

A STUDY ON STUDENTS PREFERENCE TOWARDS SOCIAL MEDIA

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ABSTRACT

Social media is the way for the students to build the educational network in schools & colleges. The main aim of the study is to determine the student's level of satisfaction towards social media. Pollachi Taluk is the study area. The study is based on questionnaire method and analyzed using simple percentage analysis, ranking method and scaling technique. The study concludes that social media became more convenient because it is very useful tool and it could helps to improve the knowledge of the students.

Keywords: *Social, student, preference, internet, school, colleges, entertainment, tool, knowledge, etc.*

INTRODUCTION

Social media refers to the internet based technology and mobile services. This allows the students to participate in communication, receiving and sending information, downloading etc. it is a web-based technology to facilitate interaction between a large numbers through some type of network. In common widely used network is the Internet. In the year of 2015 social networking company, face book has 1.49 billion active users and the numbers of users are increasing. Social media is growing fastly and becoming a vital part of everyday life, because of the latest technology. This growth is due to the increasing usage of smart phones like Black Berrys, Androids and I Phones.

These android phones make it easy to access any social media platform from anywhere virtually. The mobile versions of these social media websites are so easy to access. The important things in a student's life are studying, learning good habits and gaining knowledge to become a person with moral character. Getting too involvement of students in social media can lead to addiction that includes bad habits. Mostly students prefer social media for communicating with friends for an hour this leads to waste of time, this time can be utilized for studying or browsing for the knowledge. The use of technology especially social media is becoming increasingly in student's life. Hence the social media is contributing a lot of information and giving latest updates to the student's community.

ADVANTAGES OF SOCIAL MEDIA

➤ Educational tool:

Social media is an educational tool for the students learning in college and schools. Students required vast knowledge apart from their subject. Educators can require knowledge through social media. It is useful for exchange idea and boost the learning education.

➤ News update:

Social media sites are the platform for the students. Social media provides news updating about friends, families and various trends around the world. They have snapshot of job openings, new technology development, entertainment and news updates from around the world.

➤ Networking:

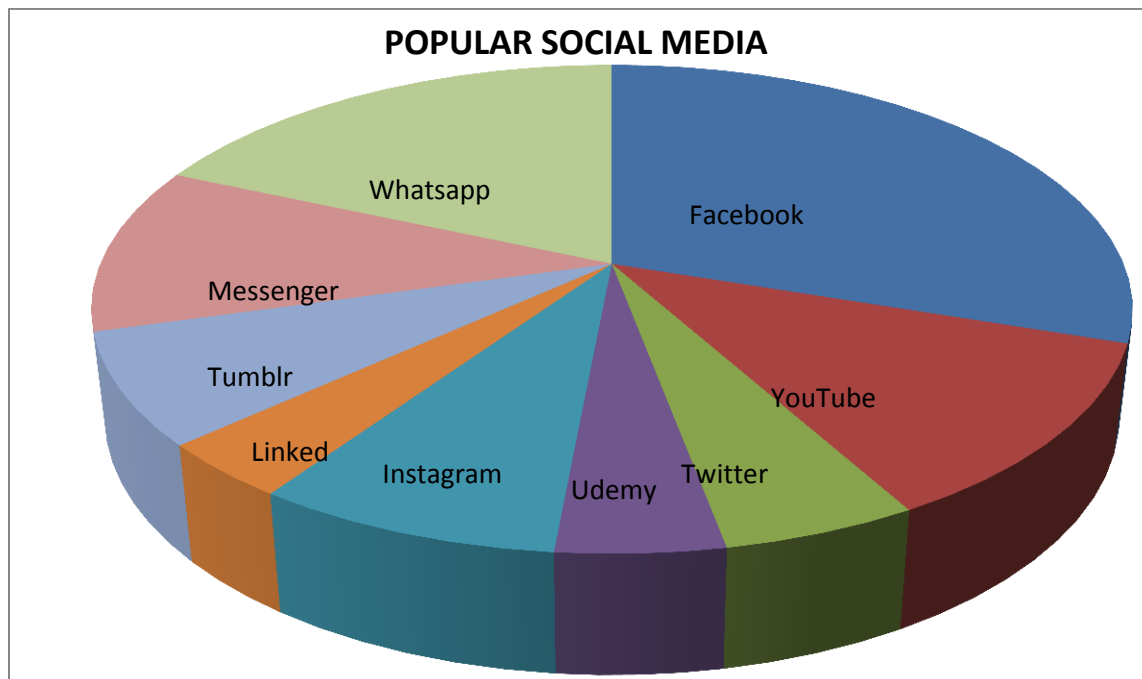
Social media is the way for the students to build the educational network in schools/ colleges. Through internet we can connect through everywhere with friends and families. If they lost any details of contacts of friends and families they can use networking of social site.

