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INFLUENCE OF SOCIAL MEDIA ON YOUNG MUSLIM WOMEN STUDENTS OF BARAK VALLEY

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ABSTRACT

The most important role of social media in the present scenario is to create new social communication by the available modern technology called ICT between family, friends and people. This study has the goal of promoting the role and influence of social media on young Muslim students of Barak Valley.

Barak valley is situated at the southernmost part of Assam surrounded by the different North eastern states like Mizoram, Tripura, Manipur and Meghalaya and international country like Bangladesh. The people of the valley are mostly Bengali speaking people and having no difference with the other speaking people of the valley. Barak valley is another way can be defined as the replica of India and almost all those language spoken people are available with their culture and customs. According to the census of 2011 total population of Barak Valley is 47,9,390 and total area is 22,244 sq KM. The valley is comprising of three districts namely Cachar with 3,786 Sq. KM area of land, Karimganj having 1,809 Sq. KM area of land and, Hailakandi 1,327 Sq KM area of land. According to the census 2011 the total population of

District Cachar is 17, 36,319 and in between 886616 are male where as the female population is 849703 and accordingly the literacy percentage is 80.36% and in between the male having 85.85% and female having 74.62% whereas the literacy ratio of Karimganj District is 92.82% with 95.28% male and 90.33% female and Hailakandi having 92.93% of which males and females having 95.31% and 90.54% respectively. The literacy ratio of the valley including three districts are is 88. 71%. According to the religious composition of the valley is 48.1% Muslim whereas 50% Hindus, 1.16 Christian and 0.3% others.

Keywords: social media network, smartphone, instagram, Facebook, penetration

INTRODUCTION

Social media network has spread in Indian scenario with variety of reason and purpose and because of that reason India has become third biggest country in terms of internet users in the world. The influence of social websites can be good on students but if we have a closer look on the real impact of social media. The main focus of students should be education but unfortunately today's students are emphasizing on such sites which can be a complete wastage of time. It has become an addiction for college students, teenagers and adults also. Social media is the most influential and most used instrument in the present scenario and Indian youth population are using the social media very easily and most the youth spend 2.25 hours over social media on daily basis. Easy availability of internet has enlarged the number of social media users and it goes to 448 million in 2021 and most amazingly it is found that the numbers of internet users are stand to 624 million which is 45% of total Indian population. Now, it has been seen that the social media has become most essential and most urgent part of Indians in accordance to globe. It can be defined as the internet has become the melting pot of ideas and innovation and also stands as the right voice to the voiceless or ignored section of the society. Indian constitution has guaranteed the freedom of speech and expression to its bonafied citizen and social media are performing as the platform to gather and disseminate information and also receiving the opinion. Infinite numbers of different topics and conversations are trending on social media and many of the hashtags become viral.

According to the Indian Social Media statics report, 2021 total population in India is 1.39 billion where as 0.448 billion are active social media users, 0.642 billion are internet users, 0.444 billion are social media users via smart phone and 0.572 are mobile internet users. The rise of use of internet in Indian periphery is due to the falling price of smartphones. Another factor of rising of internet users are due to the easily-availability of super-fast internet with lowest price. The numbers of mobile internet users has reached to 572 million out of which 444 million social media users are accessing through mobile. According to the statistics the percentage of annual growth in social media users are 31.2% with more than 78 million new users and annual growth of internet users are 8.2% with another 44 million new users. With 85.80% of the social media users enrolled in YouTube has become the most used social media platform in 2021 in India after US and 79% in Facebook, 70.60% in Instagram, 50.6% in Tweeter, 3707% in LinkedIn, 34.3% in Pinterest and 22.1% in Reddit. With 79% of the country's total users in Facebook

owned Whatsapp has become the most popular messenger application in India followed by Facebook messenger with 62% penetration, Snapchat with 33.7% users. Few other messenger apps that are favored in India are Skype 29.3% penetration, Telegram 28.5% penetration, Helo 22.9% penetration, again recently banned Wechat 22.5% penetration and Hike 21.3%. This paper presents impact of social media on Indian education, students and impact on teenager's life, further it describes how social media networking websites are auditory and dangerous for Indian youth and teenagers and specially Barak Valley.

