

Use of Social Media among Undergraduate Students of Chaiduar College: A Study

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Abstract

As social beings, we always love to live in groups and prefer to follow our fellow human. Historically it is seen that sharing and communication of information and ideas with other people was restricted in earlier years due to geographical, social and religious hindrance. But due to advancement in field of modern technology since last few decades, we have observed a drastic change in the field of Information Communication and Technology (ICT). With the dawn of Internet, it is seen that no barriers can stop the flow of information. Nowadays, everybody is linked with one another in the vast network provided by Internet. Moreover, the growth of Social Media (SM) has narrowed the communication barrier in the globe. SM simply refers to the wide spread collection of Internet based services that link people together with the globe to communicate, participate, collaboratively interact, discuss and exchange of thoughts, ideas and information within an online community. The paper tries to study the use and impact of different SM Platforms among the undergraduate students of Chaiduar College, Gohpur, Assam.

Keywords: Social Media, ICT, Academic Performance

1. Introduction

The rise of Internet in the ninety's has revolutionised our whole procedure of Information flow. This decade has observed the technological growth and its great impact on our modern society. ICT has changed the way people intermingle and has brought about the rise of an open social platform such as SM that allows the society to connect with each other making the world a global village.

SM has rapidly changed the communication flow in today's modern civilised society. The development of mobile technology has amplified the accessibility of SM in supporting daily tasks, socialization, and

entertainment. SM is gaining vast popularity because of its fast, up to date, instant and prompt delivery of information. It is largely influencing in all fields of Society. Generally, the young generation is attracted towards SM sites as these allow users to make new friends, chatting with old friends and family, sharing pictures and ideas through a virtual world. Some of the most popular SM Sites are Facebook, WhatsApp, Twitter, LinkedIn, Instagram, YouTube etc.

1.1. Impact of SM on Students' Academic Life

SM has an immense impact upon the society. These days, SM has been vastly used by higher institution as a platform where students can connect and communicate with their teachers, friends and experts. Institutions and academicians are constantly trying



with SM technologies hoping to motivate critical thinking proficiency, partnership, and knowledge building.

SM helps faculty members to keep in touch with students by creating groups and forums where ideas, thoughts and information can be exchanged. Teachers as well as students can arrange different discussions and request all fellow students to participate. The significant assistance of SM in education is that it provides many helpful and invaluable tools and access that make teaching-learning become an enjoyable process. Students can be benefitted from different online tutorials and resources that are shared through SM sites

2. Scope and Objectives

The basic objectives of the study are as follows:

- ❖ To identify the attitudes of students towards SM;
- ❖ To identify how many students use SM sites;
- ❖ To ascertain the benefits obtained from using the SM; and
- ❖ To scrutinize the impact of SM on academic performance among the students.

3. Area of the Study

The study is confined to the undergraduate students of Chaiduar College, Gohpur, Assam. We have taken into consideration four popular SM platforms Facebook, WhatsApp, Twitter and Instagram.

4. Research Methodology

In order to collect necessary data, a questionnaire was prepared using Google Form and shared to Chaiduar College Facebook group having around five thousand members. We got 100 respondents during our study within two days and therefore the

form was closed down. Moreover, some related articles from journals and websites were also collected and concerned.

5. Literature Review

The advanced and improved usages of SM platforms have turned into a global phenomenon for quite some time. It has great impact upon the teaching-learning process in digital environment. It has serious influence upon the academic performance of undergraduate students.

Asante, Edward and Martey, Edward Markwei (2015) have argued that there was a positive significant relationship between the use of social media sites and academic performances in students of Accra & Tema Metropolis, Ghana. SM has affected academic performances negatively and students should be advised to limit the time they spend on social media sites per day and encourage them to rather substitute those hours to read novels and relevant academic books to improve their knowledge.

Griesemer, James A. (n.d.) commented that the use of social media approaches enhanced the learning experiences of undergraduate business students.

Arora, Akshay (2017) has put forward his view that people today are intimately involved with social media at every stage. SM is important for students to share information and gain knowledge. SM also plays a crucial role for educational institutes to promote themselves at international level and attract students. He further stated that SM plays a crucial part in spreading awareness about importance of education and growth of education sector.

