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## USE AND AWARENESS OF SOCIAL MEDIA TOOLS BY UNDER GRADUATE STUDENTS

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### ABSTRACT

Globally the use of social media has increased and has a significant impact on academics and other activities. The current study aims to examine the use of social media by Under Graduate (UG) students of VPM's B. N. Bandodkar College of Science (Autonomous), Thane and to know how actively they are using social media tools. The study has used survey method and questionnaire was designed to collect the data. The questionnaires were sent through email and total 155 filled responses were collected back by the UG students. The analysis of the data was done with the tables, charts, pie charts which were followed by the explanation. In the study it was found that many students are aware about social media and agree that it helps in academic activities.

**Keywords:** Social media tools,Whats App, Facebook, Instagram.

### INTRODUCTION

Nowadays Social media is a very popular and informative tool. Social media has become very important in these pandemic days as everyone is relied on it. Social media refers to any online platform which helps people to connect with each other worldwide across the borders.

In simple words it is a platform through which people share their views, thoughts, pictures, audio, mails, comments, ideas, news, informations, projects etc. There are various social media tools like What's App, Facebook, Instagram, Twitter, You Tube, Snapchatetc are very commonly used and powerful communication tools.

Rodrigues, 2011 discussed on concerns specific to incorporating the use of social media and user-generated content into the teaching and learning environment in higher education, touching on compliance with disability and privacy law, intellectual property rights, copyright law, and the fair use exemption providing practical advice with each area of consideration. Sobaih, 2016

discussed about growing use of social media by digital native students in higher education requires more attention from both researchers and policy makers. Several barriers were cited by faculty for their limited use of social media for academic-related purposes, particularly for teaching and learning. Subramani, 2015 mentioned that, India has lot of internet and social media users and was largest country in the world in 2015. Their survey also found how much percentage of applications such as softwares, video talks, audio books, electronic magazine, research articles and PPT/PDF files were downloaded for the purpose of academic development and therefore it's necessary to educate on potential use of social media by the educators.

Social media is very common for all. Young generation is use to with this tool. To find out the use of social media by the young generation and the purpose for which they are using is really a need of time. Due to lockdown situation, there are restrictions on students to move outside. Islam, 2020 found in their study that the COVID-19 pandemic led to an innovative utilization of smartphone and social media that helped keeping the population informed and socially connected during the COVID-19 pandemic, but excessive use may become an issue, leading to problematic usage. The present study intends to explore the use and awareness of social media, purpose, frequency and time spent on social media; and widely used social media tools by Under Graduate students of VPM's B. N. Bandodkar College of Science (Autonomous), Thane.

## **MATERIALS AND METHODS**

The present research was conducted with the help of online questionnaire shared via Google forms. The study was limited to the Undergraduate students (SYBSc and TYBSc) of BNB. The questionnaire was sent to all the UG students through what's app. The survey was conducted from 11<sup>th</sup> July 2020 to 27<sup>th</sup> August 2020. The questionnaire discussed about student personal information, time spent on social media, device used, purpose for which social media used, advantages and disadvantages of social media. The collected data was validated and then consider for the statistical analysis. The data presented in the form of description, tables, graphs and figures. The study was limited to only VPM's B. N. Bandodkar College of Science (Autonomous) and not considered the psychological aspects of the respondents on use of social media.

## RESULTS AND DISCUSSION

Present study conducted on Under Graduate (UG) students of BNB which are in the age group of 19-22. From 834 undergraduate students, 155 responses (19%) received. From this 100 students of SYBSc and 55 students of TYBSc gave their response from which 55.48 % are male and 44.52% are female. Responses from male students were more than the female students. Further the results are discuss on the following parameters :

### ❖ Awareness about Social media, time spent on it, types of gadgets used :

The prime aspect is to know the awareness of social media among the UG students. From the present study, it is found that 86.5% respondents know what is social media, 10.3% replied may be and 3.2% respondents are not aware about social media. Use of social media was increased with the technological evolution in mobile phones i.e. mainly smart phones.

Graph 1 shows the period for which the students are using social media and it is observed that 27.7% respondents are using social media for more than 5 years, whereas 47.1% are using from 2 to 5 years, 22.6% are using 6months to 2 years and only 2.6% are using for last 6 months.

Social media can be use with various gadgets. There are about 96.8% of the students who prefer mobile for using the social media. Mobile is very popular device and easy to handle; that's why the most students use it on daily base. Laptop and tab also used by students very rarely.

It is always a question whether technology is boon or a bane? Social media is good for present generation, but still its use should be done properly. The study examine time spent on the social media and it is found that 7.2 % respondents are using social media for more than 40 hours per week, 44.5% are using 2-4 hours daily, 32.9% are using less than 2 hours, 12% 30-40 hours per week and only 3.2 % are not using daily is shown in Figure 1.

