

# A Study on the Impact of Social Media Among Arts and Science Colleges in Salem District

Dr. M. Balasubramani

Assistant Professor in Economics,  
Department of Economics, KSR College of Arts and Science,  
(Autonomous) Tiruchengode, Namakkal-63721

## INTRODUCTION

Technology specifically social media have become parts of life for many students today it is inevitable one today, online social media have expanded worldwide growth and popularity one. Generally people through the worlds regularly use the internet, desktop, computers, laptops, smart phone, and cellular phones, to gather information, communication, for chatting and sharing the picture and video with each other. The growth of social media networking particularly social networking sites has created increased opportunities for media communication that have an impact upon institutions of higher learning.

The term social media is used here to describe dynamic and social interactive, network information and communication technology. This provides higher education students opportunities to continue relationship with relationship that in the past world have been too distant and build new relationship with friends from around the world.

The super set of social media comprises of social networking sites, educational materials sharing, seminars, conferences and workshop to attending national and international level for their respective area. The social media help all the group of people especially those who studying in higher education institutions. The student community used social media their academically purposeful one. Commonly we use social media for raising social media issues campaigns, sharing experience, online shopping, video photos sharing, maintaining friends relationships, trustworthy information etc.,

Our society has become tech savvy where everyone relates to a single touch of our smart hones. The major connecting tools that we all have is social media, be it Twitter, Face book, YouTube, Whats App, instagram and so on. According to a report it has known that around 90 percent people who uses internet visit social media. Because we live in such a largely global society ,creating and maintaining an outline presence has become most relevant in promoting your brand and expanding your social network. Social media acts as positive implication for many people living in developing countries and some of the largest social media companies are at the heart of these positive changes.

## REVIEW OF LITERATURE

**Thirumoorthi, Ramesh kumar (2015)**, states that the networking sites have made it possible for us to chat with friends who live in distant places as well as share with

them pictures and videos of whatever we are up to instantly. Today, it is very hard to find a teenager who doesn't have a Yahoo, a G mail, a Face book, or a Twitter account which help them to keep in touch with their friends, to express or share what they have in mind and to use for school-related purposes. No doubt, these sites are of great help in the youth's daily life. Also there are many potential benefits in social networking sites, These sites can provide opportunities for new relationships as well as strengthening existing relationships, whether the friends are closer home or across the world.

**Linda Steiner (2016)**, point out that myriad of existing platforms for social media vary in purpose, intended audience and popularity. Frequently mentioned among them in this study are Face book, Twitter, Linked-In, YouTube and Tumblr. For instance, a writing focused course included a lecture on the importance of social media platforms, like Twitter. It was accompanied by an exercise where we were expected to write tweets in a breaking news style. In another course, the professor set up a Face book page used to share videos as well as provide updates about the class. Being in classes and listening to panels and conferences that incorporated social media or that encouraged this kind of incorporation made her wonder how other schools approached the apparatus and how it was being integrated into their programs, curricula and online presence.

**Sarah Woolley (2018)**, examined that, Sojourner is a term commonly used in study abroad literature to describe an individual who is temporarily studying and living in a foreign county, otherwise referred to as a "study abroad" (Twombly, Salisbury, Tumanut&Klute, 2012). Thousands of miles away from home, access to the Internet and social media remains in the sojourner's pocket due to international cellular data plans on smart phones. Within seconds, taking a tour through Vatican City can switch to an interactive online experience with friends and family back at home. This instant communication allows a transparent and comforting experience for both the senders and the receivers.

**SisiraNeti (2019)**, highlighted his study on "Constantly Connected: The Impact of Social Media and the Advancement in Technology on the Study Abroad Experience" states that social media supports for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to

turn communication into interactive dialogues. Social media is the medium to socialize. Social media quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. Face book, Twitter, Hi5 and other social networking sites are collectively referred social media. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words.

**JesuKulandairaj (2019)**, explored that social media supports interaction among people in which they create share or exchange information and ideas in virtual communities and networks, it depends on mobile and web-based technologies to create highly interactive platforms. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals, the increased use of the Internet as a new tool in communication has changed the way people interact. Recently, a new means of online communication has emerged with its own set of idiosyncrasies. This new communication style occurs through the use of social networking site.

