

## USE AND AWARENESS OF SOCIAL MEDIA TOOLS BY UG STUDENTS

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**ABSTRACT:-**Globally the use of social media has increased and has a significant impact on academics and other activities. The current study aims to examine the use of social media by UG students of VPM's B. N. Bandodkar College of Science, Thane and to know how actively they are using social media tools for academics. The study has used survey method and questionnaire was designed to collect the data. The questionnaires were sent through email and total 153 filled responses were collected back by the UG students. The analysis of the data was done with the tables, charts, pie charts which were followed by the explanation. In the study it was found that many students are aware about social media and agree that it helps in academic activities.

**KEYWORDS:** social media, social media tools, whatsapp, facebook, instagram, google meet.

### INTRODUCTION:-

Nowadays Social media is a very popular and informative tool. Currently it is the most used social networking site in all age group people. Social media has become very important in these pandemic days as everyone is relied on it. Social media refers to any online platform which helps people to connect with each other worldwide across the borders.

Cambridge university defines social media as “website and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone”.

Oxford English Dictionary defined social media as “websites and applications that enable users to create and share content or to participate in social networking”.

Collins university defines social media as “Social media refers to websites and computer programs that make communication possible with the use of computers or mobile phones”.

In simple words it is a platform through which people share their views, thoughts, pictures, audio, mails, comments, ideas, news, informations, projects etc. There are various social media tools like whatsapp, facebook, Instagram, twitter, youtube, snapchat, google meet etc are very commonly used and powerful communication tools.

Social media tools:

Facebook: The most popular social networking sites to date are Facebook. Facebook allows users to set up a profile and post updates, links, photos, conversations, and the like.

Twitter : Twitter allows users to send out short messages or “tweets” about what they are doing or links to resources of interest. People can choose to “follow” selected users’ tweets and they can retweet or repost someone’s tweet for others to see. It is an online version of text-messaging with the capability of sending the same message to several thousand people all at

**Linkedin :** It is targeted at professionals interested in professional networking. Each user sets up a profile similar to a resume and then can link to other people that they know. Having been created in 2003, LinkedIn is one of the oldest social networks. However, this particular site is relatively new to younger generations. Facebook, Twitter and LinkedIn are being joined by a complete new line of competitors in the social media business. The social network platforms Snapchat, Instagram, Pinterest, and YouTube have become the new gateway for the expression for today's college gVPM's B.N. Bandodkar College of Science (Autonomous)neration.

**Snapchat :** It is an application for iPhones, iPads and Android devices. It allows subscribers to send to other subscribers photos that expire in one to ten seconds. There are an estimated 100 million daily active users of Snapchat, about 70% of whom are women. The most popular Snapchat use was for creativity and by keeping in touch . Snapchat is easier to use than texting.

**Instagram.** Instagram is an application that allows users to take pictures and videos and share them on a variety of social networking platforms. It is owned by Facebook.

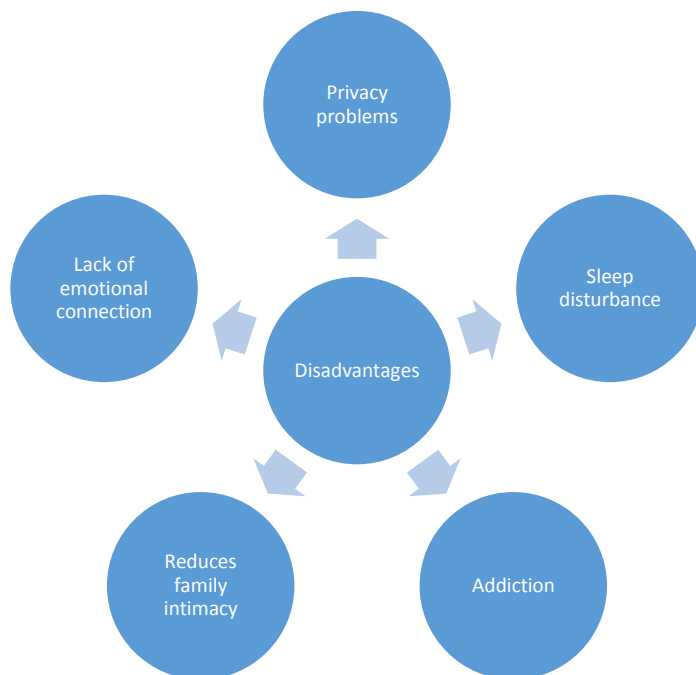
**Pinterest :** Pinterest is a personalized media platform which allows registered users to “pin” and organize media content into collections called pinboards. Users can also browse the content of others in their feed.

