



# A Study on Usage of Social Media Network sites among the students and scholars in Coimbatore District

R.ORUSOLVASAGAN

Assistant Professor, Department of Visual Communication,

AJK College of Arts and Science,

Coimbatore - 641 105, Tamil Nadu, India.

## Abstract:

The present paper deals with the survey result of the under graduate, post graduate students and scholars in Coimbatore district, Tamil Nadu. The objective of the study was to explore the internet usage behavior of students and Scholars. They mostly use this type of technology for their reading and research purpose. According to Sam Decker the Mass Relevance Social media is a digital content and interaction that is created by and between people. According to Chris Garrett – Chrisg.com, the social media is the tools, services, and communication facilitating connection between peers with common interests. There are many challenges to face in the field of social media for the purpose of education. The few challenges such as privacy, taking up more time, miscommunication etc. Students and scholars are more popular with the use of Google as a search engine and Yahoo as an email service. This study also focuses on the importance for new technologies in the development of higher education.

**Key words:** Social media, Network, Students, Scholars, Education etc.

## Introduction:

People interact with the help of social media in which they generate, share, interchange of information and ideas etc. By the words of Mooney in 2009 that “Social networking sites, email, instant messaging, video and photo sharing sites and comment posting are all tools that help people to communicate and socialize with each other”. The first social networking site SixDegrees.com is launched in 1997. It has allowed the users to create profiles, list their friends and surf the friends list (Boyd, & Ellison, 2007). Respect, responsibility, trustworthiness, fairness, caring and citizenship are

the characteristics of social media. Social media is a two way process that is, it allows what the public is speaking about you and enables you to respond. The popular social media tools and platforms are Facebook, Blogs, Twitter, Instagram, You tube, Snap chat, LinkedIn groups etc.

Social Networking Sites (SNS) has become very trendy during the past few years, but it can still be very not easy to understand for someone new to social networking. It is a immeasurable array of internet based web tools and platforms that increase and improve the sharing of information. This new form of new media makes transfer of text, photos, audio, video, and information in general. SNS has significance not only for regular internet users, but education as well. Platforms like Facebook, Twitter, Google +, and LinkedIn have created online communities where people can share as much or as little personal information as they desire with other members.

In the field of E-Learning, the social network sites are handling the big problem raised by educators in the recent period. However, Social networks have helped to resolve some of these problems, by adding interactive side with a human and make the participation of the human element in the educational process something important. That led to an increase to attract people toward e-learning and some of researcher in the field of social sciences carrying out studies to examine this phenomenon and to clarify the reason behind the attraction educated about social network sites such as (Firpo & Ractham, 2011) and (JIANG & TANG, 2010).

## How Social Networks work:

SNS on the web are like restricted versions of the extensive network. People joining a social



network typically create a profile and then build a network by connecting to friends and contacts in the network, or by inviting real-world contacts and friends to join the social network.(Antony May field, 2008). In the field of education, the social-networking sites offer opportunity to the students to connect with other students, educators, administrators, alumni, both within and outside his current institution. Scholars praise social-networking tools for their capability to attract, motivate and engage students in meaningful communicative practice, content exchange, and collaboration. The benefits of social media are to build relationships, sharing your expertise, increase your visibility, educate yourself and connect anytime.

**Significant of Study**

research finding of present study is helpful in analyzing the internet uses among colleges and university students, usages and effectiveness among the students of Coimbatore district. Moreover, the study is help to understand the development of student’s education handling tools.

**Aim and Objectives of the study**

1. To study the usage of social media network sites among the students.
2. To analyze how the students are actively applying the scheme of awareness.
3. To find out the impact of social media network sites among the students
4. To find out how the SNS faces the challenges in effective and quality in terms of Education.
5. To find out how much importance did SNS given to Education.

**Study Area:**

Coimbatore region of Western Ghats of Tamil Nadu is chosen for the present study. For the administration purpose, the district of Coimbatore is divided into four revenue areas, that is

- (i) Coimbatore south circle
- (ii) Coimbatore north circle
- (iii) Pollachi revenue circle
- (iv) Mettupalayam circle

**Research Methodology**

The present study follows a micro level examination of the developmental sequences and the skills in the use of social media among the under graduate, post graduate students and scholars in order to give a full-

fledged primary analysis. The information is mainly collected in written mode. The study adopts certain modern methods and techniques in data collection, data processing and analyses. They are

1. Questionnaire method
2. Interview method
3. Observation method
4. Students and scholars profile sheet

(1) Questionnaire Method

Questionnaire have been prepared for the present task and the students tried out in the field through pilot study and based on the results drawn through the pilot study, the questionnaire have been modified and finalized. The finalized questionnaires are used for collection of the data.

(2)Interview Method

A structured Questionnaire is used to draw out the data from the students through interview method and the responses of the students and scholars are taped on the spot.