6. Chaiduar College: An Overview

Chaiduar College is the pioneer institution in the field of higher education in Gohpur subdivision which was established in the year of 1967. Presently,

it is having around 2500 students having 3 traditional streams; Arts, Science and Commerce and also have B. Voc (Bachelor of Vocational) course.

7. Data Analysis

Data analysis is a process of purification and converting raw data with the aim of discovering fruitful information. Data analysis process helps investigator and authority for concrete solution and decision-making. After collecting questionnaires from students, data analysis was done in a systematic way. This whole procedure is summarized as below:

7.1. Gender of Respondents

Out of 100 respondents 75 % were Male and 25 % were female students.

7.2. Attitude of Students towards SM

The study shows that majority of students (92.9%) respondents are in favour of SM in today’s environment. However, 7.1 % were neutral in this regard.

7.3. The most used SM Platform

The study proves that 65% have Facebook account, followed by WhatsApp 59%, 10% Twitter and 14% Instagram. However, 16% have all above mentioned SM. (Figure 1)

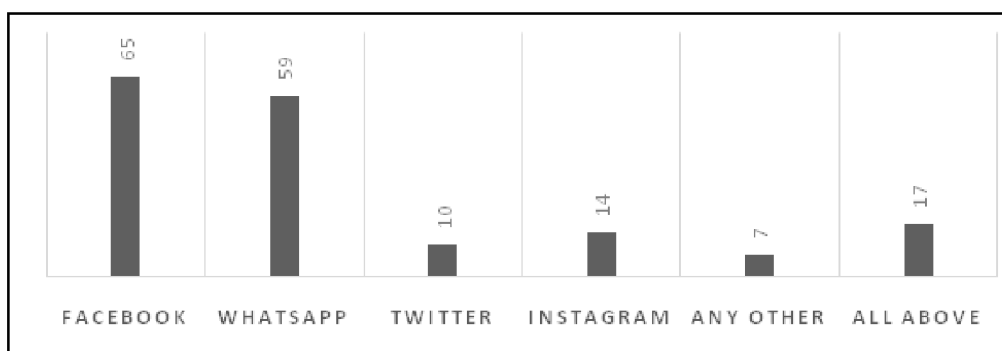


Figure -1

7.4. Frequency of Using SM

The study reveals that 91% respondents use the SM daily, 4 % weekly, 2 % monthly and 3 % use SM rarely.

7.5. Amount of Time Spend on SM

The study further reveals that 23.2 % students spend below than half an hour surfing different SM Sites, while maximum 37.4 % spend between 30 -60 minutes on SM. 23.2% respondents 1-2 hours and 16.2% more than 3 hours. (Figure 2)

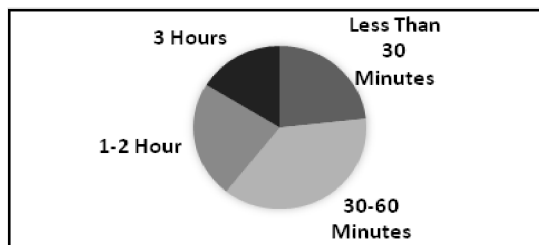


Figure 2

7.6. Reason for using SM

The study shows that among the respondents 60 % students use different SM for latest news and updates, 27 % respondents for keeping touch with friends and relatives, 4 % business purposes, 5 %

for searching employment, 1 % for making new friends and just 3 % for time pass.(Figure 3)

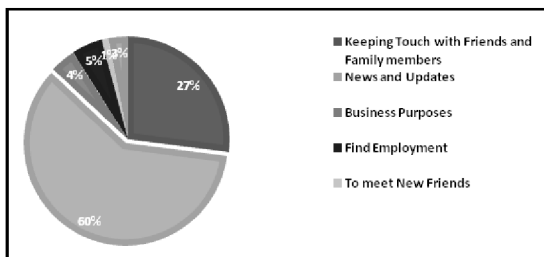


Figure 3

7.7 Impact of SM on Academic Performance

The study reflects that 54.45 (23.76+30.69) respondents believe SM is affecting their studies. Meanwhile 32.67 still believes SM is helping in their studies as lots of discussions and ideas can be forwarded and shared on SM. At the same time, 12.87 % still don't believe SM has any impact upon their academic performances. They are maintaining a nice balance between SM and their studies. (Figure 4)

