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**Research Article**

## Use of Social Media: A Study on Some Selected College Students in South 24 Pargana District, West Bengal

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### Abstract

The term social media is a compilation of two important terms, social and media. Social means to get in touch with others, maintaining the norms and protocol developed by society, and the Media generally refers to advertising and the communication of ideas or information, through implies the interaction of individuals within a group of community. Social media is a technology based on computers for sharing ideas, thoughts within communities using a virtual network. The study normally based on primary data, was collected by creating a Google form. The main objective of this study is to show the reasons and patterns of using social media among the students of South 24 Pargana District, West Bengal. The study showed the problems of using social media in a continuous time too. It can be said that using social media may be good for the students, but definitely under control situation otherwise it may cause adverse effects on their career.

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**KEYWORDS:** Social Media, Ideas, Communication.

## 1. INTRODUCTION

The term social media is a compilation of two important terms, social and media. Social means to get in touch with others, maintaining the norms and protocol developed by society, and the Media generally refers to advertising and the communication of ideas or information, through implies the interaction of individuals within a group of community. Social media is a technology based on computers for sharing ideas, thoughts within communities using a virtual network. By design, social media is internet-based and gives users quick electronic communication of content that includes personal information, documents, videos, and photos. It is an important tool that is used by people, especially students, to stay in touch with their friends even these lockdown periods. Social media has an important role in people's lives. It is effectively used in social mobilisation, development of the economy, political reformation, protective role on the environment and disaster management.

## 2. REVIEW OF LITERATURE

Kumari. P (2020) showed in her study how youngsters used social media during this lockdown period and also showed its effect.

Akram & Kumar. R (2017) analysed how the technology is developing, and web-based social networking has become a routine for every individual; groups are seen as dependent on this technology consistently.

Singh (2017) analysed and showed in her study that using WhatsApp more for social activities, such as obtaining new information, keeping in touch with friends, etc.

Acheaw and Larson (2015) stated that the use of social media had affected the academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance.

## 3. OBJECTIVE OF THE STUDY

The primary objectives of the study are –

- To know about the types of social media used by the students.
- To analyse the reasons and problems for using social media.

## 4. RESEARCH METHODOLOGY

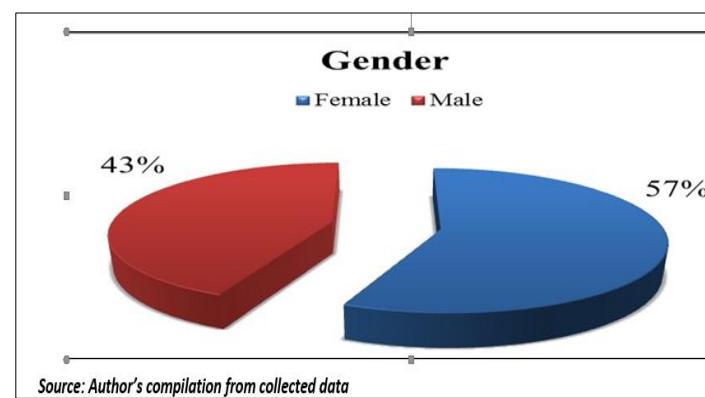
The present study is empirical as well as explanatory in nature. The study is based on both primary and secondary data. The primary data have been obtained by administering a structured questionnaire, and the secondary data have been sourced from the relevant books, journals, reports, websites, etc. For administering the questionnaire, the respondents have been selected through judgmental sampling, and by framing the questionnaire, the previous research work in the related areas has been taken into consideration. The data collected have been analysed using simple statistics, charts and Pearson's chi-square test.

### Data Sample

The target group for administering the questionnaire comprises six selected colleges of the South 24 Pargana district. The survey has been done by distributing the structured questionnaire to the students of six colleges. The respondent for the study has been chosen by judgmental sampling. The questionnaire has been distributed through Google Form. The study has finally been done on the basis of 200 completed filled in questionnaires. The study was conducted between August & September 2020.

### Analysis and Interpretation

Chart 1: Distribution of Gender in percentage form



Out of 200 respondents, 57% of the respondents are male and 43% are female.

