



SOCIAL MEDIA'S ROLE ON EDUCATION OF RURAL COLLEGE STUDENTS IN COIMBATORE DISTRICT

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Introduction:

In this world, our daily life has been reshaped due to the tremendous uses of smart phones, iPods and other portable devices and other technologies. These smart phones and other handy devices are all set for social media applications like Messenger, Whatsapp, Facebook, Twitter, YouTube, Instagram etc. They are officially best-known as Social Web 2.0 and its characteristics are content sharing, interaction and collective information. In this communication world, Social media has brought the transformation of personal and social changes. Mostly the students between the ages of 14 to 25 use the social media for education and also as communication tool. It is also used for the purpose of communicative skills of students and teachers, enriching teaching-learning process with the support of audio, video, text etc.

The present study aims to identify the social media usage in rural college student's education and argues about informal learning situations by using availability in students hands which build them to get well experienced manner in formal education.

Main objectives:

- To inspect the students using social media in class
- To know the use of social media by the students in education
- To find the students groups with the use of social media for education
- To examine that data gathered and shared
- To find the students groups with the use of social media for education
- To identify the information shared with other students by social media
- To Identify the using pattern of Facebook on students

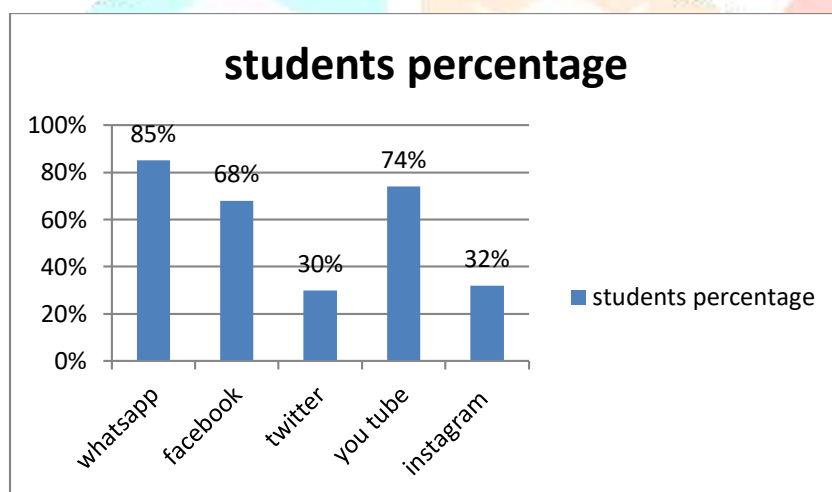
Methodology and Sampling:

The study involves questionnaire method, interview method, observation method and Students profile sheet. This study follows a micro level examination of the college students using social media for education. Test materials have been constructed and the information has been collected in written mode. All these methods are followed to get information about the current use of social media in education of rural college students. The method of random sampling technique is used for the study. Overall hundred rural college students are selected for the samples. Everyone is given separate questionnaire and profile sheet to collect the data about social media in education of college students.

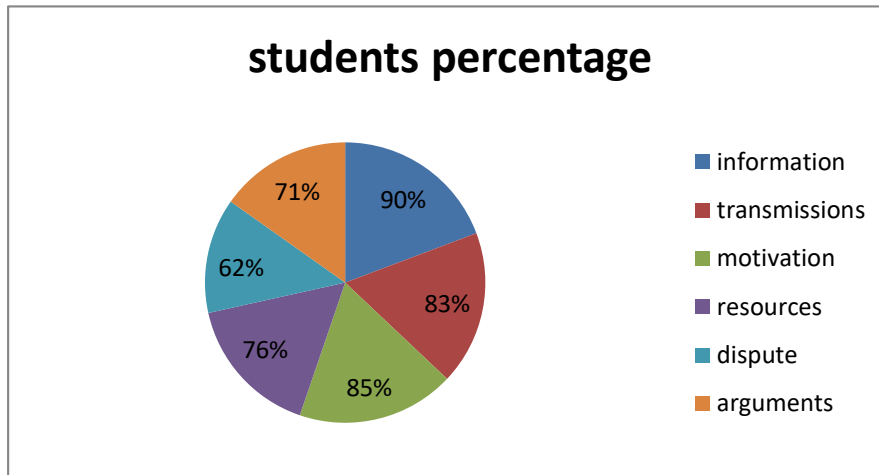
Data Analysis:

