (H3) Therefore, null hypothesis is accepted and concluded that there is no association between the gender and the importance towards the use of social media websites. That is the importance of social media does not influence with their gender.

Table: 2 Association between various social media websites and the opinion towards social media

	Selfies	Dubsmash	Status update	Memes	Craving for data (Internet)	Checks, Likes and shares
Mean	3.57	2.91	3.55	3.28	3.38	3.37
Standard deviation	1.26	1.31	1.09	1.29	1.12	1.22
Chi-Square	25.833	13.083	39.167	23.917	37.917	18.583
Asymp. Sig.	.000	.011	.000	.000	.000	.001

From the above table it is found that the six identified variables viz., selfies, Dubsmash, status update, memes. Craving data, checks /likes & shares of satisfaction possess the mean value for the factor is 3.57, 2.91, 3.55, 3.28, 3.38, and 3.37 respectively with the Standard Deviation greater than 1.00 in all cases. The chi-square value for the variables 25.83, 13.08, 39.16, 23.91, 37.91, and 18.58 respectively is statistically significant at 5% level. (H2) Therefore it can be concluded that the usages of social media networks services are highly satisfied due to the fulfillment of the desire and acquire knowledge.

Karl Pearson’s coefficient of correlation, also known as simple linear correlation or the product moment method is the most widely used method of discovering the extent of correspondence of movement or associated variation in the values of any two series.

Table:3 A parametric relationship among use of social media and the security system available in the social media websites

Correlations				
		Usage of social media		Secure
Spearman's rho	Usage of social media websites	Correlation Coefficient	1.000	.178
		Sig. (2-tailed)	.	.052
		N	120	120
	Secure	Correlation Coefficient	.178	1.000
		Sig. (2-tailed)	.052	.
		N	120	120

It is clear from the above table, that there is a positive correlation between the usage of social media and the security system available while using social media websites (r =.178). (H4) Hence, the levels of usage are independent of the security system available while using social media websites.

WhatsApp and Face book were found to be the most widely used social media tool, chatting and keeping in touch with loved ones and maintaining distant relationships are the major factors that motivate students to use social media sites. The results further indicated that students are highly influenced by social media sites

6. EFFECTS

At present, whether social media is favorable or unfavorable, many students utilize the sites on a daily basis. As social media sites continue to grow in popularity it is our belief that technique is a vital part of today’s student’s success format. Many

researchers have been diving into a considerable amount of research on how social media influence student's retention. Many parents are worried that their students were spent more time on Facebook, WhatsApp and other social media websites and not enough time on studies.

7. SUGGESTIONS

The study was conducted to examine perception and attitude towards the use of social media networks among students. Based on the findings of the study, it is concluded that the Perception significant and positively influence the use of social media network among students. Therefore the study recommends that student's use of social media network should not be seen as a negative sense but positively important for students. However caution should be emphasized not to abuse it during productive hours like lectures and seminar so as to concentrate more on their studies.

The use of social media network among the students, therefore, the study recommends that student's use of social media network should not be seen as crime or social immoralities for students in relation to academics. Nevertheless, students should be weary on the abuse and dangers associated with the use of social media network such as cybercrime like job scam, kidnapping, immoral act such as pornography amongst others etc.

8. CONCLUSION

The social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. In this "information age," social media sites seem to be growing in popularity rapidly, especially among young adults. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. Social media plays an important role. It is easier and convenient to access information, provide information and communicate via social media. Teachers and students are connected to each other and can make good use of these platforms for the working of their education.

Usages of social media networks services are highly satisfied due to the fulfillment of the desire and acquire knowledge, this study identified the following: WhatsApp and Face book were found to be the most widely used social media tool, chatting and keeping in touch with loved ones and maintaining distant relationships are the major factors that motivate students to use social media sites. The results further indicated that students are highly influenced by social media sites and, therefore, this has become their main medium of communication within and outside campus.

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