

# Students Attitude Towards On Social Media

Prathipa.V  
Research Scholars  
Loyola College  
Chennai- 600034

Dr. A. Jesu Kulandairaj  
Assistant Professor of Commerce  
Loyola College  
Chennai- 600034

## ABSTRACT:

*Background : Social media mainly for the purpose of entertainment, connection and feeling up to date. young people are higher user in social media and having mixed feeling and opinion about social media. the study aims to explore the students experience and attitude towards on social media and their benefits obtain from social network sites and positive and negative impact on social media .*

*Findings: students were use social media only for the purpose of academic and entertainment not for addiction and also observe that social network sites reduce the feeling of loneliness and frustration.*

*(key words: feeling of loneliness, students attitude, social network sites)*

## INTRODUCTION:

Now a day's most of people around the world use of social media to share information and make connections. social media is the facilitate the creation and sharing information, ideas career interest and others forms of expression via virtual communication and networks. personally social media allow you to communicate with your friends and family, learn new things, develop your interest and be entertained. On professionally we can use social media to broaden our knowledge in a particular field. Users typically access social media service via web based technologies on desktop and laptops and download service that offers social media functionally to their mobile device. User engage with these electronic services and they create highly interactive platforms through which individuals, communities, organizations."Doreen Moran"- social media is a collecting of online platform and tools that people use to share content, profits, opinion, insights, experience, perspective and media itself, facilitating conversation and interaction online between group of people."Social interactive technologies" for example instant messaging or text messaging or other networks which offers fast paced, inexpensive online communication which allows social interaction to start and evolve (Bryan 2006).

Social Network Sites is the act of connecting on social media platforms. some of most popular social websites like face book, instagram, whatsapp, goggle+, myspace, LinkedIn, snapchat, twitter, youtube etc.

## OBJECTIVES:

To identify the student attitude and experience towards on social media.

To identify the positive and negative impacts of social media.

To identify the benefits obtained from using the social media.

## METHODOLOGY:

Research Methodology is a way to solve systematically a research problem. The method used in this study is convenient sampling in survey method through online. The researcher forwarded the link to students to fill the online questions. for this study data were collected both primary and secondary data and the sample size 80.This analysis was done by using SPSS 23 software for finding the chi square, ANOVA, factor analysis, and KMO and Bartlett's test.

**LIMITATION OF THE STUDY:**

Researcher circulated the questionnaire to few students the data collected from the sample may not reflect the universe. The study did not go for in-depth testing of tools due to inadequacies of tools. There may be personal bias in the information given by the respondents are not 100 percent practical and true.

**REVIEW OF LITERATURE:**

Sophie H.Janicke bowles et al (2018) observed that the relationship between exposure to a specific type of content on social media and well being outcomes. self transcendent emotions as elated from inspiring social media mediated on gratitude. awe, vitality, pro-social motivation and pro-social behavior.

Matthew pittman (2018) explored the user perceptions of social media and their effects on psychological well being, caveat of the emotional benefit of social media they appear to have potential for reducing loneliness and increasing happiness.

Akram.v et al (2017) explored that every aspects of social media with positive and negative effects and particularly focused on health business, education society and youth and explained how social media would influence the society in a broad way.

Roopika risan (2015) analyzed that the growing influence of social media in the lives of adolescents, determine whether social media affects adolescents writing a precursor. effectiveness of social media in the classroom.

omer eren ( 2012) investigated the attitude towards use of social networking sites in language classes. found out the facebook supporting language of teaching for academic purpose Improving pre-intermediate level preparatory class students.

**DATA ANALYSIS AND INTERPERTATION:**

Table:1 Descriptive statistics for attitude towards on social media

	Mean	Std. Deviation
Chatting	4.09	<b>.679</b>
academic purpose	3.94	.862
movies and music's	3.98	.811
making friends	3.45	1.090
Entertainment	4.26	.791
stress out	4.04	.818
contact with family & friends	4.09	.845
news & current affairs	4.09	.783

Table 1: represent that high mean value is 4.29 and the lowest standard deviation is .679 it indicates the students attitude on social media most of the student are reason for using social media only for chatting and news & current affairs.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.597
Bartlett's Test of Sphericity	Approx. Chi-Square	132.856
	Df	36
	Sig.	.000

Table1:1 It found that KMO measure of sampling adequacy is 0.597, Bartlett's test of sphericity with approximately chi square value is 132.856,  $p=.000$  are statically significant at 5% level . therefore it can be concluded the variable consider for factors analysis from normal distribution to represent the factor emerged. the value implies the sample size is adequate for data reduction process and create a conducive situation to ascertain the underlying factors reasonable for students attitudes on social media.

Table:2 GENDER AND PHONE ADDICTION:

H0: There is no significance difference between gender and phone addiction.

H1: There is significance difference between gender and phone addiction.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.176 <sup>a</sup>	2	.916
Likelihood Ratio	.176	2	.916
Linear-by-Linear Association	.054	1	.816
N of Valid Cases	80		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.26.

Table 2: shows that p- value is greater than our chosen significance level  $\alpha(=0.05)$  null hypothesis were accepted. There is no significance was found between gender and phone addiction.

