



**IMPACT OF SOCIAL MEDIA AMONG ARTS AND SCIENCE COLLEGE STUDENTS  
IN VIRUDHUNAGAR, TAMILNADU**

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**ABSTRACT**

Man is a social animal – evolved from the stone-age to this ultra-advanced modern tech world. In the process, man discovered and created various tools and technology to communicate and share the information. The present study is confined to the analysis the impact of college students towards the usage of social media among the arts and college students in Virudhunagar. The study is a descriptive one, based on the survey conducted among arts and science college students towards the impact of social media. The study focuses on the Arts and Science Colleges in Virudhunagar namely V.V.Vanniaperumal College for Women and Virudhunagar Hindu Nadar Senthikumar Nadar's College. The study has been made to measure the usage pattern of social media and its impact among students and strives to offer suggestions in the light of the findings of the study.

**KEY WORDS:** Social Media, Addiction, Network

**INTRODUCTION**

Technological advancement is a classic case of human progress. With the passage of time, development in each and every field has become leading. The most popular technological innovation of the

twenty first century is Internet. Internet subsequently brought forward a surplus of advantages to human society and led to far reaching changes in various fields. The contribution of Internet is bringing forward

the propensity of Social Networking Sites. Social Networking Sites are highly vital sites which are the precursors of communication development. Besides, innumerable facilities have been provided to those involved in Social Networking Sites.

It is noteworthy that the groups of people who mainly use these sites are youngsters. The youth are more prone to be attracted to these sites than any other category of people. These sites are considered to be in trend and have created a virtual revolution in youth behavior and attitudes. Through these networking sites adolescents can interact with a variety of people worldwide, share pictures and posts, get access to various platforms and many other avenues. This in turn creates an inclination towards the usage of the various Social Networking Sites.

There are varieties of platforms that attract the users in a variety of ways. Facebook is popular because users can be friends and follow others they know or like and keep up with the events going on in their lives. Twitter is the home of the hash tag and a great place to follow people and read about events in a short and sweet way since tweets are limited to 140 characters. Instagram is a platform where all posts include a picture or video followed by a

caption. Snapchat allows users to communicate with each other through pictures and videos that are seen once or twice and then go away forever. Each platform has its own unique interface, but they are all similar in being a public online space for users to connect and stay in touch.

- ▲ Out of 7.6 Billion total worldwide populations, the internet has 4.2 billion users.
- ▲ There are more than 3 billion active social media users in the world.
- ▲ More than 64 percent of the population is using 2 or more social media channels.
- ▲ 81 percent of all small and medium businesses use some kind of social platform for advertisements.
- ▲ Social media users grew by 121 million between second quarter 2017 and third quarter 2017.
- ▲ A new user is joining social media every 15 seconds.
- ▲ Facebook Messenger and Whatsapp handle 60 billion messages a day.

### **STATEMENT OF THE PROBLEM**

Social Networking Sites are like a drug to the current generation and is certainly affecting the interpersonal relationships among college students in India. Thus a detailed analysis is required to

understand the attitude of arts and science college students studying in Virudhunagar.

### OBJECTIVES OF THE STUDY

- ▲ To access the usage pattern of social media among college students.
- ▲ To analysis the impact of social media among college students.
- ▲ To offer concrete suggestions based on the findings of the study

### RESEARCH METHODOLOGY

The study is dependent on both primary and secondary sources of data. The secondary data were collected from standard text books, magazines, journals and relevant websites. A sample survey was conducted for the collection of primary data. The primary data were collected by

administrating a well-conceived questionnaire to the respondents. The questionnaire was pre-tested before it is issued to the respondents. A copy of the questionnaire administered to the respondents is placed in the Appendix section of the present research report. Sampling frame was limited to the arts and science colleges in Virudhunagar. Respondents constitute the students who are the users of social media during November 2018 - December 2018. The size of the sample was 250. Convenience sampling method was used for the selection of the required number of samples. Relevant statistical tools such as percentage calculation are used for the interpretation of survey data.

### RESULTS AND DISCUSSIONS

#### DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic profile of the respondents is presented in the Table1.

**Table 1**  
**Demographic Profile of the Respondents**

<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percentage</b>	
<b>Age</b>	17	9.6	
	18	14.0	
	19	25.6	
	<b>Above 20</b>	<b>127</b>	<b>50.8</b>
<b>Gender</b>	Male	29.2	
	<b>Female</b>	<b>177</b>	<b>70.8</b>
<b>Degree</b>	<b>UG</b>	<b>159</b>	<b>63.6</b>
	PG	91	36.4
<b>Discipline</b>	Arts	47.2	
	<b>Science</b>	<b>132</b>	<b>52.8</b>

Source: Primary Data

- ▲ 50.8 per cent of the respondents are in the age group of above 20 years.
- ▲ 70.8 per cent are female.
- ▲ 63.6 per cent of the respondent had Under Graduate as their academic qualification.
- ▲ 52.8 per cent of the respondents belong to Science discipline.

