

Awareness, Use and Attitudes towards Social Media among Students

Dinesh S. Thakor¹; Dr. Digvijaysinh Chauhan²

Research Scholar, Department of Library and Information Science, Veer Narmad South Gujarat University, Surat¹; Ph.D. Guide & Librarian, V. S. Patel College of Arts and Science, Billimora, Gujarat, India²

t85dinesh82@gmail.com, digvijaychauhan25@gmail.com

ABSTRACT

The present study examines the awareness, use and attitudes towards social media among students by post-graduate students of Srimad Rajachandra Vidyapeeth. A questionnaire was distributed through online mode to a total of 120 students using survey research method for data collection. Then the data has been analyzed and interpreted using microsoft excel in the form of tables. This study reveals that all the respondents were aware of social media and using more than one social media for different purposes. In which they use whatsapp and youtube the most. Also, all the respondents use smart phones to access information. Most of the respondents cited to lack of time among the hindering factors for using social media. In student attitude towards social media usage, maximum respondents said social media is useful.

KEYWORDS: postgraduate students, social media, use, awareness, student attitudes.

INTRODUCTION

Human beings have been exchanging their speech, thoughts, messages etc. with each other for centuries. With the passage of time, as science and technology progressed, the means of communication also changed. Nowadays, due to the development of web 2.0 technology, many social media for internet based communication have come into existence like, facebook, whatsapp, instagram, youtube etc. Through these media, human beings can exchange their thoughts, messages, information, expression etc. easily and without time constraints to one another in a moment. Nowadays, social media has become ubiquitous and has become an important bridge of communication between people. Also, every human being of the society has become dependent on these means of survival. Therefore, it is essential to investigate and explore students' awareness of these social media of mass communication, why they use them, what are the motives for using and students' attitudes towards social media.

LITERATURE REVIEW

Ercag and Tezer (2017) indicated his paper examined the impact and trends of social media use on the academic success of high school students. This article reveals that students frequently used social media to stay updated and communicate with their friends. Most of the students used mobile phones for access. Also, the students' general attitude towards social media was found to be at a volatility level.

Williams and Adesop (2017) wrote an article aimed at identifying students' attitudes toward social media use and the preferred social media used by students for educational purposes. The article reveals that students used social media to rapidly increase knowledge and information for educational purposes. They could explore topics that interested them through online social networking. Students most used facebook, twitter, whatsapp, skype, youtube, opera mini and wechat for educational purposes.

Salih and Elsayed (2018) his article exploring the students' attitudes towards the use of social networking sites among learners of english as a foreign language. It reveals that the current generation of students favors the use of social media not only to form social groups, but also to fulfill their educational needs. Most of the respondents had a positive attitude towards the use of social media on their english language learning.

Jogezai, et al. (2021) described teachers' attitudes towards the use of social media in online learning during the Covid-19 pandemic. It reveals that there was a significant impact on teachers' attitudes towards using social media in online learning. Social media has the potential to be used in online learning even when schools are closed during emergencies like the Covid-19 pandemic. Therefore, it becomes imperative to positively shape teachers' attitudes towards using social media in online learning through supportive policies to overcome the educational disadvantage of students amid future crises like the Covid-19 pandemic.

What is social media?

In the sense of technology, media that are used to share user generated content and enhance collaboration through internet based various technologies like computer, mobile, tablet etc. is called social media. It is a web, mobile and other device-based technology through which people produce, consume and share content, in which a user can fulfill the roles of creator, distributor, editor and consumer. (Swarn)

Definition of social media

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smart phone via web-based software or applications.

<https://www.investopedia.com/terms/s/social-media.asp>

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities.

<https://www.techtargget.com/whatis/definition/social-media>

OBJECTIVES OF THE STUDY

- ✓ To know the social media awareness among students.
- ✓ To know the most popular social media used by students.
- ✓ To identify the purpose of using social media by students.
- ✓ To examine students' attitudes towards the use of social media.

Scope of the study

For the present study took into consideration the post-graduate students of Srimad Rajachandra Vidyapith, Dharampur.

