

A Statistical Study on Student's Social Media Usage and Its Impact on Their Social Life

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Abstract

Latest Technological revolution has given the rapid growth in social media which become inevitable part of day to day life. New Technological growth of smart phones virtually makes this easily accessing of social media platform. User friendly mobile versions in the market make the easy access of the social media sites with all the features. Educational institutions are offering various online updated courses to enrich the student's knowledge. Through this media there is a lot of usage for the student community to improve their knowledge and move forward to their future carrier. In this work we made our study to know the student's commonly used platform, its performance over their growth and the time spend in the social media are analysed using various statistical techniques.

Index Terms: Percentage Analysis, Diagrammatic Representation, Chi-Square Analysis, ANOVA

Introduction

Educational technology researchers using online media networks in the educational process to emphasize the benefits of the new technical changes in the different fields of education. Recent day distance education has reached the students by means of social network sites which clearly pictures the process of learning the course clearly to the researchers.

Social media makes the users to connect the peoples from different areas in and around world to share the technological advancement. It's the communication that brings us all together, and it's easily accessible. All important things such as major news events, technological advancement, weather information, updating information etc. can be known for a moment. Social media helps the youngsters in assessing different growth in various fields in terms of technology easily, which leads them to learn the updates easily. Due to social media platforms and networking the youngsters made tremendous ideas by means of hackaton programs. By means of social platform educators, parents and the *society* can able to *own* the current information. *That* helps the educators and parents to make their wards to move in the positive direction. It helps the wards to connect directly or indirectly to the academic activities in and around the world.

Review To Literature

Siti Noraini Mohd Tobi, Maslin Masrom[1],made their work about social media in health centres and found that impacts in that area. Soumya Dutta's[9], made her study of social median responsibility over the Indian Democracy, In her study, she targeted public interest criteria that should include freedom of publication, plurality in media ownership, diversity in the media. heritage and belief, support for the emancipation political view, support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for constitutional rights and avoiding emotional injury to a person and the society.

P Thirumoorthi, C Ramesh Kumar [2], focused the interest of youngsters over the media to increase their social responsibility. Dr. Linda Steiner [3] made his study for the communication of the

programs to the respondents through media communication in effective manner. Ms. SisiraNeti [4] in her study she pointed the importance of social media in marketing which leads to low cost of marketing strategies. Grading aspects and academic aspects of the students are analysed and interpreted by Tarek A. El-Badawy1 & Yasmin Hashem[5]. Generation changes over the social media are literally focused by Dr. A. JesuKulandairaj[6].

Conger, S., Pratt, J.H., Loch, K [7], made their work on PIP to know about the data transformation. In this Challenging world all the areas has got vast changes in that social media places its major role this was analysed by Kaplan, A. M. & Haenlein, M.[8]

Research Objective

- To prospect the use of the social platform by the students
- Time consumptions of the students in the social platform
- To assess the need of the social platform usage within the students
- To check out the perceived effect of social platform over social interaction.

Sampling Design

The sampling technique followed to select the sample size is convenience sampling. The approach used in this work is survey distribution method. Questionnaire is one of the virtual tool for gathering the information from the offenders. In this pandemic situation questioners are collected by means of online , compared to other method this more effective with less cost. It is one of the unbiased method to select the sample. The survey was conducted for 1 week through online.

Data Collection

The data collected for this study was original raw data, since the data has accumulated with well-planned questionnaire through online from the respondents. The data collection is helpful in analysing and fulfilling our objectives.

Geographical Limit

Only preliminary data from Tamil Nadu were collected using a well-structured objective type questionnaire.

The collected data were processed in various table and required sub-tables were prepared by following tools.

