Dimensions of Social Media Usage: Comparison of University Students from Two Southern metro cities of India

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Abstract

Background and Objectives: The present study aimed to investigate the intentions and ways of university students spend their time on social media and to explore the purpose and significance of using these social networking sites due to the high level social media penetration in almost all walks academic life.

Method: The sample consisted of students from two popular southern Indian metro city universities, viz., Bangalore and Madras University. Using survey method with a well-designed questionnaire consisting of 11close ended questions on social media usage among university students, 200 students were approached. The respondents in these lists were selected on the basis of their familiarity with the social media through purposive sampling. The percentage of usage on social media for different purposes were analysed using SPSS (V.20).

Results: The major findings of the study are: when comparing to Madras university students, Bangalore university students are higher in social media usage for the leisure and personal socialization. Madras University students are more active on photos and videos; on their feedback for the post. It was further discovered from the study that the Bangalore University students were using social media for finding old and new friends more than Madras University students.

Keywords: **Social media, University Students, Behavior, Quantitative.**

1. Introduction

The Information Technology (IT) has been making exponential changes across the world and especially in India. The advancement in IT led to the emergence of Social media and the prominent social media application- the social networking sites (SNS) are currently being used regularly by millions of people. The usage of social media has been so extensive that they have trapped the attention of researchers in academia. Social media are now being investigated by numerous social science researchers. Amounting number of social scientists are interestly studying the various facets of social media due to its impact on various walks of the individual and the society. Further, the usage of Social media among the people of India is evidently increasing, particularly among the Indian college students. It has invariably left a big impact on society in general and college students in particular. For instance according *internetworldstats* (2017) - an International website that features up to date world Internet Usage, Population Statistics, Travel Stats and Internet Market Research Data, for over 243 individual countries and world region. The figure 1 reveals that the internet penetration is about 34% and the face book usage (a popular social networking site) penetration rate is about 12%.

Figure 1 Internet Usage Statistics

The emerge of social media sites as another platform on the internet has increased popularity over the last decade. These sites have attracted millions of users worldwide (Boyd& Ellison, 2007) and due to this fact countless people are changing the outlets where they search for news, information, business and entertainment. (Pempek, Yermolayeva, & Calvert, 2008).These social

media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs and post what they are doing at any given time. Moreover it co-creates their platform by providing options to display and change their identity, portal etc. Social network is a broad term used to denote the blogs, user created videos and wikis. Social media is an enmourns forum that focuses on building and reflecting social network or social relations among people who share common interests and activities. Social networking often involves grouping specific individuals or organizations together for a common shared purpose. Social network provides a quick, low tech method to generate, maintain web based subjects and act as communication tools to enable social interaction among the users. Most social network services are web based and provide means for users to interact over the internet in a lively novel way. They interact, share and exchange resources by social networks. It promotes free flow of information and sharing of resources beyond boundaries.

The growth in the popularity of these sites has generated concerns among some parents, school officials, and government about the potential risks posed to young people when personal information is made available in such a public setting. Students are considered as the social capital/asset for a nation, and the type of social capital a nation possesses is heavily dependent upon the youths of a nation. Information and communication technologies (ICTs) are becoming important tools for educational support. And the present day youth and their life are programmed by the applications of these sites.

SNS virtually can link individuals, who may or may not know each other. They enable rapid exchange of information, sky-scraping logs of dialogue and mutual communication through text, audio and video. Boyd and Ellison define SNS as *"web based services that allow individuals to construct a public of semi-public profile within a bounded system, articulate a list of added users by whom they split a link and View and traverse their list of connections and those made by others within the system"(p211).* The nature and classification of these connections may vary from site to site.

SNS functions like an online community of internet users. People use social networking sites for communication personally as well as professionally to contact with others. Social networking sites like Facebook provides new venues for youngsters to express themselves and to interact with one another. It provides an unprecedented platform for them to dynamically farm, collaborative groups and create, publish, exchange, share and cooperate any type of information. It makes use of web sites and the modern youth are using SNS closely followed by creating awareness, socializing, making friends.