Table 3: FEELING LONELINESS AND PHONE ADDICTON

H0: There is no significance difference between feeling of loneliness and phone addiction.

H1: There is significance difference between feeling of loneliness and phone addiction.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.040 <sup>a</sup>	4	.134
Likelihood Ratio	7.248	4	.123
Linear-by-Linear Association	.322	1	.570

N of Valid Cases	80		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.85.			

Table 3: show that P value is lesser than table value. so null hypothesis were rejected. from collected data it was cleared there is difference between feeling of loneliness and phone addiction. positive attitudes towards on social media, students were use social media only for purpose of entertainment not for addiction.

Table 4: GENDER BASIS FEELING FURSTRATED IN UNAVAILABLE SOCIAL NETWORK SITE

ANOVA					
unavailable SNS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.046	2	15.023	11.352	.000
Within Groups	101.904	77	1.323		
Total	131.950	79			

Table 4: shows that 95% confident level the critical value obtained from the  $f=11.352$ . the critical value is greater than tabular value and falls in the rejection hence the null hypothesis is rejected and the alternative hypothesis is accepted. There is enough evidence to believe that there is a significant between gender and feeling frustrated in unavailable social network sites.

Table 5: NEGATIVE IMPACT AND ACTIVITIES ON SOCIAL MEDIA

H0: There is no significance difference between negative impact and activities on social media.

H1: There is significance difference between impact and activities on social media.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.899 <sup>a</sup>	12	.247
Likelihood Ratio	18.487	12	.102
Linear-by-Linear Association	1.731	1	.188
N of Valid Cases	80		
a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .25.			

Table 5: shows that P value is lesser than table value. so null hypothesis were rejected. from collected data it was cleared there is difference between negative impact and activities on social media. Most of the 58.6% of students getting updates in Social Network Site it will not be consider as negative impact.

Table 6: SOCIAL NETWORK SITES FOR EDUCATION PURPOSE:

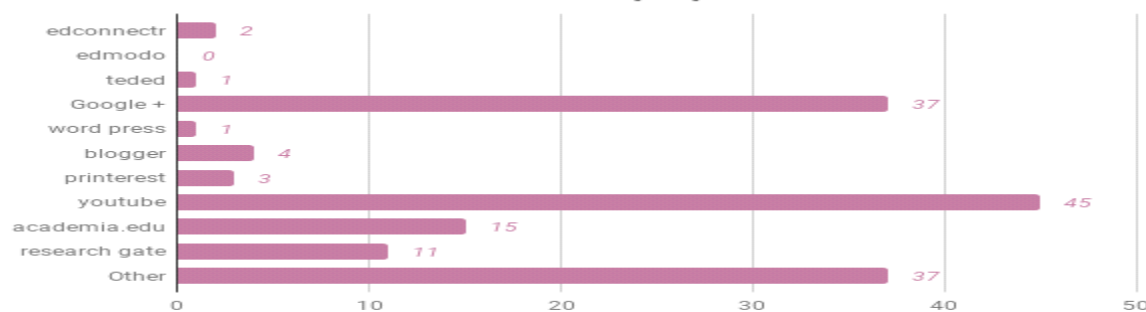
**Most like to visit SNS for education purpose**

Table 6: Represent 45% of the students likely to visits you tube and 37% of students likely to visits google+ for academic purpose.

**FINDINGS:**

51.3% of students think social media is keep touch with friends and family and 23.1% response says easy to interact 78% of response agree that the time appears very quickly when they are in social media.

62.5% young people have mixed feeling about negative and positive impact on social media.

40% of young people likely to visits instagram and whatsapp.

43.8% of students agree social media reduce feeling of loneliness.

77.2% of students says social network sites is faster than television

39.7% of response are using social media while walking on the road

42.9% of students sometimes ignored responsibility chores because of using social network sites.

**CONCLUSION:**

youngster are the highest user of social media . social media is valuable tool for educational studies the study representing positive experience and behavior on social media some students are having mixed feeling about social media Feeling connected to others is one of the main foundation of our emotion and physical well being. some negative aspects are students are lonelier than all other age group. high use of social network site connecting to social anxiety, depression and loneliness. the study suggest and invite students to bring awareness into use of social network sites and enjoy the benefits of social site in good perspectives.

**REFERENCE:**

Matthew pittman (2018) Happiness, loneliness and social media: perceived intimacy mediates the emotional benefits of platform use The Journal of Social Media in Society Fall 2018, Vol. 7, No. 2, Page 164-176 thejsms.org

Sophie H.Janicke bowles et al (2018) Social media for good ? A survey on millennial inspirational social media use The Journal of Social Media in Society Fall 2018, Vol. 7, No. 2, Page 120-140 thejsms.org

Akram.v et al (2017) a study on positive and negative effects of social media on society vol.5(10), oct 2017, e-issn: 2347-2693 <https://www.researchgate.net/publication/323903323>

Roopika risan (2015) "Adolescent Attitudes Towards Social Media in the Classroom" (2015). Honors Theses. 47.[https://digitalcommons.salemstate.edu/honors\\_theses/47](https://digitalcommons.salemstate.edu/honors_theses/47)

**WEBIOGRAPHY:**

[www.researchgate.com](http://www.researchgate.com)