**YouTube :** Youtube is a video sharing website. It is owned by Google. Unregistered users can watch videos and registered users can upload videos.

Advantages:



## Disadvantages



## LITERATURE REVIEW:-

According to Indian and Mobile Association of India has been studied in India. Social media is an digital platform that help user to connect society, friends and gain knowledge. As per survey of IMRB international I-cube 2013, Facebook is largest website in India and it is most accessed to connect with friends and sharing their contents. In the urban cities surveyed, there are millions users actively accessed social media on mobile compared to rural areas. As per finding of the survey, younger woman are increasing hooked on to social media. Whereas college students are most active on social media and this generation is most aware of social media. This study revealed that social media usage behaviour which includes frequent activities like maintain profile on social media sites and updating status on social media. In this study, researcher reveals usage of social media tools on political commercial purposes. It helps to communicate peoples, share knowledge and viewpoints on different situations. Corporates have been spending nearly of their digital advertising budget for marketing their products. Whatsapp has been one of most popular communication app used by indian society. There are some more social media apps but whatsapp are most popular in peoples.

R. Subramani, had studied The academic Usages of Social media by University Students Of Tamilnadu in India(2015). The growing popularity of social media has influenced researcher to start investigate the communication and interaction between different peoples using the social media apps like whatsapp, instagram, facebook and twitter. Researcher have considerably concerns about the effect of social media on students. Increasing modernization and technology The world is getting closer because of new discoveries. In this study, the researcher has mainly focused on academic usages and its importance. Survey method was employed to study the

academic usage of social media. In last 5-10 years, communication environment has changed due to technology which affected society, youth and education. In 2015, India has lot of internet and social media users and India was largest country in the world. At that time there are more young users. This study also reveals that characteristics of social media which includes interactivity, relationship, emotions over content etc. They studied that benefits of social networking sites in different ways like collaboration and resource/material sharing for academic purposes. In addition, how much percentage of applications such as softwares, video talks, audio books, electronic magazine, research articles and PPT/PDF files were downloaded for the purpose of academic development was alone focused in this survey. A study found that the downloading behaviour is less in academic and research purposes compared to nowadays. This is clearly point out the lack of awareness and research approach of students towards knowing the development of their subjects elsewhere and at the same time portrays the way they look upon social media. Hence, there is need to educate on potential use of social media by the educators.

Abhani Dhara K had studied 'A study on impact of social media over youth of India in 2019. Their objectives were to get the awareness about the impact of social media, to know the extent of usage of social media, to know most important reason of using the social media, to clear the results regarding the positivity or negativity of social media. This reveals positive and dark sides of social media. A finding of the study show that majority of the respondent were found to be aware and making use of social media in their daily work. By asking various questions likes genders, occupation, awareness and uses etc. They drive to conclusion that if social media use in positive manner then it can develop Youth's career, Skills, life and so on. Whereas excess of social media destroyed youth's life. By analyzing data there are totals 36 responses out of 61% were male. Approximately 75% respondents were between the age group 21-35. Most of students were post graduate. 100% students are use social media. Out of them students were using it from last 1-3years. 40% believes it kills the time of youth. So by analyzing data we can definitely say social media is an effective tools for youth nowadays.

