

Awareness and Use of Social Media among the Economics Students of M. V. Muthiah Government Arts College for Women, Dindigul: A Case Study

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Abstract

This paper examines the use of social media by the B. Com students of M. V. Muthiah Government Arts College for Women. Survey method was used to collect data from the students. A total number of 150 students have been selected by accidental sampling technique using questionnaire tool for collection of data. The main aim of this study is to know the use of social media by the students of M. V. Muthiah Government Arts College for Women. The major findings of the study are (a) Majority of the students are using social media by spending more than 3 hours per day. (b) WhatsApp occupies first rank in using by the students followed by Face book, YouTube, Instagram, Snapchat, Sharechat, Inshot, Hotstar, Scanner, PDF Reader etc. (c) 60% of the respondents use social media for entertainment/chatting purpose and information sharing purpose. The study concludes that social media refers to a process of relationship building among a group of people who have common interest.

Introduction

Social networking plays an essential role in nations living that they contribute a model for community to announce with well wisher and portion information among them, social networking is also an immense way to perceive completely modern people. Today there are many online social networking places where individuals voluntary instruction around place where individuals voluntary instruction around themselves and social networks. Social networking situation engages with given community and unknown people doing favor through the sociable networking. With the beginning of the internet and the cell phone, a chance of friendly interaction is arrest through email and instantly messaging. As the applications of online social networking sites by community persist to increase in inferiority, investigations have been focus chiefly on the avail and dangers of such place on the family. However due to intimacy and safety affair, online social networking sites are ordinarily out of

use in colleges. Social media is one of the modern technology usable to intercept the necessarily and requirements of users. Application of Web 2.0 in the extent of Library and Information Science was being fulfilled for instructive and intercommunication aim. Social media are web-based and afford signify for users to engage over the internet such as e-mail and instant messaging. Social media websites like WhatsApp, YouTube, Instagram, Snapchat, Sharechat are becoming more popular and has become as part of day to day life for an increasing people. Because of the features of social media youthful community are influences to social networking sites. In this writings the creator researchers tries to explain the use of social media by the students of M. V. Muthiah Government Arts College for Women, Dindigul to what extent they are using social media. This article shows the use of social networking sites in academics. This article bears out the necessity of social networking sites in academics. It also assists to recognize how to accord the sites. To sum up this study reveals that youngsters consumes a lot of the time using social media. But they use social networking sites for socialization and recreation for information in scholarly aim.

Profile of M. V. Muthiah Government Arts College Dindigul

M. V. Muthiah Government Arts College for Women at Dindigul is one of the largest Government institutions for women in Tamilnadu. The college was established in June 1966 with a mission to empower rural women through higher education. Forty acres of land was donated by Thiru. M. V. Muthiah Pillai the founder of Angu Vilas Groups for the construction of the college. The college was named “M. V. Muthiah Government Arts College for Women” to honour the donator’s lion’s share in providing land building construction. Since its inception in 1966, the institution enjoys a commendable social accreditation and every year we receive thousands of applications for getting admission into each course. As the institution strictly adheres to the mission of “Purity, Unity and Ability”, parents prefer to admit their wards in our college rather than other colleges in the district. From 1975 onwards the college started functioning in the new campus.

The college has a good hostel facility for students. The college is affiliated to Mother Teresa Women’s University, the only women’s University in Tamilnadu. The college which was started in 1966 is a multi disciplinary institution offering diverse courses. Tamil and English as medium of instruction, various Arts and Science degree courses are offered by this college. The college has thirteen under graduate courses and eleven post graduate courses.

The departments of English, Computer Science and Mathematics have emerged as research departments. The college has 56 permanent staff members including the Principal and 75 Guest lecturers in both I & II shifts. The college provides higher education to 2690 students in the current academic year 2022-2023. The college has a well equipped library. 46804 books are available in the general library and the individual departments have 17409 books in their libraries for the maximum utility of students.

Objectives of the Study

- ❖ To know the awareness and use of social media among the economics students of M. V. Muthiah Government Arts College for Women, Dindigul.
- ❖ To know the time spent by the respondents in a day on social media.
- ❖ To study the respondents perception and preference in using social media for learning activities.

Methodology

In this study survey method was used for collection of data from the students of M. V. Muthiah Government Arts College for Women, Dindigul. Questionnaire tool was used for collecting data from the respondents. 150 students have been selected for this study by using accidental sampling technique. The data was collected by the investigator by visiting the college library personally. After collecting the data, the data was interpreted and tabulated according to the objectives.