Table 1: Time Spent on social media during the lockdown period

	No of Male students	% in respect of total male students	No of female students	% in respect of total female students
More than 6 Hours	57	50	12	14
Between 4 to 6 Hours	25	22	16	17
Between 2 to 4 Hours	25	22	28	33
Less than 2 Hours	7	6	30	36

Source: Primary data

Table 1 reveals that 50% of the male students use social media more than 6 hours a day only 6% of the male students use social media less than 2 hours a day, as compared to 36% of female

students. From the above observation, it is clear that male students spend more time on social media than female students.

Table 2: Most usable social media application

	No of Male students	% in respect of total male students	No of female students	% in respect of total female students
Face book	31	27	19	22
YouTube	13	11	10	12
Game App	43	38	5	6
WhatsApp	27	24	52	60

Source: Primary Data

Table 2 reveals that the majority of the male students are very much attracted towards mobile game applications, followed by Facebook and WhatsApp. Female students generally prefer to

use WhatsApp and Facebook, as per the above table. Female students' respondents show less interest in online mobile game applications.

Table 3: Reasons for using social media

	No of Male students	% in respect of total male students	No of female students	% in respect of total female students
Get in touch with a friend	30	27	22	26
Spending Leisure Time	12	11	12	13
Finding new ideas	10	8	4	5
Sharing new thoughts	5	4	5	6
Use as a tool for study	57	50	43	50

Source: Primary Data

From Table 3, it is clear that students use social media as a tool of study during the lockdown period. In this pandemic situation, generally, they use this tool to share information regarding their study or to get in touch with their friends. A very negligible percentage of students want to share new ideas through this social media. From a student's point of view, the percentage of both female and male students who use social media is more or less the same.

#### CHI-SQUARE TEST

- To assess the relationship between respondents' gender (Students) with the usage of a specific social media app.

**H01:** There is no relationship between the Gender of students. And the usage of a specific social media app.

Table 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2 2-sided)
Pearson Chi-Square	176.295 <sup>a</sup>	8	.000
Likelihood Ratio	175.134	8	.000
Linear-by-Linear Association	46.130	1	.000
N of Valid Cases	200		

The above tables give the result of the Chi-Square test of the association of attributes between the form Gender (Students) usage of a specific social media app. Several Statistics are reported here, but the most commonly used is the Pearson Chi-Square. In Table 4, the p-value is less than 0.05, the percentage level of significance. Therefore, the null hypothesis is rejected.

In other words, there seems to be a relationship between Gender (Students) and usage of a specific social media app. To assess the Degree of Relationship between education and the use of social media apps by students during this lockdown Period.

**H02:** There is no significant relationship between education and the use of social media apps by students during this lockdown Period.

Table 5: Chi-Square Test

	Value	df	Asymp. Sig. (2- 2-sided)
Pearson Chi-Square	42.360 <sup>a</sup>	16	.000
Likelihood Ratio	42.363	16	.000
Linear-by-Linear Association	5.022	1	.025
N of Valid Cases	200		

The above tables give the result of the Chi-Square test of the relationship between education and the use of social media apps by the students during this lockdown

Period. Several Statistics are reported here, but the most commonly used is the Pearson Chi-Square. In Table 2(ii), the p-value is less than 0.05, per the significance

level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a significant relationship between education and the use of social media apps by students during this lockdown Period.

- To assess the relationship between respondents' gender (Students) and with time spent using social media.

**H01:** There is no relationship between the Gender (Students) and with time spent using social media.

**Table 6:** Chi-Square Tests

	Value	df	Asymp. Sig. (2- 2-sided)
Pearson Chi-Square	60.867 <sup>a</sup>	20	.000
Likelihood Ratio	52.053	20	.000
Linear-by-Linear Association	20.512	1	.000
N of Valid Cases	200		

The above tables give the result of the Chi-Square test of the association of attributes between the Gender (Students) and with time spent using social media. Several Statistics are reported here, but the most commonly used is the Pearson Chi-Square. In Table 4, the p-value is less than 0.05, the percentage level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a relationship between Gender (Students) and the time spent using social media.

games and etc in social media. Besides all these advantages prolong use of electronic device ultimately affect the students physically and academically as well. They lost their personal relationship. So, it can be said that suing social media may good for the students but definitely under control situation otherwise it may cause adverse effect in their career.

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## CONCLUSION

It is observed that students are very active on social media. Instead of sharing knowledge and ideas, they utilised this platform for their academic purpose as well as getting in touch with their friends. Male students are very active in playing