



Use Of Social Media By The Students Of Education Colleges Situated In Panipat District: A Study

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ABSTRACT

A great invention of technology is Internet. Internet is the essential part of today's life. The use of Internet is so prime in every area- like education, marketing, transport, banking, business, communication etc. This study is about the use of social networking sites by the Education Colleges students in Panipat district. There is discussion about the main objective of this study is to know the maximum use of social media among the education college students. The researcher has distributed the 320 questionnaires through email to the students and 253 (79.06%) questionnaires are getting back. The majority of the respondents 88.9% are females and most of respondents 45.1% are under the group of 20-25. The majority of the respondents 93.7% are using Whatsapp social media. Most of the respondents 79.4% are using Social Networking Sites for the purpose of find information and 70% respondents are spent the time less than 2Hours/day on Social Networking Sites.

Keywords: Social Networking Sites (SNSs), Education College students, WhatsApp, Internet

INRODUCTION

The Internet is a great invention of technology in this era of globalization, the use of Internet is prominent in every field - like education, marketing, transport, banking, business, communication etc.(Bhakta, 2017). The Internet and the World Wide Web are initially designed to move data and information from one location to another in a reliable and most efficient manner. The idea of 'sharing' at the time was worded in the form of work and research documents essential to the few who made use of the technology(Manjunatha, 2013).

Social media networking sites is the fastest growing web application in the 21st century. A social networking site has become the most dynamic Web 2.0 application which enables a user can create a profile and build a personal network that connects him or her to other user. There are hundreds of social networking sites. Popular sites include Facebook, Liked In, Twitter, Instagram, Skype, Hike, Whatsapp, Youtube, Google+, Snapchat and Telegram. These sites can have content related to the work environment, play a role in romantic relationships and courting, connect those with shared interests

such as library or educational assignment, or bring together the college student population. They allow users to display their personal information, communicate with one another, post pictures or videos, view other users' profiles, play games and even organize events. With the release of enhanced and newer technology, and widespread access to the internet, social networking has become an easier task. (Pardeep, 2019)

Today's college students have matured by playing video games and using social networking sites. This generation students prefers to stay connected around clock with their friends and family by means of texting, instant messaging, mobile phones etc. 3.8 billion users are registered on social networking sites.

The present research assessed the frequency of usage, purpose and awareness about SNSs among college library users.

ABOUT PANIPAT

Panipat is a district of Haryana which is situated in the north. There are many industries here. Here, more work is done with hands in industries, so this city is also called the city of weavers. The land of Panipat is witness to 3 wars. The first war took place between Ibrahim Lodi and Babur on 15 April 1526. The second war took place between Akbar and Emperor Hemachandra Vikramaditya on 5 November 1556, in which Akbar was victorious. The third war took place between Ahmad Shah Abdali and Shivaji Rao Bhau Peshwa in 1761, in which Ahmed Shah Abdali was victorious.

Here the famous Devi Temple, Ibrahim Lodi Tomb, Kalander Shah Pir, Panipat War Museum, Pathari wali Mata Temple, etc. are philosophical places. Panipat is also known as Textile City. Along with the industries in Panipat district, many schools and colleges have been established for school education and higher education. 422 Govt. schools, 10 Degree Govt. college, 18 Private Education College, 8 Professional Institutions, 5 Govt. ITIs (Xv, 1882)

LITERATURE REVIEW

(Pardeep, 2019) in his study on "Use of Social Networking Sites among the users of Bhagwan Mahavir School of Architecture library" he found that majority of students (95.56%) are using WhatsApp Social Network Site. Most of the respondents 88.89% are use SNSs for the purpose of find information. 48.89% respondents are spent the time 2-5 hour per day and 33% users take themselves registered more than 6 year.

(Munshi et al., 2018) are investigated in his study Uses of Social Networkig sites among P G students at University of Rajshahi in Bangladesh. The result shows that the majority of the students (52.66%) are having very good knowledge about the social networking sites. Most of PG students (96%) of the Rajshahi University are using smart phone. The

most of students (95.33%) are used the facebook social networking sites and 88.66% students are using SNSs daily.

(Jain, 2017) in his empirical study of information sharing on Social Networking Sites revealed that the most of the respondents are male (64.4%) and majority of respondents are age group of 16-25 years (68.7%). The majority of the respondents (41.1%) were having been associated with SNSs for a period of 1-3years. 43% respondents were surf net daily. Most of students (57.7%) were used the social networking sites.

(Bhakta, 2017) in his study on “Using Social Networking Sites and its Impact of College students” he found that most of students (24%) are using Whattsapp Social Network Site. 29% students are use SNSs more than 5 hour per day and 21% students take themselves registered more than 3 year. 28% students access social networking sites through their own computer/laptop and 31%students are using SNSs for the entertainment purpose.