In common, college students are more involved in using advanced technology in every field compared to any other age group. It is also factual in the case of medium of communication. In the category of users of social media the majority are youth community. In India too this fact is recognized by the different studies and therefore today the usage of Social media has become large part of the student's lives in India

2.   Research on the USAGE of Social Media

Though the social media is of very recent origin, due its great impact it has attracted researchers simultaneously from various walks of research. Hence, there have been good number studies reported every day both in the peer reviewed journal and popular magazines. Choi, Yoo, Noh, and Park (2017) analyzed nationally representative online panel survey data during the MERS (Middle East respiratory syndrome) outbreak in South Korea in order to examine the role of social media exposure in shaping public's risk perceptions of MERS. They also investigated the moderating role of heuristic-systematic processing and self-efficacy in the relationship between social media exposure and risk perceptions. The result of the study showed that social media exposure was positively related to forming risk perceptions. Moreover, heuristic-systematic processing and self-efficacy were found to moderate the impact of social media on risk perceptions. The interaction effects suggested that the role of social media in increasing risk perceptions of MERS was heighted by heuristic-systematic processing and self-efficacy.

Brännback, Nikou, and Bouwman (2017) explored how value systems impact the digital natives' interactive behavior with social media an their empirical research tested a model based on global and domain-specific values, and attitudes towards trying in explaining usage. It was revealed that domain-specific values positively influenced behavior and usage of social media. Attitude towards trying positively mediated the effect of domain-specific values and global values on interactive behavior with social media.

Fehring, De Martino, McLawhorn, and Sculco (2017) reviewed how social media and physician to physician communication for the transfer of ideas, surgical experience, and education. The findings revealed that physician-to-physician communication is improved mostly through video education and social networking. Online video platforms help them with educational content on diagnosis, treatment, outcomes, and surgical technique and social networking is mostly centered on sharing of data, discussion of confidential topics, and job seeking.

Balakrishnan (2017) investigated the effects of students' learning styles on intention to use a social media-enabled tool, entitled Book2U. The focus was on three learning styles, that is, collaborative, independent and participative. Book2U was developed using the Push-Pull-Mooring theory, whilst the questionnaire used for data collection was based on five factors: Academic Reasons, Social Networking, Convenience, Self-efficacy and Ease of Use. Multi-group path modelling was administered on each group of learning styles. Social Networking, Self-efficacy and Convenience were found to have significant direct effects on intention to use Book2U for learning, regardless of the learning styles. No significant differences were observed for Convenience between the groups; however, independent learners emphasized more on Social Networking and Self-efficacy than the rest of the

groups. Academic Reasons were found to be significant only among the independent learners, whilst Ease of Use had insignificant impact on intention to use Book2U across all the groups.

Manca and Ranieri (2017) investigated the reasons for using social media sites for scholarly communication among a large sample of Italian university scholars (N=6139) with the aim of analysing what factors mainly affect these attitudes. The motivations for using social media were analysed in connection with frequency of use and factors like gender, age, years of teaching, academic title, and disciplinary field. The results point out that for the most used tools the influence of the variables examined was higher in shaping scholars' motivations. In fact, frequency of use, age, years of teaching, and disciplinary field were found to be relevant factors especially for LinkedIn, Research Gate, and Academia.edu, while gender and academic title seemed to have a limited impact on scholars' motivations for all social media sites considered in the study.

Thus the social media usage has been found omnipresent due to its applications ranging from grocery vendor to space researchers.

3.   Problem
The growing attractiveness of Social media for use among Students, earlier in advertizing, and recreation– and now for Academic purposes–has become an international phenomenon. Today adolescents are very much interested in using SNS. The present study investigates the intentions and ways of university students spend their time on social media and to explore the purpose and significance of using these social networking sites.

3.1.   Objectives
The objectives of study are enumerated as:
 i.   To study the use of different social networking sites by university students.
 ii.   To explore the purpose and significance of using these online social networking sites.
iii.   To investigate the effects of the social networking sites on the student community.

3.2.   Scope
The scope of the study is limited to the university Students from two metro cities of South India. These two intuitions- two government universities each one from Tamilnadu (university of Madras, Tamilnadu and Bangalore University. Karnataka, Karnataka- were considered as they are popular catering to the educational needs of large number of students ranging from families Lower-Lower class to Upper-Upper class.

4.   Methodology
Survey method was found to be more appropriate to study Usage of social media among the students of south Indian Universities. Research tool consisted of a well designed questionnaire with 11close ended questions on social media usage among University Students.

The sample consisted of 77 students from Karnataka state and 90 students from Tamilnadu state. Initially 200 students were approached. The respondents in these lists were selected on the basis of their familiarity with the social media through purposive sampling. The study requires that the respondents shall be users of social media.
All collected data were entered in (SPSS) and the percentage of usage on social media for different purposes was analyzed.