**USAGE PATTERN OF SOCIAL MEDIA**

**Table 2**

**Usage Pattern of Social Media**

<b>Usage Pattern</b>		<b>Frequency</b>	<b>Percentage To Total</b>
<b>Period</b>	Less than 1 year	43	17.2
	<b>1 year - 2 years</b>	<b>104</b>	<b>41.6</b>
	3 year-4 year	45	18.0
	More than 4 Years	58	23.2
<b>Social Media</b>	Facebook	15	60.0
	<b>whatsapp</b>	<b>229</b>	<b>91.6</b>
	Twitter	42	16.8
	Youtube	183	73.2
	Instagram	94	37.6
	Pinterest	20	8.0
	G+	36	14.4
	Word press	4	1.6
	Linked In	4	1.6
	Tumblr	1	.4
	Snap Chat	17	6.8
	Viber	7	2.8
	Blogs	4	1.6
	We Chat	8	3.2
	Skype	35	14.0
	Hike	71	28.4
<b>Frequency</b>	<b>Everyday</b>	<b>186</b>	<b>74.4</b>
	Thrice in a week	14	5.6
	Once in a week	18	7.2
	Once in a month	32	12.8
<b>Daily usage</b>	1 hour	83	33.2
	2 hours	51	20.4
	3 hours	30	12.0
	<b>More than 3 hours</b>	<b>86</b>	<b>34.4</b>
<b>Means of Accessing</b>	<b>Mobile phone</b>	<b>229</b>	<b>91.6</b>
	Computer	6	2.4
	Laptop	15	6.0

Source: Primary Data

- ▲ 41.6 per cent of the respondents are using social media for 1 to 2 years.
- ▲ 91.6 per cent of the respondents prefer whatsapp for communication.
- ▲ 74.4 per cent of the respondent use social media every day.
- ▲ 34.4 per cent of the respondent use social media for more than 3 hours.
- ▲ 91.6 per cent of the respondent access social media from mobile phone.

## **IMPACT OF SOCIAL MEDIA**

### **INTERPERSONAL RELATIONSHIP**

Interpersonal relationship of the respondent is represented in Table 3.

**Table 3**

#### **Interpersonal Relationship**

INTERPERSONAL RELATIONSHIP	FREQUENCY	PERCENTAGE
Yes	188	75.2
No	62	24.8
<b>TOTAL</b>	250	100.0

Source: Primary Data

Table 3 depicts that, out of 250 respondents, 75.2 per cent of the respondents have more friends in social media and 24.8 per cent of the respondents don't feel that they don't have more friends in social media.

### **ADDICTION**

Addiction of the respondent plays an important role in determining the impact of the social media among college students.

## **SHARING FEELINGS**

Sharing feelings through social media plays an important role in determining the impact of social media of the respondent.

**Table 4**

#### **Sharing Feelings with Friends**

SHARING FEELINGS	FREQUENCY	PERCENTAGE
Yes	167	66.8
No	83	33.2
<b>TOTAL</b>	250	100.0

Source: Primary Data

Table 4 depicts that, out of 250 respondents, 66.8 per cent of the respondent feel that it's easier to share their feelings through social media and 33.2 percent of the respondent feels that it's not easy to share their feelings through social media.

**Table 5**  
**Addiction towards the Social Media**

ADDICTION	FREQUENCY	PERCENTAGE
Yes	158	63.2
No	92	36.8
<b>TOTAL</b>	<b>250</b>	<b>100.0</b>

Source: Primary Data

Table 5 depicts that, out of 250 respondents, 63.2 per cent of the respondent feels that they are addicted to social media and 36.8 per cent of the respondent feels that they are not addicted to social media.

## EFFECT OF ADDICTION

**Table 6**  
**Effect of Addiction among Respondents**

EFFECT OF ADDICTION	FREQUENCY	PERCENTAGE
Lack of interest on studies	56	35.4
Health issues	24	15.2
Lesser face to face communication	25	15.8
Lack of spending time with Parents/Relative	53	33.6
<b>Total</b>	<b>158</b>	<b>100</b>

Source: Primary data

Table 6 depicts that, 63.2 per cent of the respondent are addicted to social media and due to the addiction, 35.4 per cent of the respondents feel that usage of social media leads to lack of interest in studies, 33.6 per cent of the respondent feel that they find it

difficult to spend time with parents and relative, 15.8 per cent of the respondent states that they have lesser face to face communication and 15.2 per cent feel that they face health issues like eye irritation, head ace, mental stress, *etc.*

## SUGGESTIONS

Every day student is using social media for many hours which causes health problem and as well as mental problem. It makes them to feel more stress, so they should reduce the time spent on the social media usage. Respondents feel that the usage of social media affects their health. Hence it is suggested that the social media provides a lot of information and it can be used for updating knowledge, knowing current issues and can be mainly used for education rather than entertainment.

## CONCLUSION

As everything has both its good and bad side, social media to have both its positive and negative sides. College students' being the youth icon of the nation has to use social media in a best way to self update oneself and get optimum utilization from it. Moreover students should understand that using social media is not only for the purpose for entertainment, Chatting, Posting pictures or sharing information., it's more about sharing knowledge, Improving creativity, Upgrading in academics. From the findings it's very clear that many feel that they are addicted to

social media and that leads to affect their academic performance and lack of spending time with family. This situation should be eradicated for the betterment of the students. In worldwide population, 3.196 billion active users per day, and many people are addicted towards it, so people must use social media whenever it is necessary.

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