Research Method

A survey method of research has been used for the present study. The researcher designed a structured questionnaire to collect data from the students regarding awareness of social media, its use, purposes of use, hindering factors and attitude. A total no. of 120 questionnaires was distributed to students out of which 95 students gave their responses. Then they obtained data are organized through tables. Also, Microsoft Excel has been used for data analysis.

ANALYSIS AND INTERPRETATION OF THE DATA

Table - 1 Gender wise responses of students

Gender	Responses	Percentage (%)
Female	52	54.74
Male	43	45.26
Total	95	100.00

Above table 1 shows that out of total 95 responses, 52 (54.74%) responses were female students, while 43 (45.26%) responses were male students. This indicated that the female respondents more than male respondents.

Table - 2 Awareness of Social Media

Social media awareness	Responses	Percentage (%)
Yes	95	100
No	0	0
Total	95	100

Above table 2 indicate that all the respondents were aware of social media

Awareness, Use and Attitudes towards Social Media among Students

Table - 3 Information about most popular social media used by students

Social Media	Responses	Percentage (%)
Facebook	50	52.63
WhatsApp	95	100.00
Pinterest	10	10.53
Instagram	75	78.95
Twitter	4	4.21
YouTube	95	100
others	10	10.53

Above table 3 shows the information about most popular social media used by students. It is understood that all the respondents were using social media. All respondents were use of whatsapp and youtube. Followed by 75 (78.95%) instagram, 50 (52.63%) facebook, 10 (10.53%) pinterest and other social media and least 4 (4.21%) were using twitter.

Table – 4 Purposes of using social media

Purposes	Response	Percentage (%)
For educational purpose	95	100.00
For Professional purpose	12	12.63
For entertainment purposes	70	73.68
To get social, economic and political information	23	24.21
For Personal communication	80	84.21

The above table - 4 shows the various purposes of using social media by students. All respondents were using social media for educational purposes. Then 80 (84.21%) respondents used it for their personal communication, 70 (73.68%) respondents used it for entertainment purposes, 23 (24.21%) respondents used it for social, economic and political information and 12 (12.63%) respondents used it for professional purposes.

Table - 5 Social media accessing tools

Tools	Responses	Percentage (%)
Computer	35	36.84
Laptop	21	22.11
Smartphone	95	100.00
Tablet	14	14.73
I-Pad	0	0

It can be seen from the above table - 5 that all respondents were used smart phone for accessing social media. Than 35 (36.84%) respondents were used computer, 21 (22.11%) respondents were used laptop and least 14 (14.73%) respondents were used tablet. While i-Pad is not used by anyone.

Table - 6 Opinions about hindering factors to use of social media

Hindering factors	Responses	Percentage (%)
Lack of time	76	80.00
Lack of ICT knowledge	14	14.73
Lack of information security / privacy	23	24.21
Negative impact on personal life	35	36.84
Negative impact on education	35	36.84
Leads to cybercrime	65	68.42

The above table-6 presents the hinder factors the use of social media by the respondents. Most of the 76 (80%) respondents cited lack of time as a hindering factor to using social media. Then respectively 65 (68.42%) respondents gave their responses on leads to cybercrime, 35 (36.84%) respondents on the negative impact on personal life and education, 23 (24.21%) respondents on lack of information security and 14 (14.73%) respondents on lack of ICT knowledge.

Table - 7 Students attitude towards social media Usage

Students Attitude	Responses	Percentage (%)
Social media is useful.	77	81.05
Social media enables for personal cultural development.	25	26.32
Social media contributes to the academic life of students.	71	74.74
Social media allows access and sharing of new information.	44	46.32
Social media can be useful for improving academic success.	67	70.53

Above Table-7 indicate the information about the students attitude towards social media usage. In which maximum 77 (81.05%) respondents' gave their response were social media is useful. Then 71 (74.74%) respondents said that social media contributes to the academic life of students, 67 (70.53%) respondents said that social media can be useful for improving academic success, 44 (46.32%) respondents said that social media allows new information to be accessed and shared, and 25 (26.32%) respondents said that social media enables personal cultural development.