**Isodje (2019)** presented an overview on the use of Social Media for business promotion, since social media as an online collaborative platform has the power to impact cultures and business. This further, infiltrates communities, professional groups, peer bodies, which can be successfully used for promoting ones business.

**Mancanza, Beck and Hoover (2020)** investigate the use of sites for the socialization of the part of the experts of labor psychology. Most students who use Face book and their account information have access to plurality and some user profiles that have a questionable nature in their accounts that can be viewed publicly. They suggest that

formal education should be president to students regarding the use of these sites.

**PROBLEM SETTING**

Every day a lot new people are joining the social media and maximum users are the youngsters, they are making all the possible uses social media networking sites, no one has ever notices that the thin like between the right and wrong has been crossed. The students from higher educational learning institutions uses of social media for positive aspects as well as, sharing study materials for subject relevant, good thought, making new friends, looking for better job after completion of study duration, shopping, availability various services at the minimum possible cost are some of the positive features of the same.

Social media provides the students with enormous number of ways of accessing knowledge and gaining benefits. Students who can't afford books and notes can easily download pdf and study. Hence therefore tying find out various students among higher education learning institutions of their point of view availability of information and media impacts. Additionally present study concentration on entertainment, further various useful steps for present educational development, and awareness of social media uses.

**Objectives of the Study**

From the inferences of the empirical studies, the following objectives were framed.

1. To study the socio economic background of the respondents.
2. To analyze the various impact of social media among higher educational students.

**Hypothesis**

1. There is no significant relationship between various impact of social media and some selected socio economic variables.

Table 1.1 Distribution of Students Enrollment for Higher Education in Salem District 2017-2018

Name of the Institutions	No.of Institutions	Boys	Girls	Total
Constituent Colleges	2 (6.45)	1127	1050	2177
Government Colleges	3 (9.61)	3735	4758	8493
Private Colleges	24 (77.41)	14375	16232	30607
Aided Colleges	2 (6.45)	1420	2470	3,890

Source: Periyar University. org.in

The higher learning (Colleges) in Salem District have been classified under constituent college, Government college, and Private Colleges. Further, the above table reveals that 77.41 percent of the colleges are run by the private management, one tenth (10 percent) is the Government Colleges, aided Colleges nearly 7 percent and finally constituent colleges account for 6.45 percent. The private colleges are growing much faster as compared to the government colleges.

**METHODOLOGY OF THE STUDY**

The study is based on first and second hand data. Samples collected from final year students who are uses social

media the total sample size of the respondents was around 50. The researcher selected Sample colleges are Constituents, Government, Private and Aided colleges to be taken into studied (Arts and Science). Randomly selected Out of 31 colleges equal chances to be given . so the researcher has undertaken this study specifically for Salem district in Tamil Nadu. In this district which consists of 9 talucks and 20 blocks. Three point scaling technique was adopted like very high impact, high impact, less impact and weight one to three.

The research design constitutes the collection measures and analysis of data. The study is exploratory in nature and it aims to explore the factors that signify the impact

social media and social networking in Salem district. The primary data collected through interview schedule purpose sampling technique. The collected data analyzed with the help of statistical packages percentage, one way ANOVA were employed.

## RESULT ANALYSIS

To study this objectives, the researcher collected information related to social as well as economic condition of the educated for higher educational institutions students with respect gender, age, religion, nativity, education, occupation and income of the family income of the respected area

Table 2.2 Socio – Economic background of the Respondents

Socio-Economic Variables	No of Students	Percent
<b>Nativity</b>		
Rural	38	76
Urban	12	24
<b>Religion</b>		
Hindu	35	70
Muslim	12	24
Christian	3	6
<b>Age (Years)</b>		
18-20	37	74
21 above	13	26
<b>Gender</b>		
Male	28	56
Female	22	44
<b>Group of Study</b>		
Arts	26	52
Science	24	48
<b>Monthly Income</b>		
Less than Rs.10000	32	64
Rs.10001 to Rs.20000	15	30
Rs.20001 to Rs.75000	11	22
Above Rs.75001	12	24
<b>Occupation Status</b>		
Government	7	14
Private	17	34
Business	12	24
Agriculture	14	28
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Survey

The above table 2.2 deals with the socio- economic background of the students. Based on the objectives of the study, the information collected with respect to social as well as economic status of the students for arts and science colleges.