As each coin has two sides same way social media also has pros and cons. Social media tools are now very popular as it helps in education. Many are doing work from home because of the applications available online. We are connected to many people around us across borders. Mobile has made work easy as people listen to radio, news, and music, watch movies online within a minute. Moreover, live lectures are now possible because of social media. You can attend a lecture happening in America while sitting in India.

While on the other side social media is very harmful to one. The over happening of social media can make children predators and hackers. One should keep watch on their children while using social media. Over use of social media affects the academics as students waste more time on social media. In short, social media has both advantages and disadvantages but at the end it depends on the user. As overuse on anything hampers people same applies to social media.

The present study aims to examine “Use and Awareness of Social Media Tools by UG students”.

### **Objectives:-**

- 1] To find out the awareness and use of social media by science faculty UG students.
- 2] To explore the frequency of use of social media.
- 3] To study the purpose for which social media is used.
- 4] To analyses the advantage and disadvantage of social media.
- 5] To find out widely used social media tool.

### **RESEARCH METHODOLOGY :-**

Research Methodology is method which we will be using for conducting a research. It is the specific procedure of technique used to identify, select, process and analyze information about a topic. There are several methods like survey method, historical method etc.so presently we are using survey method.

The surveys were done using web where the questionnaire are circulated through whatsapp and also some of the data's were collected through interview on telephone where the respondent's are calling over telephone to get a deeper insight and more information regarding the research.

Questionnaire is the main instrument for collecting data in survey method, basically it is a set of standardize questions. In the questionnaire there will be two types of questions i.e. open ended and close ended we give the space to write their own opinion about the answer and in the close minded we asked the question yes or no type in that they can't write their own opinion about the answer.

### **Data Collection:**

Quantitative research method was used to collect the data. An online survey was conducted for undergraduate students of B.N.Bandodkar College of Science, Thane.

From 834 undergraduate students, 155 responses(19%) received. 100 SYBSc and 55 TYBSc students gave their feedback from which 55.48 % are male and 44.52% are female.

### **Research Tool:**

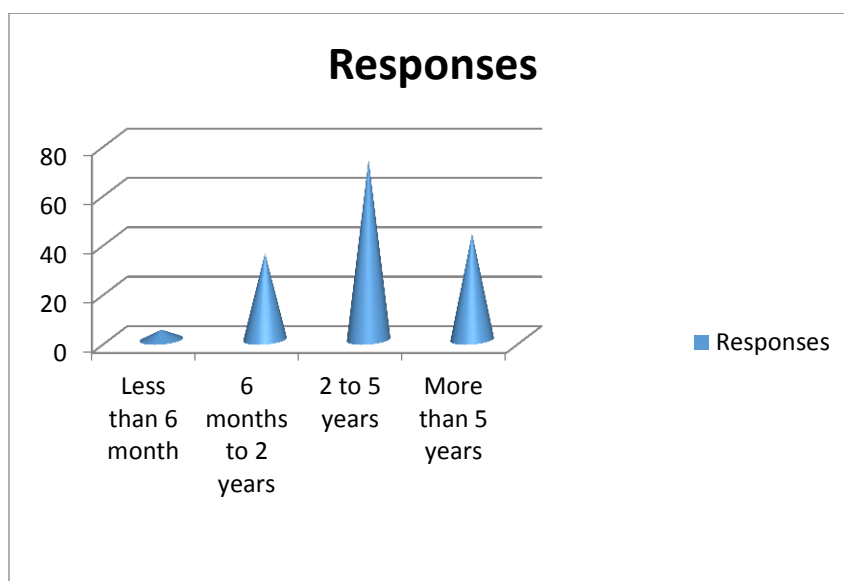
As per findings of the Survey of use of social media, these 155 responses has been recorded. The survey was conducted from 11<sup>th</sup> July to 27<sup>th</sup> August 2020. For this study, questionnaire tool was used. The online questionnaire was prepared in Google forms and links were sent to the students. Open ended and close ended questions were asked.