➤ Experience global exposure:

Internet gives wide variety of information about any topic which is imaginable. Social media enable the students to share their findings from the ocean of information.

➤ Employment opportunities:

The websites like Likedin, Udemy and tumblr enable the students for a professional web presence, post a resume, contact with job seekers and employer. A lot of employers also taken a other websites for job openings.



REVIEW OF LITERATURE:

➤ **Bhuvanesh kumar Sharma (2015)**, observed that Social media provides digital platform for students across the world. It creates awareness amongst to the students share the information in online. This is because of development and advancement of digital technology. Social media makes changes in the behavior of students by use of social media technology. The growth of social media brings changes in perceptions, and attitudes of students and growth of online social technologies induce audiences to become digital friendly. Changing student's behavior from passive to active, non-participatory to participation, and enabling users that was otherwise unknown or untapped. Therefore social media effect everyone in the universe whether individuals, businesses, and society and social media provide an opportunity to share thoughts, opinions, and share information. Social media helps the students to spread a point of view on social causes and change, participation in digital activisms, and support and information sharing in any situations. Accessing of social sites is not only for fun, it is used for many purposes.

➤ **J. Jeya Pradha (2012)**, revealed that A social network is a social structure it helps to bring the relationships between individuals. We all belong to one giant social network, it may be smaller or higher, social networks defined as where we live, where we work, where we went to school, our hobbies and interests. It would be difficult to search out all the students who are connected with whom they're connected. That's why social-networking Web sites are become powerful. Social networking websites like face book and linked in has become student's part of our life. It is the importance of social networking websites in the current scenario. To compare various social networking websites and services offered by they are analyzed by the students attitudes towards social media. And it is made to know the effect of social networking websites on different age groups, to know the reasons for using this websites and the benefits of the social media.

➤ **Timothy Arndt (2012)**, stated that social media networking sites are increasing the instruction in distance learning for post-secondary students. This mode of learning can result in the students learning in isolation, it leads to bad results in learning. The same type of isolation can occur for part-time students and those who are working while studying. it would be useful for the instructors to facilitate the formation of small learning communities by distance learning. It is currently developing innovative of social media sites and useful for distance learning students using social networks. As a preliminary step in this research, we have conducted a survey of our student population. Thus in this, we present the results of our survey and our reflections on the how the results will guide our future work.

OBJECTIVES OF THE STUDY

- To identify the factor that influences the student's preference towards social media.
- To determine the students level of satisfaction towards social media.

LIMITATIONS:

- The result of the study is based upon the views expressed by the students of Pollachi Taluk
- The statistical tools used to analyze the data have their own limitations.
- All the drawbacks of primary data are applicable to this study.

RESEARCH METHODOLOGY:

1. Area of study: The research study was done in Pollachi Taluk

2. Nature and source of data: The study is based on questionnaire method; primary data has been collected from various students in Pollachi and the secondary data have been collected from related journals, magazines and textbooks.