### ❖ Opinion about social media tools :

The present study tries to find out awareness and actual use social media tools. Wang, 2011 mentioned that Facebook is the most used social network by college students, followed by YouTube and Twitter. It is clear from Graph 2 that What's app is the highly used tool responded by 54.19% respondents, followed by YouTube (52.90%), Instagram (43.22%) and Telegram

(40.65%). Whereas tools like Facebook, Twitter and Duo are known to most of the respondents but they are not using it.

Studies found that prolonged social media use has mental health effects and young adults are the most vulnerable one (Kolhar, 2021). There are lots of people who use social media anytime in whole day, mostly at night time. People stay active on social media for many purposes such as chat, academic purpose, YouTube etc. In present study, 45.80% respondents are using the social media anytime, whereas 31.61% using at night time. In afternoon & evening time very few students use social media tool.

❖ **Purpose of using social media :**

Social media can be used for number of purpose. From Graph 3, it is clear that 85.80% respondents using social media to gain knowledge, followed by 84.12% using to stay in touch with friends and 79.12% using for education purpose. Learn new thing, stay up to date and finding funny information was responded by many respondents. The least priority was given for meeting new people (28.38%) and research new products (30.32%).

❖ **Opinion about advantages and disadvantages of social media:**

Social media is useful in searching academic information and to find new things on different topics, educational purpose such as projects etc. Use of social media is time saving in some cases. Hao, 2017 mentioned that Social media offers the public a wide range of health information. A vast majority of people search online healthcare information via online sources to diagnose themselves or the others. From this study social media is useful for finding new things on different topics (63.87%), search academic information (61.29%) and to learn new technology (56.77%). Respondents gave least preference to save time and 4.53% respondents were totally disagree for social media tools can be time saving. (Table 1)

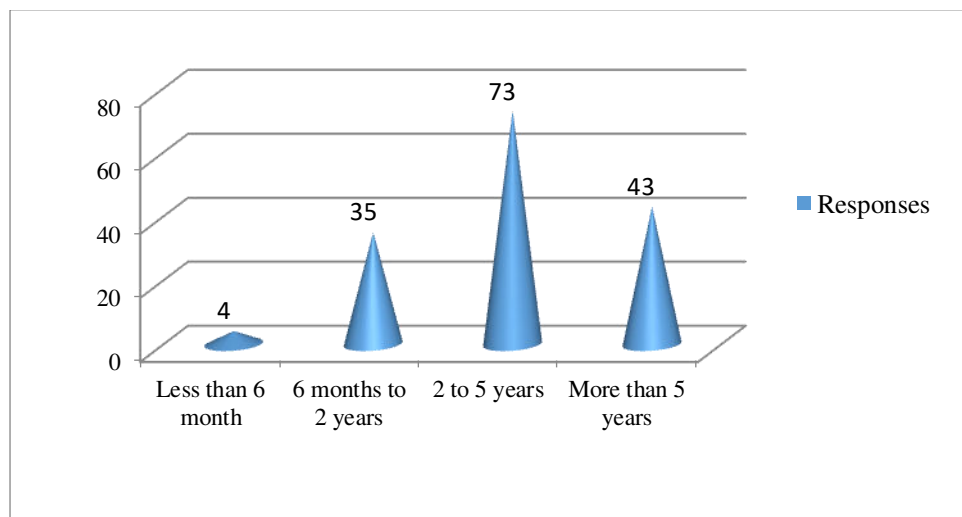
When we search information, it is found that some authors are usually anonymous. The information which we found is incomplete as well. Likewise there are many other drawbacks in using social media. It is observed from the Table 2 that cyber crime is the major disadvantage responded by 46.45% respondents, followed by addiction (45.80%), time consuming (31.61%) and mental illness/depression (25.81%).

## CONCLUSION

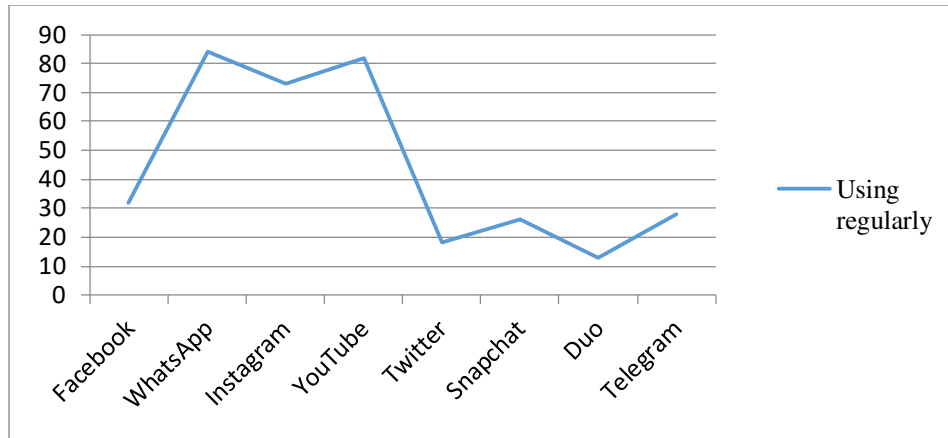
Today the world has reached at heights with the help of social media. It is very easy and comfortable to access social media from any corner of the world. Social media has become the need of many people for educational, work and business purpose. It is an open platform for everyone to share views, ideas, opinion and information. The study revealed that many people know about social media and use social media frequently. Most of the students prefer to use social media tools at night. The very common use of social media done by UG student is for academic purpose to learn new things online. Students agree that social media helps them a lot in academics. The study also reveals that students spend a lot of time on social media and they need to balance social media and academics activities