Media is regarded as the most effective and reachable instrument of communication like newspaper, radio and television and as like same the social media will be the social instrument of communication. Easy availability of low cost and high speed internet has added more flavour to the use of social media network which has covered the area from marketing to education. A very large number of youth and institution are using internet for the purpose of education and good task but another section of youth are using the internet for the wrong purpose and whose impact are large. Social media has become the toy in the hands of every child and households and treat the instrument as the duck over water. However, many youth are spending their valuable time on playing games and making fun over social media websites. The social media sites are intentionally made easy to use and understand each and once one entered the site will allow to sink deep in to it without any retrospection and feeling guilty. The social media sites are made youth friendly and because of that the youth and specially students are getting glued to the fraternity with interest, enjoyment and a profile of standard.

Islam allows their offspring's to take and receive education from anywhere and everywhere but with keeping themselves to the track of Islam. One should not forget their root and should not go beyond the Islamic system to make themselves modern and updated. Girls are more precious in Islamic world and because of that the 'Hijab', 'Pardha' and 'Burkha' system receive more prominence.

A research conducted on 300 numbers of female college going students of different college of Barak Valley.

1. Does your mobile phone equipped with internet facilities?

mobile phone equipped with internet facilities			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	yes	221	86.33
B	no	35	13.67
TOTAL		256	100

Table number 33 express that the available smart phone of the respondent are equipped with internet connection. According to the responses of the respondent 86.33 percentage of the respondent are having internet connection whereas only 13.67 percentage of the respondent are having no such internet connectivity

2. What do you search/watch most in the internet?

watch most in the internet			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Cinema	30	13.57
B	Search job site	05	2.26
C	News	03	1.36
D	Song	12	5.44
E	Use social media most	171	77.38
F	Others	00	00
TOTAL		221	100

Table number 34 express the respondent watch/search what most in the internet. According to the responses of the respondent 13.57 percent of the respondent watch most cinema over internet, 2.26 percentage of the respondent search different jobs, 1.36 percentage watch news , 5.44 percentage watch different music videos/ songs and 77.37 percentage of the respondent get involved with different social media sites.

3. How many hour in a day spend on internet?

TIME SPEND OVER INTERNET IN ONE DAY			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Less than 1 hour	102	34
B	1-3 hours	153	51
C	4-6 hours	04	1.33
D	7-9 hours	00	00
E	10 hours above	00	00

F	I am not using it every day	15	5
G	Can't say	26	8.67
TOTAL		300	100

Table number 38 express the time spend by the respondent over internet in a day. According to the responses of the respondent it is found that 34 percent of the respondent spend less than 1 hour in a day, 51 percent of the respondent spend 1 to 3 hours in a day, 1.33 percent of the respondent spend 4 to 6 hours in a day, 5 percent of the respondent do not uses internet on daily basis, 8.67 percent of the respondent can't express the internet uses time and schedule.

4. Why do you use internet most?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	For information	69	23
B	For entertainment	162	54
C	For education	42	14
D	For searching job online	21	7
E	Can't say	06	2
TOTAL		300	100

Table number 39 express why do respondent uses the internet most. According to the responses of the respondent 23 percent of the respondent uses internet for the purpose of gathering information, 54 percent of the response uses the internet for the purpose of entertainment, 14 percent of the response uses the internet for the purpose of education, 07 percent of the response uses the internet for the purpose of searching jobs, 02 percent of the respondent can't say.

4. Do your parents have social media profile?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	yes	13	4.34
B	no	287	95.66
TOTAL		300	100

Table number 48 express whether their parents having social media profile or not. According to the responses of the respondent it is found that 4.34 percentage of the respondent parents having social media profile and 95.66 percentage having no.

Do you have registered as membership in any group in social media?

Ta			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	yes	132	77.19
B	no	39	22.81
TOTAL		171	100

Table number 55 express whether they have registered as membership in any group in social media or not. According to the responses of the respondent 77.19 percentage have registered but 22.81 have not.

5. Do you know about social networking site?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	262	87.33
B	No	38	12.67
TOTAL		300	100

Table number 57 express that the respondent having any knowledge about social networking site. According to the responses of the respondent 87.33 percent knows about social networking site and 12.67 having no knowledge about social networking site.