The data collected from the rural college students are thoroughly studies and carefully analyzed. It is analyzed in different views that are the use of social media in education through Whatsapp, Facebook, twitter, and, Instagram. It is also identified that the social media is used for information, resources, dispute, transmissions, motivations, and arguments from the collected data.

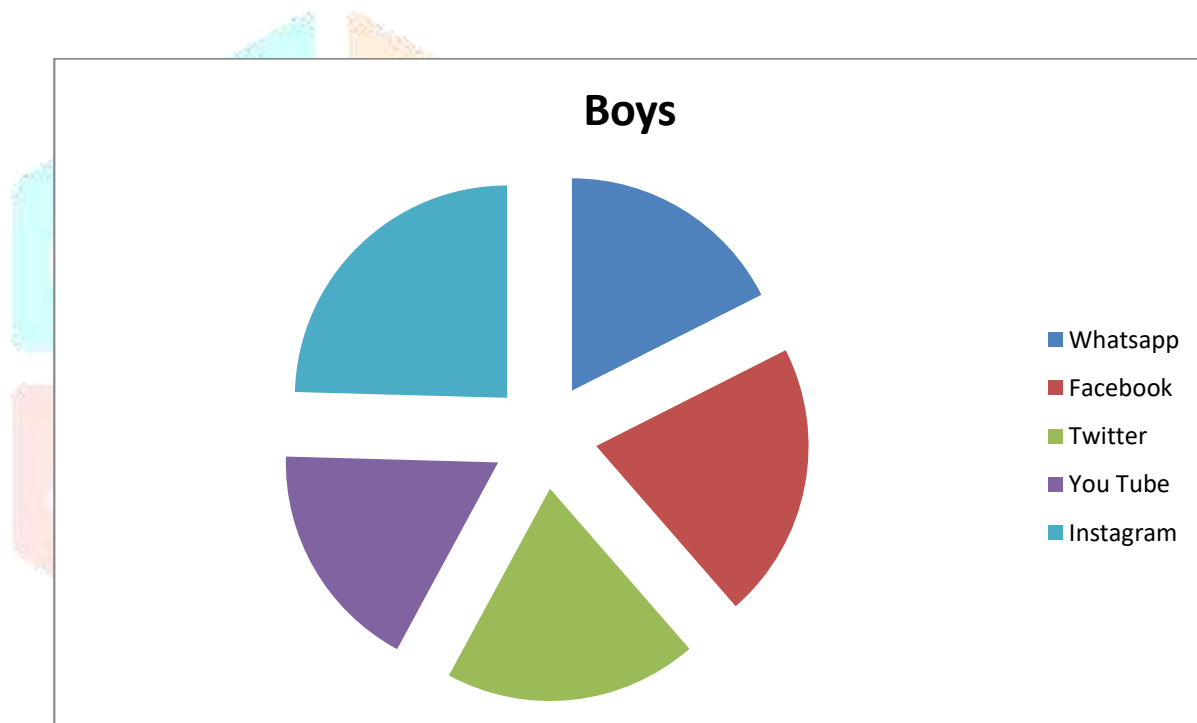
College students use of social media for education:



