

## PURPOSE AND EXTENT OF USE OF SOCIAL MEDIA BY STUDENTS

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### ABSTRACT

*Social media is most modernistic form of media and acquire many features and characteristics. It have many facilities on same channel like as texting, communicating, images sharing, audio and video sharing, fast publishing, gaming, blogging, linking with all over world, direct connecting. Survey type research was conducted through the questionnaire. Locale of the study was in Hisar district of Haryana state. For the present investigation two private and two governments higher secondary schools (i.e. four schools) were selected from both the areas. Thus total sample comprised of 160 students were selected randomly. A well-structured interview schedule was developed for the data collection and data were quantified and interpreted by using suitable statistical tools to draw meaningful inference. Results highlighted that students keep themselves updates with latest know and how through newspaper, television, mobile phones, and mobile with internet connections. Majority of the students were aware and utilizing social media such as facebook, whatsapp, youtube, messenger and wikipedia etc. and most preferred application from online shopping was amazon and flipkart. They were generally spent more than two hours on social media irrespective of their locale.*

**Keywords:** facebook, social media, internet, whatsapp, youtube

### INTRODUCTION

Social media is a set of internet based application that constructs on the ideological and technological foundation of web, that permits the design and share user generated content (Patel and Vinaya, 2021). It was also means of connections among users. Because of its ease use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry. The social media enables various online technology that enable people to communicate easily and people use social media to share information, text, audio, video, images, podcasts, and other multimedia communication in virtual communication and networks (Kaplan & Haenlein 2010). The most of the students used social media networks like Google and youtube they were browsing sites by using e-gadgets like Smart phone and laptop. Indian students were used these networks for purpose of improving their academic related knowledge and these platforms helps to make a better social person in the society (Lavuri *et al.* 2019). The majority of students use social media for socializing and connecting with their family members, whereas males are more focused on task- oriented actions and gaming. Students tend to use multiple social media platforms at the same time while doing other things. It was reported that fifty per cent adolescents used to talk face to face with other people and

fifty six per cent used to talk on the phone while using social media (Ularo, 2014). The videos were shared by viewers on social media through whatsapp. The whatsapp group played a vital role in knowledge sharing and clarification of doubts beneficiaries were satisfactory towards the whatsapp group (Singh *et al.* 2019; Jaya *et al.*, 2021).

Among the Essentials of technology, the effect of social media on people has been an important issue which increases day by day. Large number of young generation's social and emotional development is occurring on internet and cell phones. Some studies proved that social media negatively affect the performance of students while according to some researches it improved the learning of its users and enhanced their communications skills. he social media improves the cooperative learning of the students and their communication with the teachers become easier which means, in terms of student centered education the use of social media is very essential. Keeping this in view the present research is being conducted to ascertain the impact of social media on youth with the following stated objectives.

### OBJECTIVES

- (1) To study the extent of communication sources and social media use by the students of Hisar
- (2) To study the time spent and purpose of using social

media by the students of Hisar

**METHODOLOGY**

The descriptive method was used to carry this study and survey type research was conducted through the questionnaire. The study was conducted in Haryana State. The area of study was selected in urban and rural areas of Hisar district of Haryana. It was a comparative study. The sample comprised of four schools i.e. two higher secondary schools (one government and one private school) and two higher secondary schools from rural area (one government and one private school). The present districts and villages were chosen for the study due to the dependence of student’s mostly on social media application and electronics devices and also the availability of social media is significantly higher when compared with other villages. The population of the study contains higher secondary school students of Hisar City. Thus, the total sample consisted of 160 students from both areas as respondents with help of random

sampling method. The selected students were interviewed with the help of a pre-tested structured schedule to collect the relevant information regarding extent and purpose of using social media by the students. The data obtained from each respondent were measured in terms of frequency and percentage. To know their degree of importance, respondents were asked to give their responses in three-point continuum i.e., never, seldom and always. The scores assigned were one, two and three for never, seldom and always responses, respectively. Finally, the mean score was worked out for each problem for ranking them in terms of their importance. Data was tabulated and analyzed as per standard statistical tools like frequency and percentage to draw meaningful interference (Snedecor and Cochran, 1994).