FINDINGS

- This study reveals that 54.74% responses are female students. While 45.26% responses are male students.
- All respondents were aware and used of social media.

Awareness, Use and Attitudes towards Social Media among Students

- All respondents were used of whatsapp and youtube.
- All respondents were using social media for educational purposes. Then 84.21% respondents used for their personal communication, 73.68% respondents used for entertainment purposes, 24.21% respondents used for social, economic and political information and 12.63% respondents used for professional purposes.
- All respondents were used smart phone for accessing social media.
- Most of the 80% respondents cited lack of time as a hindering factor to using social media.
- The students attitude towards social media usage, maximum 81.05% respondents' gave their response were social media is useful. Then 74.74% respondents said that social media contributes to the academic life of students, 70.53% respondents said that social media can be useful for improving academic success, 46.32% respondents said that social media allows new information to be accessed and shared, and 26.32% respondents said that social media enables personal cultural development.

CONCLUSION

In modern times, the continuous development of information technology has changed the way students interact and socialize. Use of technology has become an essential part of modern youth. Technology has led to the invention of various social media such as whatsapp, youtube, facebook, instagram, twitter etc. Which have become the most popular among users for extensions. This study examines the awareness, usage and attitude towards social media among the students of the Srimad Rajachandra Vidyapeeth. All the respondents were aware and used of social media. They more used whatsapp and youtube. In student attitude towards social media usage, maximum respondents said social media is useful, followed by social media contributes to the academic life of students, social media can be useful for improving academic success, social media allows new information to be accessed and shared, and social media enable personal cultural development.

REFERENCES

- [1] Aifan, Hanan Ahmad. "Saudi Students' Attitudes toward Using Social Media to Support Learning." <https://kuscholarworks.ku.edu/bitstream/handle/1808/19498/>
- [2] Alqarni, Saleh, et al. "Saudi Students' Attitude toward Using Social Media Technologies as a Supportive Tool in English Language Learning." *EDULEARN Proceedings*, 2019. <https://doi.org/10.21125/edulearn.2019.0450>.
- [3] Brahma, Krishna, and Manoj Verma. "Students' Attitude towards Social Networking Sites (SNSs): A Case Study of Central Institute of Technology (CIT) Kokrajhar, Assam." *Library Philosophy and Practice*, June 2018, p. 1878.
- [4] Erinc, Ercag, and Tezer Murat. "The Effect of Social Media Use on the Academic Success and Attitude of Students." https://www.researchgate.net/publication/318437647_
- [5] Jogezeai, Nazir Ahmed, et al. "Teachers' Attitudes towards Social Media (SM) Use in Online Learning amid the COVID-19 Pandemic: The Effects of SM Use by Teachers and Religious Scholars during Physical Distancing." *Heliyon*, vol. 7, no. 4, Apr. 2021, p. e06781. ScienceDirect. <https://doi.org/10.1016/j.heliyon.2021.e06781>.

[6] Salih, Abdulgalil Abd Allah, and Dr Abuelgasim Sabah Elsaid. "Students Attitude Towards the Use of Social Media for Learning Purposes (Case Study: Al-Baha University, College of Sciences & Arts- Biljurashi)." *Journal of Literature, Languages and Linguistics*, 2018, p. 6.

[7] Social Media by Swarn Suman - Ebook | Scribd.
www.scribd.com

[8] Williams, Cheta, and Rebecca Yinka Adesope. "Undergraduates' Attitude Towards the Use of Social Media for Learning Purposes." *World Journal of Education*, vol. 7, no. 6, Dec. 2017, p. 90. DOI.org (Crossref),
<https://doi.org/10.5430/wje.v7n6p90>.

[9] Yang, Stephen. "Context Aware Ubiquitous Learning Environments for Peer-to-Peer Collaborative Learning." *Educational Technology & Society*, vol. 9, Jan. 2006, pp. 188–201.

[10] <https://www.techtargget.com/whatis/definition/social-media>

[11] <https://www.investopedia.com/terms/s/social-media.asp>