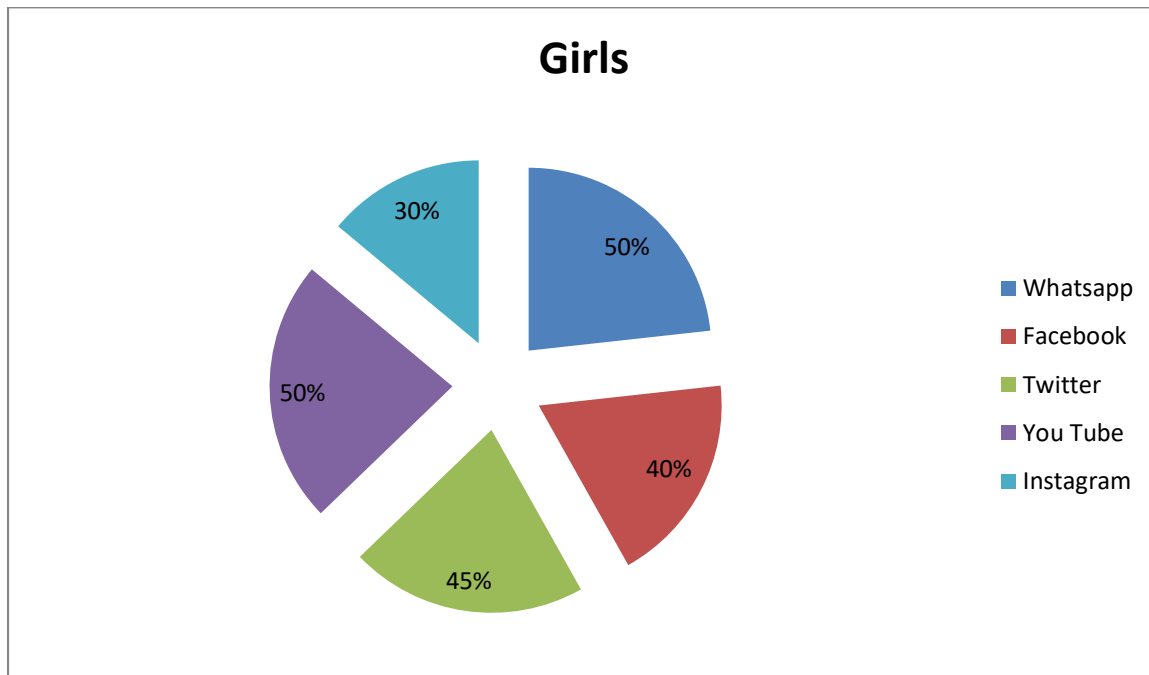
Whatsapp is the major tool of social media used more by the college students for educational purposes. You tube comes in the next place as social media in education by the college students. Face book, Twitter, and Instagram follows one by one to occupy the next three places. It is known that maximum numbers of college students are using the social media in education for getting information, educational purpose and entertainment and communication etc, and also social media is used for collaborative learning, reunite with old friends, connect with new friends, religious propagation, fun and leisure, political issues, networking and business.



From the study, it is known that the students are using social media in different views, which are information, transmissions, motivations, resources, dispute and arguments.



This chart clearly shows that the rural college boys students using the social media, that is 50% use Whatsapp regularly, 60% Facebook usage, 55% Twitter usage and again 50% YouTube usage and Instagram of 70% when compared with the girls in the total samples taken.



This chart clearly shows that the rural college girl students using the social media, that is 50% use Whatsapp regularly, 40% Facebook usage, 45% Twitter usage and again 50% you tube usage and Instagram of 30% when compared with the boys in the total samples taken.

Conclusion:

From the information collected, the following points are derived as conclusion.

1. It is studied the social media used for posting comments, liking pictures, chatting with old and new friends, sharing the selfies, reading current articles and political issues, uploading pictures and videos on you tube.
2. It can be said as the college students associates.
3. It is understood that the students are addictive on social media.
4. Many topics have been discussed in this platform.
5. The college students using Whatsapp as a social media platform as the first choice.
6. Instagram is used as a social media to share the pictures of college events and functions.
7. The twitter is used students watch the news and whisper by the college students.
8. It is found that even though they make mistakes in writing language while chatting, texting etc., students are using social media as their communication tool.

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