5. Results and Discussion

5.1.   Leisure and personal socialization usage
Table 1
Leisure and personal socialization

Response	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	30	39	32	35.6
Agree	39	50.6	58	64.4
Total	**69**	**89.6**		

From the table 1, it is shown that how many percentages of the Bangalore and Madras University students answered for the statement of leisure and personal socialization. It is observed from the answer that 39% of the students from Bangalore University strongly agreed and 50.6% of the students only agreed to the statement from the total percentage of the participants. 35.6% of the students from the Madras University agreed strongly and 64.4% only agreed to the statement of leisure and personal socialization. It is also noted that 10.4% is the missing system from the participants. The reason may be because the students are much involved in contemporary technology which has easy accessibility. Also they find social media as a vital platform for Entertainment with their peer group.

5.2. Commenting on photo /videos/ others

Table 2 *To Comment on photo /videos/ others*

Response	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	25	32.5	32	35.6
Agree	25	32.5	30	33.3
Neutral	9	11.7		
Strongly disagree	9	11.7	19	21.1
Total	**68**	**88.3**	**81**	**90**

From table 2 it has been revealed that responses of Bangalore University students 32.5% strongly agreed, 32.5% agreed and 11.7% of the students disagreed to the statement. Also 9% missing system was observed from the responses. 35.6% of the Madras University students agreed strongly, 33% students agreed to the statement and 21.1% of the missing system was noted. It is clear that both the university students use social media for commenting their opinion on the post.

5.3. Strengthening interpersonal relationships

Table 3

Strengthening interpersonal relationships

Response	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	26	33.8	31	34.4
Agree	8	10.4	30	33.3
Neutral	8	10.4		
Disagree	9	11.7	19	21.1
Total	**51**	**66.2**	**80**	**88.9**

From table 3, it is revealed that how many percentages of the Bangalore and Madras university students agreed or disagreed to the statement of strengthening interpersonal relationships trough social media. 33.8% of the students from Bangalore University strongly agreed to the statement, 10.4% of the students only agreed, and among them 10.4% of the students were neutral and 11.7% of the students disagreed the statement. 34.4% students from Madras University strongly agreed to the statement, 33.3% of the students only agreed, and no one was neutral and 21.1% disagreed to the statement of strengthening interpersonal relationships. From this it can be inferred that students are actually much interested to strengthen their relationship through social media which provides colorful fatasic software applications.

5.4. Gossiping / aimless browsing

Table 4

Gossiping / aimless browsing

Response	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	17	22.1	31	34.4
Agree	7	9.1		
Neutral	2	2.6		30
Disagree	29	37.7	27	
Total	**55**	**71.4**	**58**	**64.4**

From table 4, it is revealed that how many percentages of the Bangalore and Madras university students agreed or disagreed to the statement of using social media for gossiping / aimless browsing. 22.1% of the students from Bangalore University strongly agreed to the statement, 9.1% agreed and 2.6% were neutral to the statement and 37.7% disagreed the statement. From the answers of Madras University students, it is revealed that 34.4% of the students strongly agreed and 30% of the students disagreed to the statement.

5.5.   Expressing/sharing my thoughts and options to other
Table 5
Expressing/sharing my thoughts and options to other

Responses	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	18	23.4	1	1.1
Agree	12	15.6	8	8.9
Neutral	26	33.8	49	54.4
Total	**56**	**72.7**	**58**	**64.4**

From table 5, it is revealed that how many percentages of the Bangalore and Madras University students agreed or disagreed to the statement of using social media for expressing/sharing their thoughts and options to other. 23.4% of the students from Bangalore University strongly agreed to the statement; 15.6% of the students only agreed; and among the total participants 33.8% of the students were neutral. 1.1% students from Madras University strongly agreed to the statement; 8.9% of the students only agreed, and 54.4% were neutral to the statement of expressing/sharing my thoughts and options to other In this it is clear that observation is students are keenly interested in sharing the thoughts and to express their option.

5.6.   Writing blog posts on social issues

Table 6 *Writing blog posts on social issues*

Responses	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	16	20.8	61	67.8
Agree	12	15.6	8	8.9
Neutral	10	13.0		
Disagree	9	11.7	19	21.1
Total	**47**	**61.0**	**88**	**97.8**

From table 6, it is shown that how many percentages of the Bangalore and Madras University students agreed or disagreed to the statement on writing blog posts on social issues. It is observed from the answer that 20.8% of the students from Bangalore University strongly agreed and 15.6% of the students only agreed to the statement from the total percentage of the participants. From the participants, 13% were neutral and 11.7% of the students disagreed to the statement. 67.8% of the students from the Madras University agreed strongly and 8.9% only agreed to the statement, and no one was neutral to the statement and 21.1% disagreed of writing blog posts on social issues. Many studies revealed blog posts are making big revolution in a society especially students' writings are always noted and it gives an huge platform to participate in society based issues.