**RESULTS AND DISCUSSION**

The results of the present investigation are described following on the basis of following subheadings:

**Table 1: Utilization pattern of communication sources by the students** (n=160)

Communication sources	Rural					Urban				
	Never	Seldom	Always	wms	Rank	Never	Seldom	Always	wms	Rank
<b>Print</b>										
Newspaper	45 (56.25)	17 (21.25)	18 (22.50)	1.66	1	44 (55.00)	12 (15.00)	24 (30.00)	1.75	1
Magazines	77 (96.25)	03 (3.75)	0	1.03	2	77 (96.25)	03 (3.70)	0	1.03	2
Leaflet/pamphlets	77 (96.25)	03 (3.75)	0	1.03	2	78 (97.50)	02 (2.50)	0	1.02	3
<b>Electronic</b>										
Telephones/landline	78 (97.50)	02 (2.50)	0	1.02	5	77 (96.25)	03 (3.70)	0	1.03	5
Mobiles	11 (13.75)	30 (37.50)	39 (48.70)	2.35	2	0	30 (43.70)	50 (62.50)	2.62	2
Mobile with internet	55 (68.75)	14 (17.50)	11 (21.30)	1.45	3	20 (25.00)	25 (31.20)	35 (43.70)	2.18	3
Television	0	28 (35.00)	52 (65.00)	2.65	1	0	13 (16.30)	67 (83.70)	2.83	1
Computer/laptop	77 (96.25)	02 (2.50)	01 (1.25)	1.07	4	75 (93.75)	03 (3.70)	2 (2.50)	1.08	4
Computer/laptop with Internet	79 (98.75)	01 (1.25)	0	1.01	6	79 (98.75)	01 (1.25)	0	1.01	6

Multiple response

### Extent of communication sources and social media use by the students of Hisar

This section comprises utilization of communication sources, utilization, purpose of use and time spent on different social media apps by the students.

Data presented in the Table 1 showed the utilization of communication sources for students in rural and urban areas. The utilization was measured in three continuum scale i.e. always, seldom and never. In rural areas, data showed that 22.50 per cent students were using newspapers on daily basis with wms 1.66 ranked 1<sup>st</sup> followed by 21.30 per cent of students were using newspapers seldom. In urban areas, data further revealed that 30.00 per cent students were utilizing newspaper always with wms 1.75 ranked 1<sup>st</sup> while 15.00 per cent students were using newspaper seldom followed by magazines and leaflet/pamphlet were 1.03 wms each respectively.

Data regarding the utilization of electronic media of communication sources by the students of the rural areas showed that 65.00 per cent of students were watching television on a regular basis with wms 2.65 ranked 1<sup>st</sup> followed by 48.70 per cent use mobile phones with wms 2.35 ranked 2<sup>nd</sup>, mobile with internet connection wms 1.45 ranked 3<sup>rd</sup>, computer/laptop wms 1.07 and telephones/landline wms 1.02 and computer/laptop with internet wms 1.01 respectively. Whereas in urban area newspaper were reading with wms 1.75 followed by magazine wms 1.03 and leaflet/pamphlet with wms 1.02 respectively. The data from electronic sources television was most common source with wms 2.83 ranked 1<sup>st</sup> followed by mobile phones wms 2.62 ranked 2<sup>nd</sup>, mobile with internet wms 2.18, computer or laptop wms 1.08, telephone /landline 1.03 wms and computer or laptop with internet connection 1.01 wms respectively.