There are total 17 questions which Include 'Yes-No type question, multiple Choice open-ended opinion based Questions etc. There is maximum awareness about social media tool in college Level students. Facebook is most popular social media tool compared to others. There is lots of Craze about social media & students are using it from their college Level at 16-17 years.

## Results and Discussion:

- ❖ Awareness about Social media, it's frequency, time spent on it and types of gadgets used :

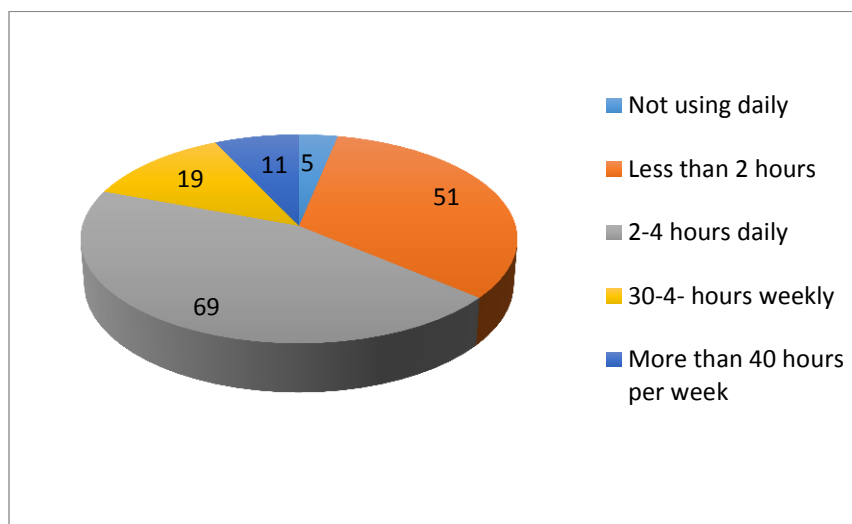
From the present study, it is found that 86.5% respondents know what is social media, 10.3% replied may be and 3.2% respondents are not aware about social media. It is observed that 27.7% respondents are using social media for more than 5 years, whereas 47.1% are using from 2 to 5 years, 22.6% are using 6 months to 2 years and only 2.6% are using for last 6 months is shown in graph 1.



Graph 1 : Since how long using social media

Social media can be use by various gadgets. Mobile is the tool which almost all respondents are using for social media tool. There are about 96.8% of the students who prefer mobile for using the social media. Mobile is very popular device and easy to handle; that's why the most students use it on daily base. Laptop and tab also used by students very rarely. And no one prefers to use computer for social media; that's why the percentage is negligible.

Social media is good for present generation, but still its use should be done properly. From this study it reveals that 7.2 % respondents are using social media for more than 40 hours, 44.5% are using 2-4 hours daily, 32.9% are using less than 2 hours, 12% 30-40 hours per week and only 3.2 % are not using daily is shown in graph 2.