With respect to religion to region, more than seventh tenth (76 percent) of them were from rural area and remaining from 24 percent urban setup. Religious composition from this, it is inferred that, more than seventh tenth (71.4 percent) of them belongs to Hindu, Muslims and followed by (24 percent) and Christians (6 percent) respectively.

Further, the table 2.2 shows that various age group of the respondents. The age group has been classified into two namely 18to 20 and 21 above years.

Out of 50 respondents, seventh tenth (74 percent) were in the age group 18-20 years and remaining (26 percent) were above 21 years respectively.

Followed by nearly more than half of the respondents (56 percent) were male and remaining 44 percent were female respectively.

From the occupation government jobs engaged were 14 percent, private employee was 34 percent, business employee was 24 percent and agriculture was 28 percent.

As per monthly income if their family was nearly six tenth (64 percent) of the respondents were getting around less than Rs.10000. Followed by nearly one third (30 percent) of them less than were earning Rs.10001 to Rs.20000, followed by the income group Rs.20001 to Rs.75000 of them 22 percent and above Rs.75001 were 24 percent respectively.

As per the occupational of their family 34 percent of them were engaged in Private jobs, followed by agricultural labourer 28 percent, business activities 24 percent and remaining were government employee 14 percent respectively.

Table 3.3: Availability of Information among sample Respondents

Socio- Economic Variable		Sum of Squares	Df	Mean Square	F	Sig
Gender	Between Groups	.561	2	.280	1.135	.330
	Within Groups	11.619	47	.247		
	<b>Total</b>	12.180	49			
Age	Between Groups	.286	2	.143	.414	.663
	Within Groups	16.214	47	.345		
	<b>Total</b>	16.500	49			
Income of the Family Members	Between Groups	8.472	2	4.236	3.372	.043
	Within Groups	59.048	47	1.256		
	<b>Total</b>	67.520	49			
Education	Between Groups	.595	2	.298	.292	.748
	Within Groups	47.905	47	1.019		
	<b>Total</b>	48.500	49			
Occupation of the Family	Between Groups	1.647	2	.823	2.002	.146
	Within Groups	19.333	47	.411		
	<b>Total</b>	20.980	49			

Source: Survey Data

The above table 1.1 the sample respondents on the impact of social media on availability of information into three categorized like very high impact, high impact, low impact.

The researcher also tries to find made an attempt one way ANOVA was employed. To test whether there is any significance different in the sample respondents of different socio - economic background such as age, gender,

monthly income, education, and occupation status. It is inferred that the calculated value of 'F' were found to be less than the table value. Hence therefore, there is no significance difference in the selected socio economic variables and availability of information. The result also found that there is a significant different in the respondents of different income groups since the calculated value of 'F' is greater than the table value of 'F'.

Table 4.4: Entertainment of the Respondents

Socio- Economic Variable		Sum of Squares	Df	Mean Square	F	Sig
Gender	Between Groups	.358	2	.179	.711	.496
	Within Groups	11.822	47	.252		
	<b>Total</b>	12.180	49			
Age	Between Groups	.278	2	.139	.402	.671
	Within Groups	16.222	47	.345		
	<b>Total</b>	16.500	49			
Income of the Family Members	Between Groups	2.564	2	1.432	1.041	.361
	Within Groups	64.656	47	1.376		
	<b>Total</b>	67.520	49			
Education	Between Groups	2.303	2	1.151	1.171	.319
	Within Groups	46.197	47	.983		
	<b>Total</b>	48.500	49			
Occupation of the Family	Between Groups	2.383	2	1.191	3.011	.059
	Within Groups	18.597	47	.396		
	<b>Total</b>	20.980	49			

Source: Survey Data

The social media served as an entertainment for every one of us there is no doubt about it. They provide useful entertainment varies ways thereby the people enjoy more. The above table 2 shows that one way ANOVA to test the hypothesis. It is inferred that the calculated value of

'F' were found to be less than the table value. Hence therefore the null hypothesis accepted and it is concluded that there is no significant different between entertainment and socio economic variables.