### Extent of use of social media by rural and urban students

**Table 2: Extent of use of social media by students**

(n=160)

Social media	Extent of use							
	Rural				Urban			
	Rarely	Sometime	Regular	Rank	Rarely	Sometime	Regular	Rank
<b>Recreational</b>								
Facebook	06 (7.5)	40 (50.0)	34 (42.5)	1	10 (12.5)	18 (22.5)	52 (65.0)	1
Whatsapp	48 (60.0)	18 (22.5)	14 (35.0)	5	08 (10.0)	38 (47.5)	34 (42.5)	2
Instagram	60 (75.0)	14 (17.5)	06 (7.5)	6	30 (38.5)	36 (45)	14 (17.5)	6
Youtube	26 (32.5)	24 (30.0)	30 (37.5)	2	24 (30.0)	30 (37.5)	26 (32.5)	3
Snapchat	74 (92.5)	04 (5.0)	2 (2.5)	8	21 (26.25)	47 (58.75)	12 (15.00)	7
Messenger	48 (60.0)	14 (17.5)	18 (22.5)	4	24 (30.0)	36 (45.0)	20 (25.0)	4
Telegram	64 (80.0)	10 (12.5)	06 (7.5)	7	55 (68.75)	17 (21.25)	8 (10.0)	8
Wikipedia	42 (52.50)	14 (17.5)	24 (30)	3	42 (52.5)	20 (12.5)	18 (22.5)	5
<b>Online Shopping</b>								
Amazon	40 (50.0)	28 (35.0)	12 (15.0)	2	20 (25.0)	36 (45.0)	24 (30.0)	1
Flipkart	35 (43.75)	30 (37.5)	15 (18.75)	1	45 (56.25)	25 (31.25)	10 (12.5)	4
Snapdeal	76 (95.0)	04 (5.00)	0	5	32 (40.0)	32 (40.0)	16 (20.00)	2

Social media	Extent of use							
	Rural				Urban			
	Rarely	Sometime	Regular	Rank	Rarely	Sometime	Regular	Rank
Myntra	42 (52.5)	38 (47.50)	0	3	43 (53.57)	26 (32.50)	11 (13.75)	3
Olx	68 (85.0)	12 (15.0)	0	4	56 (70.0)	18 (22.5)	6 (7.50)	5
<b>Academic</b>								
edx.org	77 (96.25)	03 (3.75)	0	6	65 (81.25)	10 (12.5)	5 (6.25)	4
indiaeducation.net	72 (90.0)	05 (6.25)	03 (3.75)	5	43 (53.75)	25 (31.25)	12 (15.0)	2
eshiksha.com	71 (88.75)	04 (5.0)	05 (6.25)	1	29 (36.25)	36 (45.0)	15 (18.75)	1
ecollegeofindia.com	66 (82.5)	14 (17.5)	0	3	68 (85.00)	7 (17.5)	5 (12.5)	5
bigthink.com	71 (88.75)	06 (7.5)	03 (3.75)	4	73 (91.25)	5 (12.5)	2 (5.0)	6
admissionnews.com	72 (90.0)	03 (3.75)	05 (6.25)	2	57 (71.25)	18 (22.50)	5 (12.50)	3

Multiple responses

Tables 2 elucidate information regarding the extent of use of social media in rural area. To measure the extent of use social media sites the three continuum scale was used. The rank was calculated on the basis of the weighted mean score.

The most preferred recreational sites from rural area were facebook ranked 1<sup>st</sup> followed by youtube ranked 2<sup>nd</sup> and wikipedia at 3<sup>rd</sup> rank, messenger at 4<sup>th</sup> rank, whatsapp 5<sup>th</sup> rank, instagram 6<sup>th</sup> rank, telegram at 7<sup>th</sup> rank and snapchat were at 8<sup>th</sup> rank respectively. The data from online shopping showed that flipkart at 1<sup>st</sup> rank followed by amazon at 2<sup>nd</sup>, myntra at 3<sup>rd</sup> rank olx at 4<sup>th</sup> rank and snapdeal at 5<sup>th</sup> rank respectively. This shows that the respondents from rural areas were using flipkart application in comparison with other applications. This shows that they had more knowledge and awareness about the e-shopping. On the other side, the results from academic sites eshiksha.com website got 1<sup>st</sup> rank followed by admissionnews.com ranked 2<sup>nd</sup>, ecollegeofindia.com ranked at 3<sup>rd</sup>, bigthink.com got 4<sup>th</sup> rank, indiaeducation.net got 5<sup>th</sup> rank and edx.org got 6<sup>th</sup> ranked respectively.