3. Statistical tools used for study: simple percentage analysis, ranking method and scaling technique.

ANALYSIS AND INTERPRETATION

- Simple Percentage
- Ranking Method
- Scaling Technique

Table1: Demographic Profile of the Respondents

Factors	No of Respondents n=100	Percentage
Gender		
Male	52	52
female	48	48
Age		
Upto 15 years	10	10
16-20 years	24	24
Above 20 years	66	66
Educational qualification		
Upto SSLC	14	14
UG /diploma	74	74
PG	12	12

Inference: The table 1 describes the demographic profile of students taken for the study. Out of 100 students were taken for the study: it has been identified that most (52%) of the respondents are male, (66%) of the respondents age is above 20 years, (74%) of the respondents are studying UG degree.

Table 2: Social Media Details

Factors	No of respondents n=100	Percentage
Interest		
Yes	66	66
No	24	24
Time		
Half an hour	36	36
One hour	34	34
Two hour	30	30
Affect		
Yes	46	46
No	54	54
Communicate with teachers		
Yes	56	56
No	44	44
Friends		
More	32	32
Less	68	68
Effective tool		
Yes	98	98
No	2	2

Inference: The above table shows that (66%) of the students are interested to use social media, (36%) of the students spend two hours on social media,(54%) of the students are not affected by social media, (56%) of the students uses social media for communicating with teachers,(68%) of the students have more friends in social media, (98%) of the students express that the social media is an effective tool for e learning.

RANKING METHOD

The respondents were asked to rank the factors motivated them to choose social media for their payments transactions

Table 3: Level of preference towards social Media

Level of preference	Rank
Browsing for study material	1
Entertainment	4
Downloading	2
Communication	3
Current affairs	7

Preliminary test	6
Net payment	5
E-learning	9
Certificate course	8
Shopping	10

Inference: It is found from the above table, browsing for study material was the first factor which is motivated the students to use social media, downloading was the second factor to use social media, communication was the third factor to use social media, entertainment was the fourth factor to use social media, net payment was the fifth factor to use social media, preliminary test was the sixth factor to use social media, current affairs was the seventh factor to use social media, certificate course was the eighth factor to use social media, e-learning was the ninth factor to use social media and shopping was the tenth factor to use social media.

SCALING TECHNIQUE

Table 4: Level of satisfaction towards social media

Level of satisfaction	No of respondents	Percentage
High	55	55
Medium	20	20
Low	25	25

Inference: The above table shows that (55%) of the students level of satisfaction is high towards social media, (20%) of the respondents level of satisfaction is medium towards social media and (25%) of the respondents level of satisfaction is low.

FINDINGS OF THE STUDY

- Majority of the students are male
- Majority of the students is above 20 years
- Most of the students are studying UG degree
- Most of the students are interested in using social networking service
- Many of the students spend two hours for using social media
- Majority of the students use social media for communicating with the teachers
- Most of the students have more friends when compared to real life
- Majority of the students express that social media as effective tool as e-learning.
- Browsing for study material was the first factor which motivated the respondents to choose social media
- Majority of the students have high level of satisfaction towards social media.

CONCLUSION:

The primary research was to show the students preference towards social media for the use of education and explore the student's attitudes towards the social media. The finding of the study shows that the social media tool is very useful for the education purpose. It shows the positive result that the students using social media as the educational tool and most of the students uses social media for the educational purpose. It will be efficiency for the students. The various tools and strategies is for implementing the social media sites. Students are benefited through social media. Students can explore the topics that they are interest in through online social media. Social media us face book, twitter, whatsapp, skype, youtube, operamini and we chat for educational purposes. Social media is convenient and an important communicate network for all the students nowadays. We can use it to know about information and can browse for study material whichever we needed. We could also learn new things on social media by watching or reading the things that can be shared into the social media. As social media is too convenient for students, almost most of them don't even have to 'speak out' to communicate with people. No longer, people will lose their communication skills. The power of social media is also same as the one in real life. Social media changed the student's life so much. It became more convenient because social media is a very useful tool and it could helps to improve the knowledge of the students. However, we have to aware of using social media. Thus, social media helps students for their educational purpose.

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