- Percentage Analysis
- Diagrammatic Representation
- Chi-Square Analysis
- ANOVA

Problems

A. Percentage Analysis

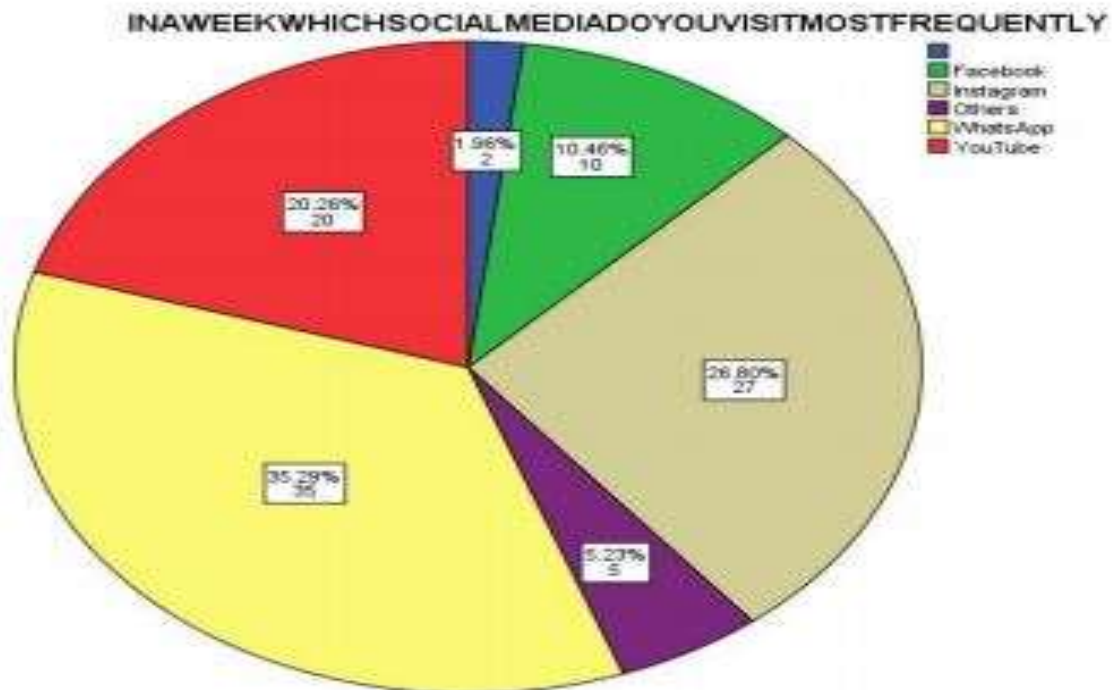
Table I: Period of Social Platform

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid 1-6 months	43	28.1	28.1	28.1
7-12months	11	7.2	7.2	35.3
1-3 years	22	14.4	14.4	49.7
3-5 years	59	38.6	38.6	88.2
More than 5 years	18	11.8	11.8	100
Total	153	100	100	

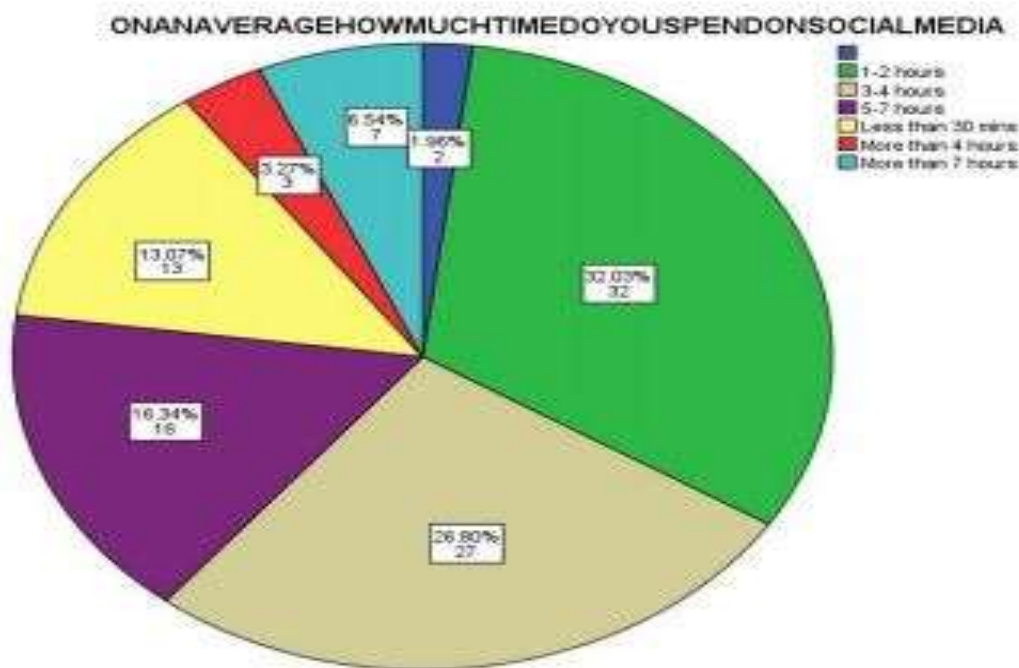
The above table shows the usage of social network for 1-6 months is 28%, 7-12 months is 7.2%, 1-3 years is 14.4% and 3-5 years is 38.6%. The majority of the respondents are using social media networking sites 3-5 years.

