

Use of Social Media by the Students of MBA Institutions at Davangere District, Karnataka

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Abstract:

This study is focused on the use of social Media among the post-graduate management students for their academic and general purpose. Collected responses from the students of five post-graduate management institutions in Davangere district, Karnataka for this study and 100 structured questionnaires were equally distributed among the students to get the response about the use of social media for their academic and general purpose. The result found that majority of the management students use Facebook, google+ and YouTube to chat and send the messages. The study revealed that the purpose of use of these social media is to keep in touch with friends/relatives and to search job and to update the current information in general. Further, students are using social media for academic purpose only preparing class notes 57.14% and preparing PPTs 54.76%. Finally it can be concluded that there is a need to create more awareness to make use of these social Media for the purpose to build the communication skills, professional links and to update their general knowledge.

Keywords : Social media; communication skills; management; internet.

Introduction:

Use of social media by the Youth, teenagers and students in India and world is increasing rapidly and it has become the part of the life of youth. Social media usage is particularly high among young adults and college students (Lenhart et al., 2010), RGICS (Rajiv Gandhi Institute for Contemporary Studies) 2013 report highlights that India has the world's 3rd largest internet population and 2nd largest in Asia pacific and 75% of PC internet users in India are under the age of 35 and 90% of mobile internet in India are under the age of 35. Gunawardena et al (2009) define social network as the practice of expanding knowledge by making connections with individuals of similar interests. It helps students to transform the information very quickly. Social media is the shared online communication channels which is used to community-based input, interaction, content-sharing, discussion forums and collaboration. Facebook, twitter, google+, Wikipedia, LinkedIn and many other are the major well known social Medias. According to merriam-webster dictionary "social media are the forms of electronic communication (as web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (as

videos). Our study is focused on the “use of social media by the students of management institutions, Davangere district, Karnataka.

Literature Review

The college students are exposed to all types of communication technologies in many aspects of their lives (Browning, Gerlich, & Westermann, 2011). On a daily basis they use desktop computers, laptops, e-readers, tablets, and cell phones to actively engage in social networking, text messaging, blogging, content sharing, online learning, and much more (Cassidy, Griffin, Manolovitz, Shen, & Turney, 2011).

A recent report from the Pew Research Center’s Internet and American Life Project (Lenhart, Purcell, Smith, & Zickuhr, 2010) highlights the use of social media that 72% of survey respondents use social networking sites.

Liu (2010) investigated students’ use of different social media tools and their attitudes and perceptions towards these tools. The study results also revealed the top four reasons why students use social media tools. As reported, 85% use such tools for social engagement, 56% use them for direct communications, 48% use them for speed of feedback/results, and 47% use them for relationship building; however, fewer than 10% of the students mentioned using social media tools for academic practice.

Poellhuber and Anderson (2011) In terms of interest in using social media for academic practice, the study respondents demonstrated a higher interest in using those social media tools for which they were most familiar. Ranked by the percentage of interested respondents, the list includes the following: video sharing (58.2%), social networking (52.8%), Web conferencing (42.6%), blogging (40.2%), photo sharing (36.4%), podcasting (33.7%), wikis (31.3%), electronic portfolios (28.5%), virtual worlds (19.4%), tweeting (18.5%), and social bookmarking (18.1%).

Guy (2011) focused on the use of social media by students of color. The first study queried 261 undergraduate students regarding their personal use of social networking sites. Eighty-seven percent of the study participants surveyed reported having subscribed to either Facebook or Myspace while only 13% said they participate on Web sites as bloggers. Students were also asked to report their frequency of usage with specific online activities relating to social networking. The results revealed that 53% of the students reported using Facebook and/or Myspace on a daily basis. Blogging was the activity students reported performing the least at 5% daily.

In the present investigation an attempt has been made to study the awareness and use of social media by the management students. Further, an attempt has been made to analyze the purpose of use and extent of use of social media by the management students in Davangere District.

Objectives of the study is:

To know the extent of use of different social Medias by the MBA Students

To **investigate** the purpose of use of social Medias

To study the usefulness of the use of different social Medias

To **explore** the most use of social Medias among the MBA Students

Methodology:

The present study adopted a questionnaire based survey of selected Five Management Institutions in Davangere District. 20 questionnaires were equally distributed and personally visited and collected the feedback from each selected management institute. It constitutes 100% feedback from the students from all selected colleges from davangere district and interviewed the respondents personally to collect needed information. The profile of the each covered institutions is given below in table-1.