(Vidyakala & Nithyakala, 2016) in their study examined the usage of Social Networking Sites among College students and they revealed that most of respondents are in the age group of 19-23 years, females are 74.7%. 46% respondents are belonging to urban area and most of respondents (90%) are single. Facebook (20.17) SNSs are used by the most of respondents. Most of respondents are using SNSs for the purpose of massage instantly.

(Sheopuri & Sheopuri, 2015) conducted a study on “Impact of Social Networking Sites on Studies”. They found that most of students (25%) are using Facebook social site and almost 16% students are busy in chatting on their smart phone. Male students are more involved in SNSs than female students.

(Manjunatha, 2013) in his study the usage of SNSs among the college students in India found that 80% of students spend significant amount of time on using SNSs regularly in which 71% are female. Majority of respondents (50%) were member of Orkut SNS. 72% students were had accounts on 1 to 10 Social Networking Sites. The majority of respondents (38%) were using SNSs for the purpose of massaging and 36% were for chatting.

(Hamat et al., 2012) conducted a study on among the Malaysian University Students on used of Social Networking sites and they revealed that 58% students are related to sciences and technologies field. Most of students (80.8%) have a Social Networking sites account and 97.8 % students have their owner Laptop/computer/Notebook. Majority of the respondents (42%) are agree that they spend more time on Social Networking sites

for socializing. Most of respondents (61%) are find it more convenient to use social networking sites for discussion.

OBJECTIVES:

This study's main objectives are as follows:

1. To find out the frequency of use of Social Media.
2. To know the popular social media site among College students.
3. To identify the purpose of using Social Media by Education College students.
4. How much time spent on the SNSs?
5. To know the affection of the social media on their study to the library users.

RESEARCH METHODOLOGY

SCOPE AND LIMITATION OF THE STUDY

The scope of this study is to use of social media at selected Education colleges situated in Panipat district by students. Geographically the study is confined to Panipat district. The investigators have selected only four colleges for the study. List of Four selected Education colleges taken for the study are:

1. GDR College of Education
2. Saraswati College of Education
3. Kinderkin College of Education
4. Geeta College of Education

METHODOLOGY ADOPTED

To collect the comprehensive and relevant data researcher contacted to the librarians of the chosen college for collect there students email addresses. The survey method used to collect the data. 14 concrete questions structured designed and distributed 320 questionnaires send to the students through e-mail. 80 questionnaires are sending to each college students. Out of 320 questionnaires are 253 questionnaires were filled and received back with a response rate of 79.06%. The Collected data were analysed, tabulated, interpreted and presented in charts and tables.

DATA ANALYSIS

Figure 1: Gender wise distribution of the respondents

Gender wise distribution of the respondents

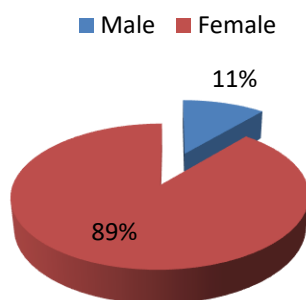


Figure 1 shows that the majority of the respondents are female i.e. 225 (88.9%) and 28 (11.1%) respondents are male.

Table 1: Age Group wise distribution of the respondents

N/%	Age Group					Total
	15-20	20-25	25-30	30-35	Above 35	
N	12	114	88	35	4	253
%	7.4%	45.1%	34.8%	13.8%	1.6%	100%

Table 1 presents age wise distribution of the respondents. Majority of the respondents i.e. 114 (45.1%) and 88 (34.8%) are in the age group of 20-25 and 25-30 year respectively, 35 (13.8%) respondents are in the age group of 30-35 years,. Whereas minimum 12 (7.4%) and 4 (1.6%) respondents are in the age group of 15-20 and above 35 years respectively.

Figure 2: College wise distribution of the respondents

College wise distribution of the respondents

■ GDR College of Education ■ Sarashwati College of Education
■ Kinderkin College of Education ■ Geeta College of Education

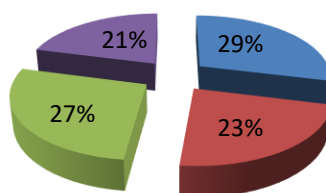


Figure 2 shows that the majority of the respondents i.e. 73 (29%) are students of GDR College of Education followed by 69 (27%) are students of Kinderk in College of Education, 58 (23%) and 53 (21%) are students of Sarashwati College of Education and Geeta College of Education respectively.