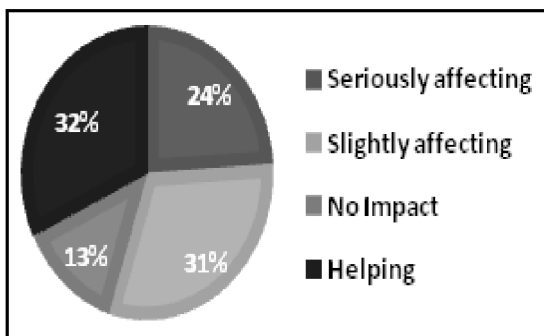


Figure 4

8. Findings of the Study

An attempt is being made to identify the impact of SM upon academic performances of undergraduate students of Chaiduar College, Gohpur. Majority of students reveals that it is necessary to use different

SM Sites in present era. These sites help themselves to keep updated with latest information, making new friends and also keep in touch with old buddies. The study reflects that the respondents have mobile phones with Internet facility and have deep knowledge about of SM sites. As a result, it is very easy themselves to visit different SM sites and benefits a lots. However, it also results a lots of waste of time surfing those sites. In addition, the study revealed that the use of SM has an adverse effect upon academic performance of the respondents and further confirmed that there was a strong positive relationship between the use of SM and academic performance.

- ❖ The study shows that majority of students of Chaiduar College have SM account in today's period. Within 2 days of period, we got 100 respondents for our study. They do believe that is very important to have SM at present era.
- ❖ Among the SM platforms that were taken into the study, Facebook and WhatsApp are found to be the most popular among the respondents. Some of them also use Twitter and Instagram. However, 16.83% students use all SM for different reasons. The study reveals that 90.10% respondents use SM daily and 63.63% students spend between 30-60 minutes on SM.
- ❖ The respondents agree about the benefits of SM in the technological environment. They feel having accounts in different SM helps them to keep themselves updated with latest information and also facilitate them to keep in touch with their old buddies and to find new friends to boost their social surroundings.

❖ The main motive of the study is to scrutinise the impact of using SM platforms, upon their study. As everyone knows, SM is immensely popular amongst teenagers. They have deep knowledge about different SM Sites and found accustomed to lots of them. As majority of students 55 % (24+31) feel the impact of SM on their study. These sites consume and waste lots of time and labour by going through these sites which has negative impact on their study. However 32 % of them nullified these arguments and agreed that to some extent it is helping their study. 13% don't think about any impact of SM on their study.

9. Limitations with Scope for Further Study

As everybody knows, research is always an on-going process like a spiral. Every study has its limitations and scope for further studies. Only 101 students were participants in this study. Secondly, the data were collected using Google Forms but many of students may not have any Google account. So in order to gain better result, it is necessary to increase the number of students.

10. Conclusion and Suggestions

SM is gaining popularity as one of the convenient sources of information over the years. Social media is also a medium where teaching-learning community can establish beneficial connections for the education process.

The study is conducted among the students of Chaiduar College to observe the impact of students' use of SM sites on their academic performance. We found that most of the respondents strongly are in favour of SM and feel that it is very much essential of having SM use to cope up with the digital

transition at present era. SM helps the respondents to update themselves with latest happening in the society. Nowadays, mobile phone and smart phones provide platform to use these SM and also different telecom companies charge very nominal cost for Internet connectivity. As a result, they are accustomed of using the SM with these devices resulting wastage of time and labour. Consequently, the respondents also agree about considerable impact of SM upon their academic performance. We are in favour of having SM and emphasis of positive side of SM in present day. As the youth are backbone of our present and future generation, the author advocates the importance of making the aware among young generation about the positive as well as negative impact of those SM upon their health, career and overall society. Moreover it is the need of the hour to develop some rules and regulations over use of SM as cyber-crime is becoming a big headache now a day. Students need to be trained up and made aware for using SM in an efficient way. Besides, students need to develop the perceptive and innate capacity so that they can analyse the difference between virtual and real life. What to accept and what to reject.

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Further Reading

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