Table-1 Shows the information about the institutions covered for the study.

Name of the Institute	Year of established	No. of Response
G M Institute of Technology Davangere	2008	20
Kirloskar Institute of Advanced Management Studies	1991	20
Jain Institute of Technology Davangere	2011	20
Bapuji B-School Davangere	2008	20
Davangere University MBA Dept.	2009	20
		100

Analysis and interpretation:

Table-2: General opinion of the respondents.

Particulars		Frequency	Percentile
1. Gender:	Male	62	(62.00)
	Female	38	(38.00)
2. Total Internet users:	Yes	100	(100)
3. Use of Internet Since :	6 Months	10	(10.00)
	12 Months	6	(6.00)
	1-2 Years	22	(22.00)
	2-4 Years	50	(50.00)

	5 & Above	30	(30.00)
4. Frequency of Use of Internet			
	Daily	88	(88.00)
	Weekly	12	(12.00)
	Monthly	0	(0.00)
	Rarely	0	(0.00)
5. Minimum Hours spent per week			
	Less Than 1	18	(18.00)
	1-2 Hrs.	52	(52.00)
	2-4hrs.	14	(14.00)
	More Than 4 hrs.	16	(16.00)
6. Place of access of internet			
	College	32	(32.00)
	Library	0	(0.00)
	Browsing	0	(0.00)
	Home	10	(10.00)
	Mobile	62	(62.00)

The above table-2 results shows that almost all the students use internet and majority of 50.00% of the students use the internet since 2-4 years. 88.00% of the students use internet daily and majority of 62.00% of the students use mobile is device to access internet and only 32.00% use internet in college.

Table-3: Purpose of Use of Internet

Purpose of Use of Internet	Response	Percentile
To Send E-Mail	70	(70.00)
To Browse Entertaining	42	(42.00)
To Online Shopping	72	(72.00)
To Search Social media websites	66	(66.00)
To Find educational related information	72	(72.00)
To Chat / Messaging with Friends	64	(64.00)
To watch News /online TV	32	(32.00)
To Listen Music	44	(44.00)
To Play Games	30	(30.00)

Table- 4: Describes the extent of use of social Medias for their academic purpose:

Social Medias	Response	Percentile	Rank	Very useful	somewhat useful	Less Useful	Not Useful	Weighted Average
Facebook	82	(82.00)	1	68	10	4	0	31
LinkedIn	12	(12.00)	7	8	2	0	2	4
Twitter	16	(16.00)	5	10	6	0	0	5.8
YouTube	40	(40.00)	3	18	14	6	2	12.8
Blogs	18	(18.00)	6	8	4	6	0	5.6
Slide Share	22	(22.00)	4	12	4	4	2	7
Google+	40	(40.00)	2	26	10	2	2	14

It is revealed from the study that, most of the Management Students 82% use Facebook as media to use both for the academic and general purpose followed by google+ and you-tube 40 (40.00%). It is clearly indicate the majority of students use social Medias including LinkedIn 16.00%, Slide Share 22.00%, Twitter 16.00% and Blogs 18.00%.

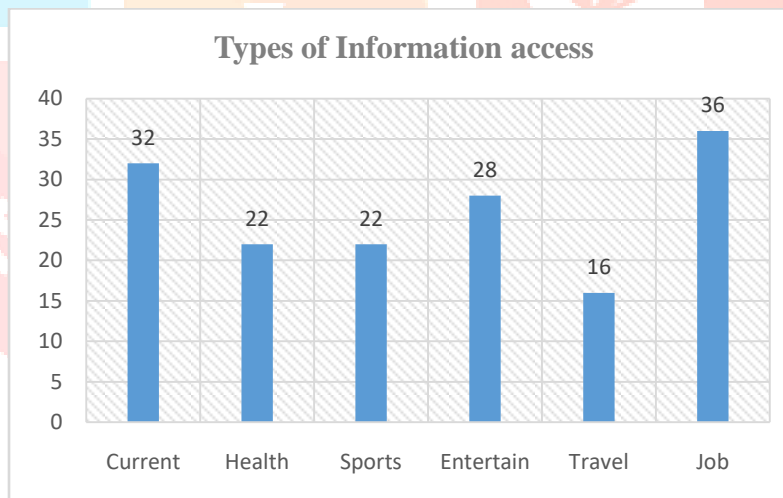


Table: Use of social media by the students for the Academic and General.