6. If yes, on which platform? (Please tick against correct multiple answer)

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Facebook	171	57
B	Twitter	20	6.66
C	Linkedin	11	3.66

D	YouTube	220	73.33
E	Instagram	112	37.33
F	Google Duo	15	5
G	IMO	20	6.66
H	Whatsapp	221	73.66
I	Others	00	00

Table number 58 express the categories in which respondents are registered to social media. According to the responses of the respondent 57percent of the respondents are registered to Facebook, 6.66 percentage of the respondent are registered to Tweeter, 3.66 percentage of the respondents are registered to LinkedIn, 73.33 percentage are registered to You Tube, 37.33 percentage are registered to Instagram, 5 percentage of the respondent are registered to Google Duo, 6.66 percentage are registered to IMO and 73.66 percentage are registered to Whatsapp.

7. What is the frequency of using your Facebook accounts?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Daily	167	97.66
B	Weekly	03	1.76
C	Fortnight	01	0.58
D	Monthly	00	00
TOTAL		171	100

Table number 68 express the frequency of using your Facebook accounts. According to the responses of the respondent 97.66 percent use Facebook on daily basis, 1.76 percent use on weekly basis and 0.58 percent use on fortnight basis

8. Do you know about YouTube channel?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	283	94.33
B	No	17	5.67
TOTAL		300	100

Table number 72 express that do they know about YouTube channel. According to the responses of the respondent 94.33 percent knows about the YouTube channel and only 5.67 percentage don't know about YouTube channel.

9. Do you use YouTube channel?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	147	49
B	No	153	51
TOTAL		300	100

Table number 73 express that do they use YouTube channel. According to the responses of the respondent 49 percent use YouTube channel and 51 percent don't use YouTube channel.

10. Do you have YouTube channel?

YOU TUBE CHANNEL			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	35	15.84
B	No	186	84.16
TOTAL		221	100

Table number 75 express that the respondent having personal YouTube channel. According to the responses of the respondent 15.84 percent having their own personal YouTube channel and 84.16 having no account.

11. Do you know about Twitter?

TWEETER			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	210	70
B	No	90	30
TOTAL		300	100

Above table express that the respondent having any idea about tweeter. According to the responses of the respondent 70 percent knows about tweeter and only 30 percent having no idea about tweeter.

12. Do you have Twitter account?

TWEETER ACCOUNT			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	103	34.34
B	No	197	65.66
TOTAL		300	100

Above table express that the respondent having personal tweeter account. According to the responses of the respondent 34.34 percent having their own personal account and 65.66 percentage having no personal account.

13. Do you have Whatsapp account?

WHATSAPP			
SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	Yes	221	73.67
B	No	79	26.33
TOTAL		300	100

Above table express the respondent having Whatsapp account or not. According to the responses of the respondent 73.67 percentage having WhatsApp account and 26.33 percent having no.

14. What do you think the best age group for dealing with social networking site?

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	10-15 years	04	1.34
B	16-20 years	195	65
C	21-25 years	86	28.66
D	25 above	15	5
TOTAL		300	100

Above table express the best age group for dealing with social networking site. According to the responses of the respondent 1.34 percent express that the best ager group is 10-15 years, 65 percent express that 16-20 years of age is best, 28.66 percent express 21-25 years of age is best and only 5 percent express above 25 years is best.

15. Why social media is useful for you (you can tick against many option)

SI NO	CATEGORIES	FREQUENCY	PERCENTAGE
A	it helps updating us	150	500
B	It gives important connectivity	166	53.34
C	It gives platform to share our feelings	77	25.67
D	It helps us understanding others	25	8.33
E	It is entertaining	170	56.67
F	It is part of modernity	50	16.66
G	Having social media profile is associated with smartness	69	23
H	It is necessary for every youth	43	14.34

Above table express the why social media is useful for them. According to the responses of the respondent 500 percent express that it helps updating them, 53.34 percent gives important connectivity, 25.67 percent gives platform to share our feelings, 8.33 percent helps us understanding others, 56.67percentage express as is and, 16.66 percent takes as part of modernity, 23 percent Having social media profile is associated with smartness and 14.34 percentage express it is necessary for every youth.