Graph 2 : Time spent on Social media

## ❖ Opinion about social media tools.

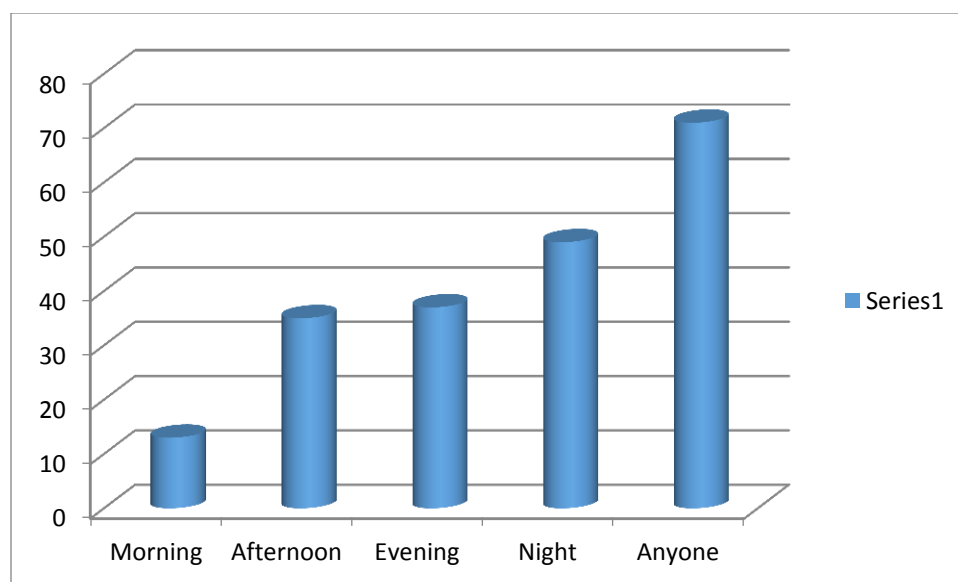
Table 1 : Awareness of various social media tools

Sr no		I only heard about it	I know it very well	I am using it regulatly	I don't know this
1	Facebook	28	93	32	2
2	WhatsApp	2	68	84	1
3	Instagram	14	67	73	1
4	YouTube	3	70	82	-
5	Twitter	58	70	18	9
6	Snapchat	53	69	26	7
7	Duo	55	77	13	10

8	We Chat	95	21	2	37
9	Tumblr	99	10	4	42
10	Skype	83	38	7	27
11	Viber	98	7	2	48
12	Pininterest	64	48	18	25
13	LinkedIn	77	41	11	26
14	Telegram	53	63	28	11
15	Myspace	98	7	4	46
16	Hike	63	64	8	20
17	Google Pay	37	77	32	9
18	Sharechat	101	18	7	29
19	FacebookLite	63	59	13	20
20	Messenger	46	78	16	15
21	Hangout	92	22	6	35
22	Flickr	94	10	4	47
23	IM	85	15	3	52

Facebook is most popular social media tool as compared to other tools. Many of tools such as Tumblr, Viber, Sharechat, Myspace etc. these are only heard by students; but as much awareness about it. On daily bases, whatsapp, Instagram, youtube are the mostly using tools. Whatsapp is used by students slightly in more number as compared to Instagram & youtube. There is more unawareness about the Instant messaging (IM) tool. Hence, from above data we can conclude that there are more awareness about social media tool in young generation.

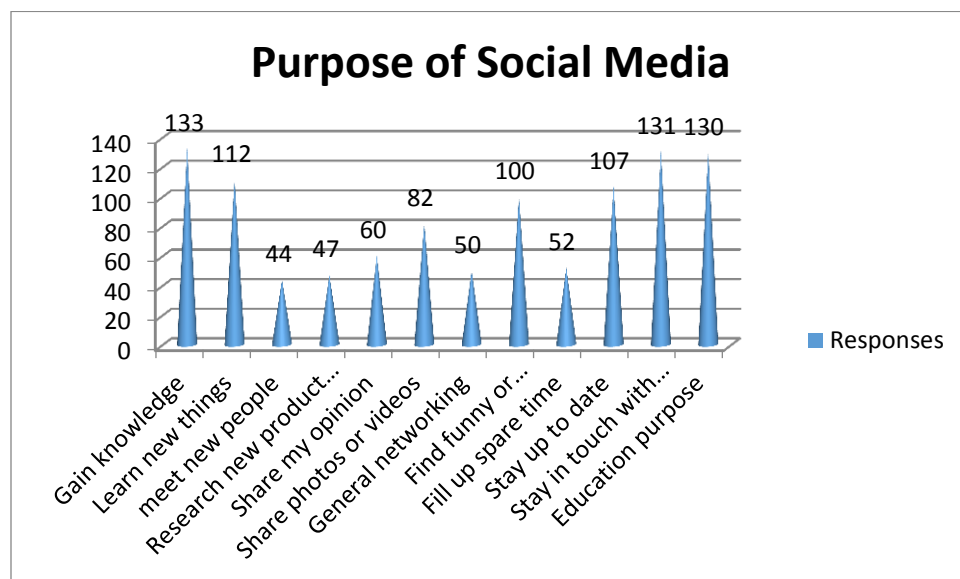
❖ Most active time on social media.