General purpose	Response
To keep in touch with friends and family.	78 (78.00)
To meet new friends.	40 (40.00)
To Chatting and forwarding messages with friends	64 (64.00)
To communicate with classmates about course-Related	40 (40.00)
Share experiences/opinions	42 (42.00)
View entertainment	42 (42.00)
To share photos, videos, and Music.	42 (42.00)
To play games.	34 (34.00)
To discover new music, books, films, and other	34 (34.00)
To find new information and share.	52 (52.00)
Academic Purpose	Response
Class notes	24(57.14)
Preparing PPTs	23 (54.76)
Information Related to Videoconference	5 (11.90)
Photos/Pictures/videos of activities held in colleges	18 (42.86)
Group discussion	9 (21.43)
To Share General Information among the students	14 (33.33)
Students Community information	9 (21.43)
Posting questions & Answers to the discussion forum	9 (21.43)
To attend online classes	9 (21.43)

The above table indicates that the use of social medias by the students both general and academic purpose. In this majority 78.00% and 64.00% of the students use social media to keep in touch with the friends and family members and chatting and forwarding messages with the friends. Whereas only 57.10% and 54.76% of respondents use to prepare class notes and preparing PPTs. And 21.43% of the students make use of the social Medias to send the information among the community members, posting questions & Answers and to attend online classes. Hence, there is a lack of awareness among the students that instead of use the social Medias only for the general purpose they can also effectively use for academic.

Table: Social media helps students.

Social media helps students	Responses	Percentile
It helps to contact old and new people	44	(44.00)
It helps to build professional relations	60	(60.00)
It helps to find the latest information	48	(48.00)
It helps to share information quickly	36	(36.00)
It helps to improve communication skills	22	(22.00)
It helps to get jobs	24	(24.00)
It helps in creating awareness	18	(18.00)
It Helps to learn online free certificate courses	18	(18.00)
It helps to attend online interview	16	(16.00)
It helps to share health information	10	(10.00)

In this study majority of opined that it will helpful for the students to build professional relationship 60.00%. And further social media helps to find the latest information 48.00%. 36.00% of respondents said that it helps to share the information quickly and also social media benefits in getting job feedback given by 24.00% of respondents.

Findings:

- 62.00% Majority of the students use internet only on their mobile phones
- Majority of 72.00% of respondents use internet for online shopping
- Facebook, Google+ and YouTube are the majority of usable social medias by the management students
- 78.00% of respondents use social medias to keep in touch with friends and family
- Most of the students use to chat, share the photos, videos and messaging purpose
- 60.00% of students opined that social media helps to build the professional links.
- Also they use moderate level of these social media for improving communication, to learn about online courses, to share the health information etc.

Suggestions:

- It was observed that the use of social media is merely for general purpose, there is a need to create awareness among the students that they can use the social Medias for academic purpose too.
- Maximum number of students are using internet from their mobile phones, it is indicated that students are not using internet facilities from colleges, so proper awareness is required among the students to make use of the internet and online resources from the colleges.
- These social Medias can be used to attend online classes, to conduct video conferences, to make academic group discussions etc.
- Specific courses, classes, jobs and other facilities are available from these social Medias, but majority of the students use these social Medias only for the common purpose like chatting with friends, uploading photos, videos etc. There is a necessary to educate the studentsto make them use these social Medias for their educational purpose.

Conclusion:

Large number of youths in India started to use social Medias in these days, these social Medias are academically more useful for management students. As it is observed that management's course and their teaching the mainstream: presentations, seminars, video conference, group discussions and communication skills etc. are the major uses of social media among the management students. The present study the majority of students use these social Medias to prepare notes, PPTs, sending messages, share educational information etc. the study recommended that there is need to create an awareness to use social Medias only to the constructive use and to share and collect the academic & research related information. Finally, it can be concluded that social media considered as one of the important tool to build communication, professional links and to update knowledge among the students.

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