Figure 3: Class wise distribution of students

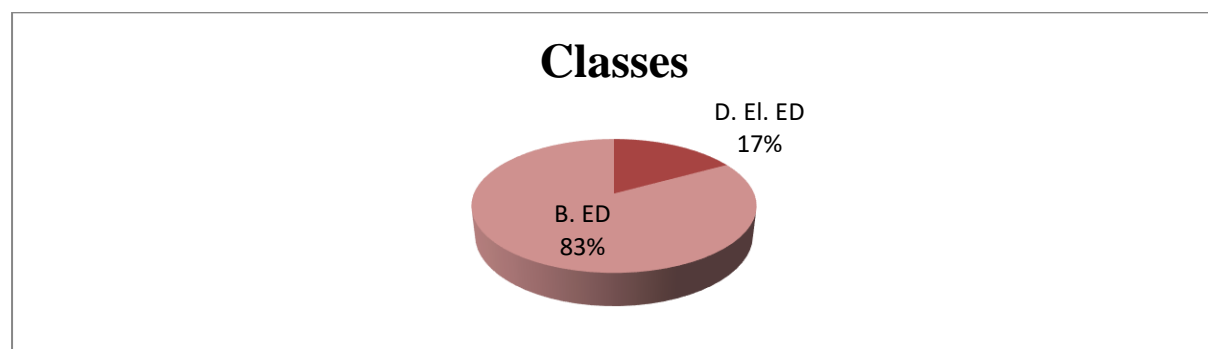


Figure 3 shows that the majority of the respondents i.e. 210 (83%) are students of B. Ed class followed by 43(17%) are students of D. El. Ed. class.

Figure 4: Use of Social Media used by the Education Colleges students

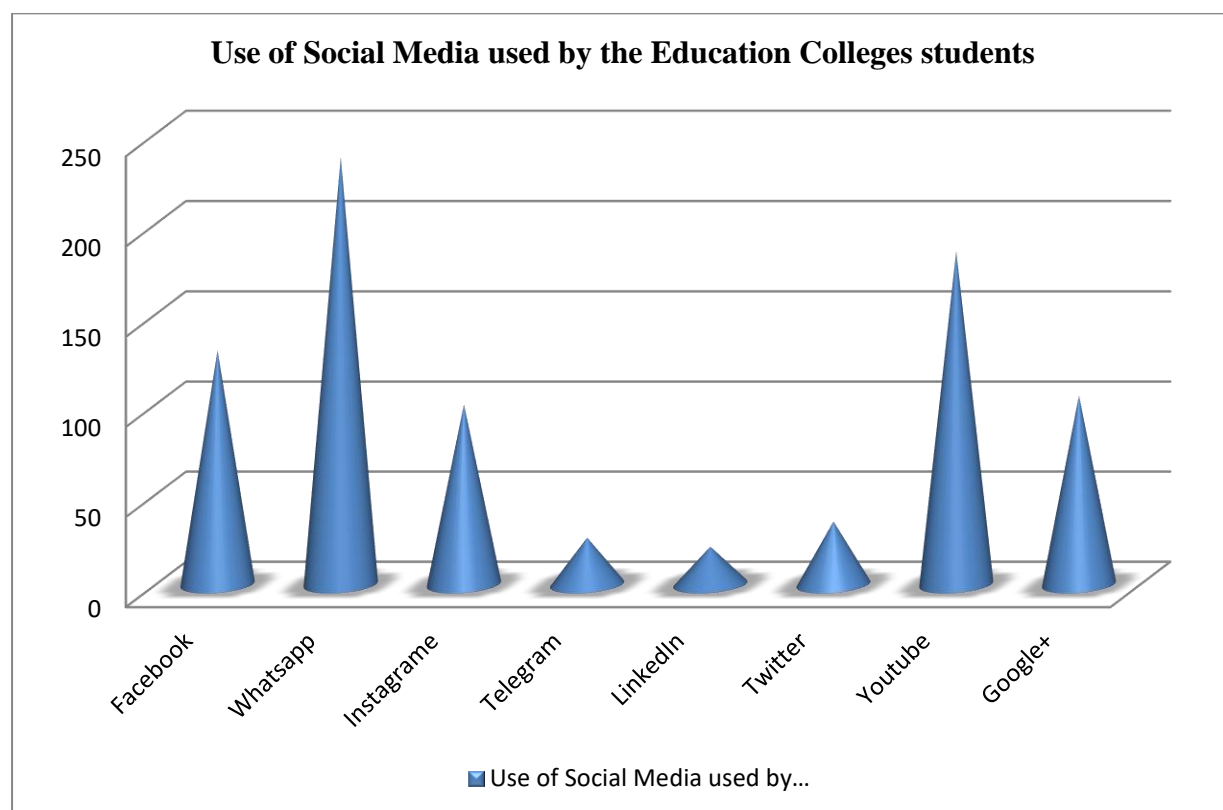


Figure 4 shows that the majority of the respondents 237 (93.7%) are used Whatsapp, followed by 185(73.1%) who are used YouTube where as the minimum number of the respondents i.e. 21(8.3%) are used LinkedIn.