Table 4.5: Educational Development of the Respondents

Socio- Economic Variable		Sum of Squares	Df	Mean Square	F	Sig
Gender	Between Groups	.473	1	.473	1.941	.170
	Within Groups	11.707	48	.244		
	<b>Total</b>	12.180	49			
Age	Between Groups	.272	1	.272	.804	.374
	Within Groups	16.228	48	.338		
	<b>Total</b>	16.500	49			
Income of the Family Members	Between Groups	.085	1	.085	.61	.807
	Within Groups	67.435	48	1.405		
	<b>Total</b>	67.520	49			
Education	Between Groups	.272	1	.272	.270	.605
	Within Groups	48.228	48	1.005		
	<b>Total</b>	48.500	49			

Occupation of the Family	Between Groups	.317	1	.317	.736	.305
	Within Groups	20.980	49			
	<b>Total</b>	20.980	49			

Highly associates with the development of education and socio economic variables. It helps them further enhanced knowledge, job opportunities, assignment work , great leaders speech, seminars preparation, dictionary, reading books etc... Further the above table 4.5

shows that one way ANOVA was applied to test hypothesis. It state that there is no significant relationship between development of education and some socio economics variables.

Table 4.6: Awareness of about Social Media

Socio- Economic Variable		Sum of Squares	Df	Mean Square	F	Sig
Gender	Between Groups	.368	1	.368	1.493	.228
	Within Groups	11.813	48	.246		
	<b>Total</b>	12.181	49	.246		
Age	Between Groups	.521	1	.521	1.565	.217
	Within Groups	15.979	48	.333		
	<b>Total</b>	16.500	49			
Income of the Family Members	Between Groups	1.541	1	1.541	1.121	.295
	Within Groups	65.979	48	1.375		
	<b>Total</b>	67.520	49			
Education	Between Groups	.521	1	.521	.521	.474
	Within Groups	47.979	48	1.000		
	<b>Total</b>	48.500	49			
Occupation of the Family	Between Groups	.480	1	.480	1.124	.294
	Within Groups	20.500	48	.427		
	<b>Total</b>	20.980	49			

Source: Survey Data

Now a days among higher education students very awareness on what they are unaware of so far. Irrespective of area rural and urban students get awareness on many thing by using social media.above table 4.6. It shows that the calculated value of ‘F’ less than the table value. It is inferred that there is no significant different in the general awareness and specific economic variables.

FINDINGS OF THE STUDY

With regard to the area of the residence, more than seventh tenth (76 percent) fall in rural and remaining 24 percent came from cities.

Around seven tenth (70 percent) of students belongs to Hindu, Muslims were 24 percent and Christians only 6 percent.

The age group 18-20 years 74 percent and followed by 21 years and above 26 percent respectively,

With respect to gender more than half of them (56 percent) of the students were male respondents and female were (44 percent)

Around more than half of them (52 percent) arts and 48 percent in science groups respectively.

monthly income if their family was nearly six tenth (64 percent) of the respondents were getting around less than Rs.10000. Followed by nearly one third (30 percent) of them less than were earning Rs.10001 to Rs.20000, followed by the income group Rs.20001 to Rs.75000 of them 22 percent and above Rs.75001 were 24 percent respectively

The social media as an important role for sharing information, entertainment, development of education and general awareness with respect of students are studied. From the analysis it was clearly state that the sample respondent of the age, gender, education, and occupation not differ. Further in the case of monthly income in their

own point of view. As far as the impact of social media on entertainment, development of education and general awareness regarding the impact.

CONCLUSION

In the present study the global is shrinking due to science and development. The emerging world is witnessing information revolution. The social media is now blended with every walk of our life. Cell phone is said to be sixth finger of every man especially among students. The social media in creates many impacts on various dimensions. The impact of social media on entertainment, availability information, and development of education and awareness of social media are the matter of great concern. At the same time, these social media should be used for constructive purpose not destructive purposes.

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