The data from urban area showed that the most preferred recreational sites were facebook got 1<sup>st</sup> rank followed by whatsapp got 2<sup>nd</sup> rank, youtube 3<sup>rd</sup> rank,

messenger 4<sup>th</sup> rank, Wikipedia 5<sup>th</sup> rank, instagram 6<sup>th</sup> rank, snapchat 7<sup>th</sup> rank and telegram at 8<sup>th</sup> rank respectively. The data from online shopping amazon ranked 1<sup>st</sup> followed by snapdeal ranked 2<sup>nd</sup>, myntra 3<sup>rd</sup> rank, flipkart 4<sup>th</sup> and olx at 5<sup>th</sup> rank respectively. On the other hand, the data from academic sites eshiksh.com ranked 1<sup>st</sup> followed by indiaeducation.net got 2<sup>nd</sup> rank, admissionnews.com 3<sup>rd</sup> rank, edx.org 4<sup>th</sup> rank, ecollegeofindia.com 5<sup>th</sup> rank and bigthink.com at 6<sup>th</sup> rank respectively. study revealed that less than one-third (30.84 per cent) of the respondents had high level of social media utilization followed by 30.00 per cent of them had low level and 25.83 per cent of them had medium level of social media utilization. Only 13.33 per cent of the farmers had very high level of social media utilization to update themselves. It means that more than half (56.67 per cent) of the respondents had high to medium level of social media utilization for gathering information (chaudhari *et al.* (2021).

#### Time spent per day on social media by students

The data furnished in the Table 3 showed that the most of the government school students i.e. 53.50 per cent spent more than two hours per day on social media followed by 35.70 per cent spent two hours on social media.

**Table 3: Time spent per day on social media by students**

(n=160)

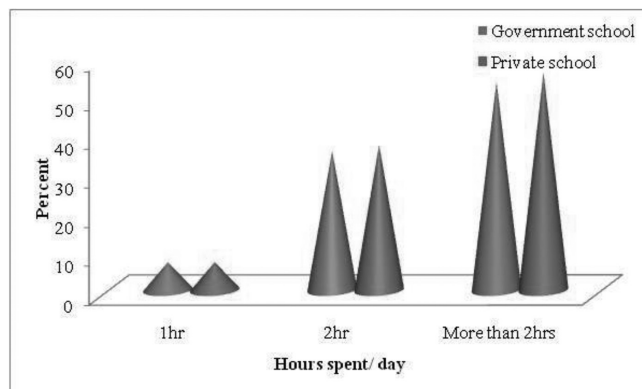
Hours spent / Day	Rural		Urban		Total	
	Govt.	Private	Govt.	Private	Govt.	Private
1 hour	0	2 (4.2)	2 (4.2)	0	2 (7.1)	2 (7.1)
2 hour	6 (8.4)	8 (11.2)	4 (5.6)	8 (11.2)	10 (35.7)	16 (37.2)
More than 2 hours	5 (7.4)	9 (12.6)	10 (14.0)	15 (21.1)	15 (53.5)	24 (55.8)

But, in private school 55.80 per cents students spent more than two hours on social media followed by 37.20 per cent were spent two hours daily. Hence, the analysis of the data presented in the Table showed that at present all the students irrespective of the area of residence it was concluded that all the student's use social media on daily basis with slight amount of time differentiation. Studied on use of mass media variables for anticipating creativity among rural adolescents by the bright students used, time spent and the social media use. It was elucidated that the amount of time spend on mass media was significantly associated with adolescents' seeing problem abilities and their unusual uses fluency. No association was observed between type of mass media used by participants and their creative abilities (Sheoran, 2021). Results highlighted that the most commonly used social media platform was whatsapp, most of the sampled students reported actively engaging in this social media application between 31 to 60 minutes on a daily basis (Akakandelwa & Walubita, 2017). Another study was conducted by Stollak *et al.* (2011) found that time spent on social networking sites was mostly on Facebook (78.3%) majority of students (77.2%) spent more than 30 minutes a day.