(3)Observation method

Observation process is followed with the main aim of filling the gap in the corpus drawn by the questionnaire and interview methods.

(2) Students Profile Sheet

Students profile sheet is also added in the tools to collect the data from the students related to the variables incorporated for the research.

**Sampling: Colleges for the Study**

For the present study the researcher has selected twenty five colleges in and around area of Coimbatore district in Tamil Nadu. The informants for the study are from the self financing colleges, government aided colleges, government colleges and university of Coimbatore district. The informants are under graduate and post graduate students, as well as scholars. Including the students and scholars, thousand in number are selected for the samples.

S. no	Self Finance	Aided	Government	University
1	UG	UG	UG	UG
2	PG	PG	PG	PG

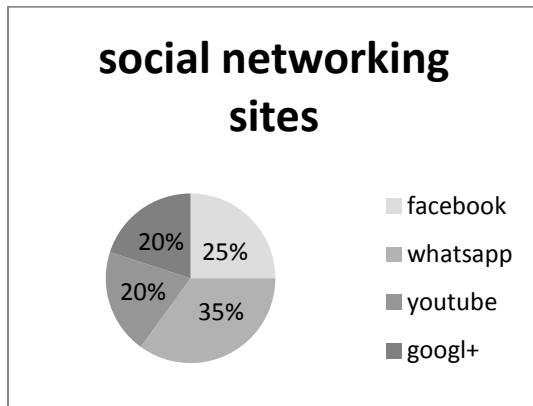


3	M.Phil	M.Phil	M.Phil	M.Phil
4	Ph.D	Ph.D	Ph.D	Ph.D

**Findings:**

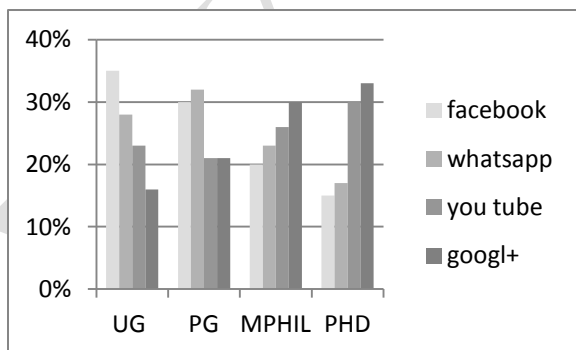
The students and scholars are using various categories social networking sites in Coimbatore district. The categories of social networking sites are facebook, twitter, badoo, my space, 2go, whatsapp, googl+, linkedin, my life, you tube, orkut, yahoo etc.

Chart1: The percentage of social network sites used.



The above pie chart clearly shows that the students and scholars are maximum using social networking sites for research aspects. 25% of the informants have responded facebook, 35% of them have responded whatsapp, 20% have responded you tube and finally 20% of them have used googl+.

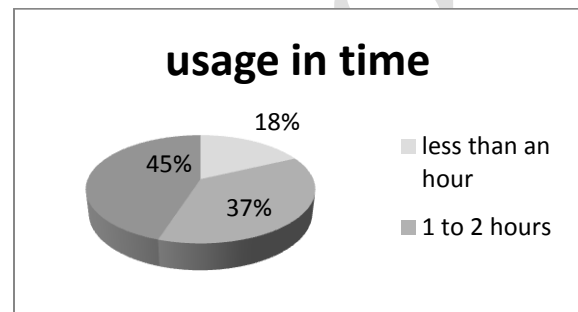
Chart 2: Category wise usage of social media networking sites in percentage



The chart 2 shows clearly that the percentage of students and scholars are using social media networking sites. The same as follows in below table

STUDEN TS	FACEB OOK	WHATSA PP	YOUT UBE	GOOGL +
UG	35%	28%	23%	16%
PG	30%	32%	21%	21%
MPHIL	20%	23%	26%	30%
PHD	15%	17%	30%	33%

Chart 3: Usage of time by students and scholars



The chart 3 denotes clearly about the time taken by the students and scholars for using social media networking sites. Only 18% of them have used less than an hour, 37% of informants have used 1 to 2 hours and remaining 45% of the students and scholars have used more than 2 hours per day.

**References:**

1. <http://www.socialmediadefined.com/what-is-social-media>.
2. Categorized List of Social Media Sites, Traffikd.com.
3. <http://webtrends.about.com/od/socialnetworking/a/social-network.htm>.
4. Dr. Biswajit Das & Jyoti Shankar Sahoo (Vol. 2 No. 14) *Social Networking Sites –A Critical Analysis of Its Impact on Personal and Social Life*, International Journal of Business and Social Science, www.ijbssnet.com.
5. Antony Mayfield (2008), *what is Social Media*, www.sxc.hu/profile/nickwinch, icrossing.co.uk.
6. <http://heidicohen.com/social-media-definition/>
7. Dr. D. Vijayaraghavan: An ELT problem of tribal school children in Coimbatore district (2017).