## ACKNOWLEDGEMENT

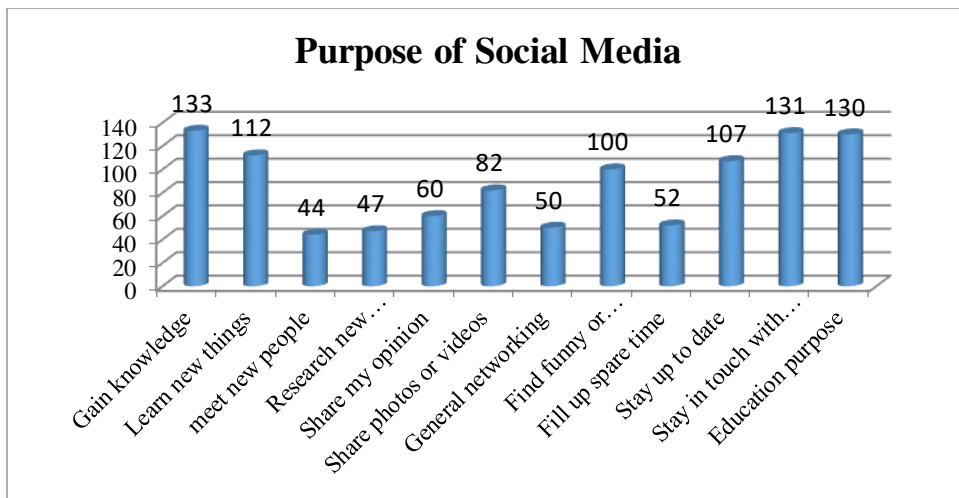
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**Graph 1:** Duration of using social media



Graph 2 : Regularly using social media tools



Graph 3 : Purpose of for using social media

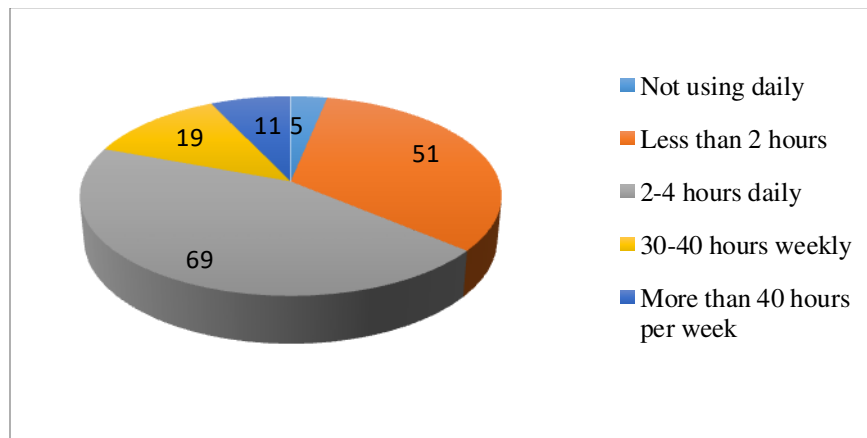


Figure 1: Time spent on Social media

**Table 1** : Advantages of Social media

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<b>Responses in %</b>				
Search academic information	61.29	30.96	6.45	1.29	-
To find new things on different topics	63.87	34.19	1.94	-	-
To learn new technology	56.77	36.77	5.8	0.6	-
Time saving	31.61	34.84	20.65	8.39	4.52
Easy access	54.19	37.42	8.39	-	-

**Table 2** : Disadvantages of Social media

Parameters	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<b>Responses in %</b>				
<b>Time consuming</b>	31.61	45.16	16.77	3.87	2.58
<b>Addiction</b>	45.80	36.13	14.84	1.93	1.29
<b>Unreliable information</b>	12.26	47.74	27.74	10.97	1.29
<b>Cyber Crimes</b>	46.45	40.00	12.26	0.64	0.64
<b>Mental illness/ Depression</b>	25.81	35.48	28.39	8.38	1.93
<b>Health Issues</b>	23.22	38.06	30.97	6.45	1.29
<b>Creates Communication problems</b>	12.26	34.84	26.45	21.29	5.16

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