CONCLUSION

Above Data express that the available smart phone of the respondent are equipped with internet connection. According to the responses of the respondent 86.33 percentage of the respondent are having internet connection whereas only 13.67 percentage of the respondent are having no such internet connectivity. Table number 34 express the respondent watch/search what most in the internet. According to the responses of the respondent 13.57 percent of the respondent watch most cinema over internet, 2.26 percentage of the respondent search different jobs, 1.36 percentage watch news , 5.44 percentage watch different music videos/ songs and 77.37 percentage of the respondent get involved with different social media sites. According to the data available the time spend by the respondent over internet in a day. According to the responses of the respondent it is found that 34 percent of the respondent spend less than 1 hour in a day, 51 percent of the respondent spend 1 to 3 hours in a day, 1.33 percent of the respondent spend 4 to 6 hours in a day, 5 percent of the respondent do not uses internet on daily basis, 8.67 percent of the respondent can't express the internet uses time and schedule. Table number 39 express why do respondent uses the internet most. According to the responses of the respondent 23 percent of the respondent uses internet for the purpose of gathering information, 54 percent of the response uses the internet for the purpose of entertainment, 14 percent of the response uses the internet for the purpose of education, 07 percent of the response uses the internet for the purpose of searching jobs, 02 percent of the respondent can't say. Above Table express whether their parents having social media profile or not. According to the responses of the respondent it is found that 4.34 percentage of the respondent parents having social media profile and 95.66 percentage having no. Above Table express whether they have registered as membership in any group in social media or not. According to the responses of the respondent

77.19 percentage have registered but 22.81 have not. Table number 55 express whether they have registered as membership in any group in social media or not. According to the responses of the respondent 77.19 percentage have registered but 22.81 have not. Above Table express that the respondent having any knowledge about social networking site. According to the responses of the respondent 87.33 percent knows about social networking site and 12.67 having no knowledge about social networking site. Above Table express the categories in which respondents are registered to social media. According to the responses of the respondent 57 percent of the respondents are registered to Facebook, 6.66 percentage of the respondent are registered to Tweeter, 3.66 percentage of the respondents are registered to LinkedIn, 73.33 percentage are registered to You Tube, 37.33 percentage are registered to Instagram, 5 percentage of the respondent are registered to Google Duo, 6.66 percentage are registered to IMO and 73.66 percentage are registered to Whatsapp. Table number 68 express the frequency of using your Facebook accounts. According to the responses of the respondent 97.66 percent use Facebook on daily basis, 1.76 percent use on weekly basis and 0.58 percent use on fortnight basis. Table number 72 express that do they know about YouTube channel. According to the responses of the respondent 94.33 percent knows about the YouTube channel and only 5.67 percentage don't know about YouTube channel. Table number 73 express that do they use YouTube channel. According to the responses of the respondent 49 percent use YouTube channel and 51 percent don't use YouTube channel. Table number 75 express that the respondent having personal YouTube channel. According to the responses of the respondent 15.84 percent having their own personal YouTube channel and 84.16 having no account. Available Table express that the respondent having any idea about tweeter. According to the responses of the respondent 70 percent knows about tweeter and only 30 percent having no idea about tweeter. Table number 79 express that the respondent having personal tweeter account. According to the responses of the respondent 34.34 percent having their own personal account and 65.66 percentage having no personal account. Table number 82 express the respondent having Whatsapp account or not. According to the responses of the respondent 73.67 percentage having WhatsApp account and 26.33 percent having no. Table number 94 express the best age group for dealing with social networking site. According to the responses of the respondent 1.34 percent express that the best ager group is 10-15 years, 65 percent express that 16-20 years of

age is best, 28. 66 percent express 21-25 years of age is best and only 5 percent express above 25 years is best. Available Table express the why social media is useful for them. According to the responses of the respondent 500 percent express that it helps updating them, 53.34 percent gives important connectivity, 25.67 percent gives platform to share our feelings, 8.33 percent helps us understanding others, 56.67percentage express as is and, 16.66 percent takes as part of modernity, 23 percent Having social media profile is associated with smartness and 14.34 percentage express it is necessary for every youth.

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