**Table 4: Purpose of using social media by rural students**

(n=160)

Sr. No.	Purpose	Rural (n=80)	Urban (n=80)
1	For chatting and text messaging	69 (86.3)	72 (92.5)
2	For obtaining/ sending information	48 (60.0)	48 (60.0)
3	For Online friendship	55 (68.7)	55 (68.7)
4	For Online gaming	59 (73.7)	59 (73.7)
5	For Online purchasing	55 (68.5)	65 (81.2)
6	Phone video/voice calling	72 (90.0)	73 (91.3)
7	For Fashion and new trends	48 (60.0)	48 (60.0)

**Fig. 1: Time spent per day on social media by students**

Purpose of social media use by the rural and urban students of Hisar

People are using social media for a variety of purposes. The main purpose of using social media for sharing information, learning, interacting and marketing.

Sr. No.	Purpose	Rural (n=80)	Urban (n=80)
8	Watching TV showed/movies	41 (51.3)	57 (71.3)
9	To Sharing photos, videos and other media	47 (58.7)	65 (81.2)
10	To Discover, save and share new content	62 (77.5)	62 (77.5)
11	To Share news and ideas	58 (72.5)	58 (72.5)
12	To Share interests hobbies	48 (60.0)	59 (73.7)
13	To Publish content online	32 (40.0)	50 (62.5)
14	Keep in touch with family and friends	52 (64.0)	70 (87.5)
15	To stay up-to date with news and current events	50 (62.5)	58 (72.5)
16	To fill up spare time	59 (73.7)	67 (83.7)
17	General networking with other peoples	54 (67.5)	65 (81.3)
18	To share my opinion	47 (58.7)	65 (81.3)
19	To meet new peoples	55 (68.7)	57 (71.3)
20	Media saving	64 (80.0)	72 (90.0)
21	Watch video clips	61 (76.3)	65 (81.3)
22	Get directions and GPS	61 (76.3)	66 (82.5)
23	Invite guest and friends	54 (67.5)	62 (77.5)
24	Video recording	60 (75.0)	67 (83.7)
25	Check text messages on mobile phone	48 (60.0)	51 (63.7)
26	Send / receive files	22 (27.5)	65 (81.3)
27	Listen to music on mobile phone	60 (75.0)	68 (85.0)

Multiple responses

Data depicted in Table 5 showed purpose of using social media by rural students. Maximum respondents were using social media for different purposes such as phone calling (90.0%) followed by 86.3 per cent for chatting and text messaging, eighty percent for media saving. On the other

hand least no of student that is 27.5 per cent respondents were using social media send/ receive files. Majority of the farmers (60.62%) were used the ICTs during the evening hours due to free and leisure time and telecast or broadcast of agricultural programs during the evening hours.

The data from urban area showed that the purpose of using social media by the urban school students. Maximum numbers of students were using social media for chatting and text messaging followed by ninety per cent for media saving, keep in touch with family and friends (87.5%) respectively. On the other hand, least number of students that is sixty percent respondents were using social media for obtaining/sending information.

## CONCLUSION

Social media is an emerging tool to popularize and to increase the visibility of the useful technologies at a great extent and to educate the individuals and development of youth to save the time and resources. It was found that most of the respondents were using television, mobile phones and mobile with internet as an electronic media and newspaper as a print media to keep themselves update with the latest know and how. The only difference observed was in the taste and purpose for which they are using the media. The amount of time spent per day on social media by the students revealed that more than half of the students spent more than two hours daily on social media. Hence it can be concluded that today all the students irrespective whether they belong to urban or rural, all are using social media on daily basis with amount of time differentiation spent by them.

## CONFLICT OF INTEREST

This is to declare that there is “No conflict of interest” among researcher.

## IMPLICATIONS

- (1) It was found that majority of the students were using social media in both the areas but the use of electronic and print media had high in urban area as compared with rural area. This implies that, the urban areas students have more chances and availability of electronic sources.
- (2) Most of the respondents were using recreational sites, online shopping and academics sites high in urban area as compared to rural area. It implies that the extent of social media and purpose was all around same with

slight changes.

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