Graph 3 : Active time using social media

There are lots of people who use social media anytime in whole day mostly at night time; between 10pm to 1am. People stay active on social media for many purposes such as chat, youtube, etc. In morning time very few people use social media because of laziness they are not as active as compared to night time. In afternoon & evening time average students use social media tool.

❖ Purpose of for using social media



There are lots of people who uses social media for educational purpose and to gain knowledge.. On average ,about 64-68% of people uses social media for general networking, sharing opinions to others and to stay up-to-date. 50% of this are used to fill spare time, chatting purpose etc. In very rare number of people use social media to meet new people, to stay in touch with friends.

❖ Opinion about usefulness and disadvantages of social media

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Search academic information	95	48	10	2	-
To find new things on different topics	99	53	3	-	-
To learn new technology	88	57	9	1	-
Time saving	49	54	32	13	7
Easy access	84	58	13	-	-

Table 2 : Advantages of Social media

Social media is useful in searching academic information and to find new things on different topics educational purpose such as projects etc. Use of social media is time saving in some cases. Easy to access any information. Jianlei Hao and Bingbing Gao mentioned that Social media offers the public a wide range of health information. A vast majority of people search online healthcare information via online sources to diagnose themselves or the others. However, some authors of the information are usually anonymous. Additionally, the information may be

incomplete, informal or not referenced, and this makes people hard to identify the reliability of the information. Likewise it has many other disadvantages, which found in this survey are shown in the table below.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Time consuming	49	70	26	6	4
Addiction	71	56	23	3	2
Unreliable information	19	74	43	17	2
Cyber Crimes	72	62	19	1	1
Mental illness/ Depression	40	55	44	13	3
Health Issues	36	59	48	10	2
Creates Communication problems	19	54	41	33	8

Table 3 : Disadvantages of Social media

According to survey, it seems that addiction about social media is in more number. That's why the cyber crimes has increase. It is time consuming tools, health issues occurred. Due to unreliable information people get depressed sometimes mental health disturbs. People addicted to bad habits quickly and misuses the social media tools.

#### Suggestions :-

- 1) All Students are aware about social media but some students stay up late at night. This affects their personal and social life. For this, the students should pay attention to sleeping on time. It should also give time to the family by reducing the use of mobiles.
- 2) All students should make time for their family and for themselves. So don't go with mobile and social media time will pass and it will help in personal development.
- 3) With increasing technology and modernization, mobile, social media as well as newly created online shopping platforms have become an integral part of life. It has both good and bad consequences. It will be truly modern only if students use all these technologies consciously and sensibly.
- 4) Some Students are a little skeptical about social media and online shopping platforms. They have to accept technology and use it wisely and consciously, otherwise they will be left behind. So we have to learn from mistakes and lives in the present and Look to the future.

### Conclusion:

Today the world has reached at heights with the help of social media. It is very easy and comfortable to access social media from any corner of the world. Social media has become the need of many peoples for educational, work and business purpose. It is an open platform for everyone to share views, ideas, opinion, information. The study revealed that many people know about social media and use social media frequently. Most of the students prefer to use social media tools at night. The very common use of social media done by UG student is for academic purpose and learn new things online. Students agree that social media helps them a lot in academics. The study also reveals that students spend a lot of time on social media and they need to balance social media and academics activities.

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