Analysis and Interpretation of Data

Table: 1 Awareness about the Social Media

Sl. No	Awareness	No. of Respondents	Percentage (%)
1	Yes	150	100
2	No	-	-
Total		150	100

It is observed from the Table: 1 that the awareness about the social media sites used

by the respondents, all the respondents 100 percentages are using social media.

Table: 2 Mostly Used Social Media Sites

Sl. No	Sources	No. of Respondents	Percentage (%)
1	Google	145	97
2	WhatsApp	150	100
3	YouTube	136	91
4	Instagram	127	85
5	Scanner	123	82
6	Facebook	121	81
7	PDF Reader	110	73

It is clear from the Table: 2 that all the respondents are using WhatsApp (100%) followed by Google (97%), YouTube (91%), Instagram (85%), Scanner (82%), Facebook (81%) and (73%) using PDF Reader.

Table: 3 Place of Accessing Social Media

Sl. No	Place	Always	Sometimes	Rarely	No of Respondents	Percentage (%)
1	College	27	12	3	42	28
2	Library	26	5	2	33	22
3	Home / Hostel	36	16	2	54	36
4	Internet Cafe	11	5	5	21	14
Total					150	100

The Table: 3 shows that Home/Hostel (36%) is the main place to the respondents to use social media followed by College (28%), Library (22%) and Internet Café (14%) for accessing social media.

Table: 4 Devices Used for Social Media

Sl. No	Device	Always	Sometimes	Rarely	No of Respondent	Percentage (%)
1	Mobile	51	16	6	73	49
2	Laptop	18	8	3	29	19
3	PC	25	17	6	48	32
Total		94	41	15	150	100

It is evident from the Table: 4 that the devices used by the respondents to connect the social media. The respondents are using Mobile (49%) and PC (32%) followed by Laptop (19%) to access the social media.

Table: 5 Frequency of Use of Social Media

Sl. No	Frequency	No of Respondents	Percentage (%)
1	Daily	112	75
2	Weekly 2-3 times	9	6
3	One Week	11	7
4	Fortnightly	8	5
5	Monthly	6	4
6	Rarely	4	3
Total		150	100

It is clear from the Table: 5 that high percentage (75%) of respondents use social media daily and very low percentage (3%) uses rarely.

Table: 6 Time of Accessing Social Media in a Day

Sl. No	Time	No of Respondents	Percentage (%)
1	Less than 1 hour	34	23
2	1-2 hours	12	8
3	2-3 hours	16	10

4	More than 3 hours	88	59
	Total	150	100

Table: 6 represent that the time of access to social media in a day. The higher percentage of respondents (59%) uses more than 3 hours, (23%) uses less than 1 hour, (10%) uses 2-3 hours and (8%) of respondents uses 1-2 hours per day.

Table: 7 Purpose of Using Social Media

Sl. No	Purpose	No of Respondents	Percentage (%)
1	Entertainment / Chatting	52	35
2	To Share Information	42	28
3	Alerting Services	22	15
4	Professional Activities	34	22
	Total	150	100

The above Table: 7 shows that the purpose of using social media. It is clearly evident that (63%) of the respondents use social media for Entertainment / Chatting and Information sharing purpose. Rest of them (15%) for Alerting Services and (22%) uses social media for Professional Activities.

Findings

- ❖ All the respondents (100%) are aware of social media and using WhatsApp.
- ❖ Highest percent of respondents (36%) are accessing social media at their Home/Hostel.
- ❖ Nearly half of the respondents (49%) are using mobile phone to access social media.
- ❖ Most of the respondents (75%) are using social media daily.
- ❖ Highest percent of respondents (59%) are using social media for more than 3 hours in a day.
- ❖ Most of the respondents (63%) are using social media for Entertainment/Chatting and to Sharing Information.

Suggestions

- ❖ It is observed that students are stick on to social media. Hence, it is suggested to concentrate on academic and carrier development.
- ❖ Nowadays there are many online courses like SWAYAM, NaanMuthalvan and language based materials etc., the students should focus on these materials to upgrade their knowledge.
- ❖ It is found that social media is a tool used to connect with those around them and find communities where they fit in.

Since social media dominated society; it is difficult to escape the gripping hands of capitalism.

Conclusion

You can try to escape the manipulation, but many of us college aged people, it is all we know. Since almost everyone can use social media, the chances of you scrolling something unfavorable are likely and sometimes unavoidable. This study reveals that the preferences and perceptions in use of social media among the students of M.V. Muthiah Government Arts College for Women, Dindigul. This is a good opportunity for the respondents to utilize the social media for their professional activity. They feel that is the best and easy way of sharing the information among them easily. Students find that social media can connect with others. Like friends, family or new people from outside. Social media is an outlet to connect and find people when we are all fresh and do not know anyone.

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