Fig 1: Weekly Usage of Social Media



The above pie-chart shows that in a week usage of social media of the respondents visit most frequently. The majority of the respondents are using WhatsApp in a week visit most frequently.

Fig 2: Time Spend on Social Network



The above pie-chart shows that on average how much time do the respondents spend on social Platform. The majority of the respondents are spend under 1-2 hours on this forum.

B. CHI-SQUARE

Chi-Square test for use the most social media net sites and reason for using social media

Null hypothesis: There is no association between use the most social media net sites and reason for using social media.

Alternative hypothesis: There is association between use the most social media net sites and reason for using social media.

Level of significance: 5%

TABLE II: Chi-Square Test

	Value	Df	Asymp.Sig(2-sided)
Pearson Chi-Square	234.449	25	.000
Likelihood Ratio	107.243	25	.000
No of Valid Cases	153		

Since p value =.000 is below 0.05. We reject our null hypothesis and infer that there is a significant difference between uses of the most social media net sites and reason for using social media

Chi-Square test for social networking affect real social life and academic productivity suffers because of social Platform

- Null hypothesis: There is no association between social networking affect your real social life and feeling academic productivity suffers on account of social platform.

- Alternative hypothesis: There is association between social networking affect your real social life and feeling academic productivity suffers on account of social platform.
- Level of significance: 5%

TABLE III: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	296.372	25	.000
Likelihood Ratio	120.883	25	.000
No of Valid Cases	153		

Since, P value = .000 is below 0.05. We reject our null hypothesis and infer that there is a significant difference between social networking affect real social life and feeling academic productivity suffers on account of social platform.

C. ANOVA

One way ANOVA test for do the respondents think social media helps in their studies and feel stressed out due to use social media

Null hypothesis: There is no substantial difference between the respondents over the thought of social platform helps in their studies and feel stressed out due to use social platform.

Alternative hypothesis: There is substantial difference between the respondents over the thought of social media helps in their studies and feel stressed out due to use social media.

Level of significance: 5%

TABLE IV: One Way ANOVA

	Sum of Squares	df	Mean Square	F	Sign
Between Groups	16.914	4	4.229	3.912	0.005
Within Groups	167.929	146	1.081		
Total	174.742	150			

Since P value is lesser than null hypothesis 0.05, we reject our null hypothesis and infer that there is substantial difference between the respondents over the thought of social platform helps in their studies and feel stressed out due to use social platform.

Conclusion

This study illustrates on the topic, “A Statistical study on students social media usage and its impact on their social life”. By using Percentage Analysis and Diagrammatic Representation, Chi-Square Analysis and ANOVA came to a conclusion that the students mostly preferred use to WhatsApp more for new information and keep in touch with friends. The majority of the interviewee engaged in social platform for 1-2 hours per day. The results also shows that students sometimes felt their

academic productivity suffers by means of this platform and felt stressed out due to this type of forum. This study makes an important beneficence to understanding student's utilization of social platforms and its consequences on their social life.

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