Figure 5: The main purpose of using Social Media by the College students.

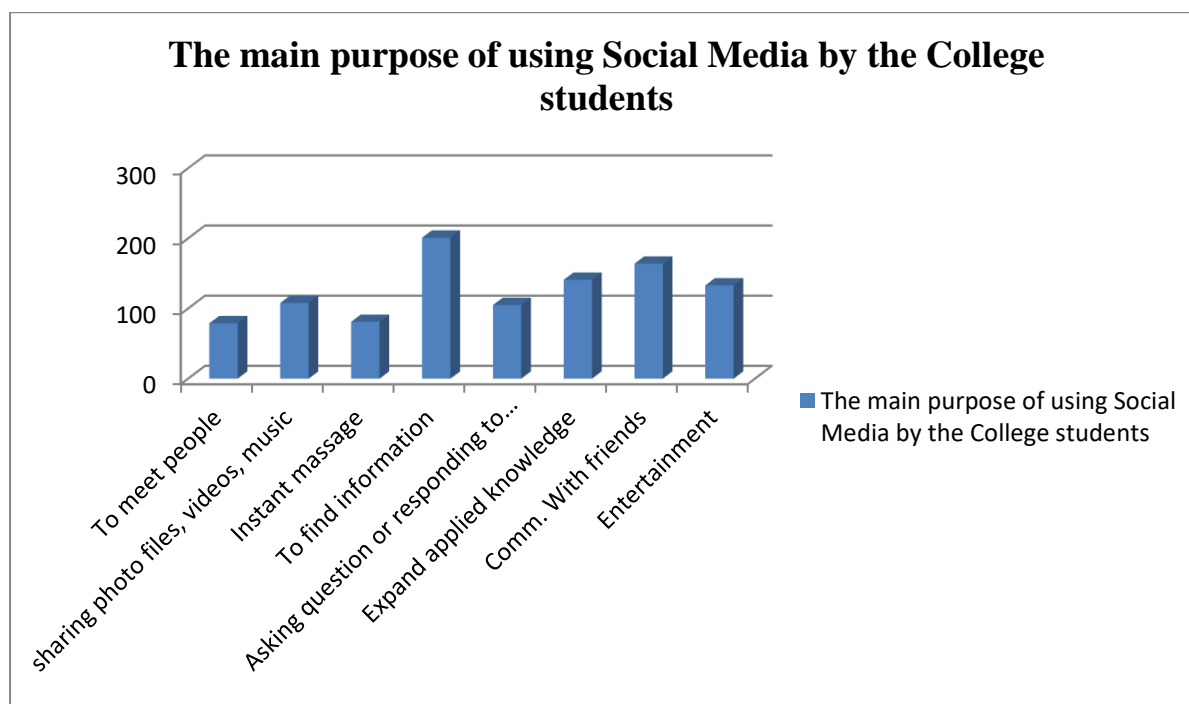


Figure 5 shows the purpose of using social media by the Education College students. Majority of the respondents i.e. 201 (79.4%) are used the social media for the purpose of find Information followed by 164(64.8%) who are used the social media for communication with friends and entertainment whereas the minimum number of the respondents i.e.81 (32%) and 79 (31.2%) are used the SNSs for instant massages and to meet people respectively.

Majority of the respondents i.e. 177 (70%) are spent the less than 2hours/day on social networking sites and most of the respondents i.e. 237 (93.7%) are used smart phone for using SNSs. The majority of the respondents i.e. 148 (58.5%) are used SNSs applications. Most of respondents i.e. 86 (34%) are registered on SNSs are more than 6 year. Majority of the students i.e. 95 (37.5%) are agree with effected their study with the use of social media.

CONCLUSION

Social media sites are both powerful and pervasive. They are an effective means of communication. Today most of peoples are registered on social media. In this study we

concluded that most of respondents are female. The majority of respondents are under the age of 20-25. Whatsapp is the most usable social media and respondents are use social media for the purpose of find information. Most of respondents are spend their time less than 2 hours/day on social media. Most of respondents are used social media on their smart phone with their applications. At last I would say that we are using internet as well as social media for the purpose find information, connect to peoples etc. that is the one phase and second phase is we are don't spent more time on social media use it accordingly.

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