5.7.   Getting help from my tutors/lecturer on academic matters
Table7
 Getting help from my tutors/lecturer on academic matters

Responses	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	16	20.8	1	1.1
Agree	15	19.5	31	34.4
Neutral	16	20.8	19	21.1
Disagree	1	1.3		
Total	**48**	**62.3**	**51**	**56.7**

Bangalore and Madras University students were asked to respond to the statement about getting help from their tutors/lecturer on academic matters. From the responses of Bangalore University students, it is observed that 20.8% strongly agreed, 19.5% agreed to the statement, 20.8% were neutral and 1.3% of the students disagreed. Also, 37.7% missing system was observed from the responses of Bangalore University students. 1.1% of the Madras University students strongly agreed, 34.4% students only agreed and 21.1% were neutral to the statement. 43.3% of the missing system was noted.

5.8.   Improving research and learning
Table8
 Improving research and learning

Responses	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	33	42.9	62	68.9
Agree	36	46.8	28	31.1
Total	69	89.6	90	100

         From table 8, it is shown that how many percentages of the Bangalore and Madras University students agreed or disagreed to the statement of Improving their research and learning through social media usage. It is observed from the total respondents only 89.6% responded well to the statement and 10.4% were missing system from Bangalore University. From that, 42.9% of the students strongly agreed and 46.8% of the students only agreed to the statement from the total percentage of the participants. 68.9% of the students from the Madras University strongly agreed to the statement, 31.1% only agreed. No missing system from the participants of Madras University Students noted. Nowadays social media is the main platform for a research search and scholarly interaction and it helps researchers to find an all kind of data for their in-depth of research. Research related social media portals like academia, research gate play a vital role for developing research and learning skills.

5.9.   Finding new/old friends
Table9
Finding new/old friends

Responses	University			
	Bangalore		Madras	
	f	%	*f*	%
Strongly agree	32	41.6	81	90
Agree	24	31.2		
Total	**56**	**72.7**		

From the table, it is shown that how many percentages of the Bangalore and Madras university students agreed or disagreed to the statement of finding new/old friends through social media It is observed from the total respondents only 72.7% responded well to the statement and 27.3% were missing system from Bangalore University. 41.6% of the students strongly agreed and 31.2% of the students only agreed to the statement from the total respondents of the participants. 90% of the students from the Madras University strongly agreed to the statement. 10% missing system from the participants of Madras University students noted.

5.10.   Having a virtual meeting with my classmates
Table10
Having a virtual meeting with my classmates

Responses	University			
	Bangalore		Madras	
	F	%	f	%
Strongly agree	15	19.5	31	34.4
Agree	21	27.3	8	8.9
Neutral	8	10.4		
Disagree	1	1.3		
Total	**45**	**58.4**	**39**	**43.3**

From table 10, it is shown that how many percentages of the Bangalore and Madras university students agreed or disagreed to the statement of having a virtual meeting with their classmates. It is observed from the total respondents that only 58.4% responded well to the statement and 41.6% were missing system from Bangalore University. 19.5% of the students strongly agreed and 27.3% of the students only agreed, 10.4% were neutral and 1.3% disagreed to the statement from the total respondents of the participants and 8.9% only agreed. 34.4% of the students from the Madras University strongly agreed to the statement. 56.7% missing system from the participants of Madras University students is noted. After upgradation of 4G networks students use to interact with the peer groups in different application like android, Ios, Microsoft application for their virtual meeting.

5.12. Searching job (part time/ full time / freelancing) and new professional contacts
Table11

Searching job (part time/ full time / freelancing) and new professional contacts

Responses	University			
	Bangalore		Madras	
	f	%	f	%
Strongly agree	32	41.6	62	68.9
Agree	16	20.8		
Neutral	8	10.4		
Total	**56**	**72.7**	**62**	**68.9**

From table 2, it is revealed that how many percentages of the Bangalore and Madras university students agreed or disagreed to the statement of searching job (part time/ full time / freelancing) and new professional contacts through social media. 41.6% of the students from Bangalore University strongly agreed to the statement, 20.8% of the students only agreed, among the total participants 10.4% of the students were neutral. 68.9% students from Madras University strongly agreed to the statement. Also missing system was noted among Bangalore and Madras University students 27.3% and 31.1%respectively.   After the invention of social media online jobs are rapidly increasing. This is actually useful for job seekers to find a job easily crossing geographical border.

6.   Major Findings

When comparing to Madras University Students, Bangalore University Students are highier in social media usage for the leisure and personal socialization. Madras University Students are more active on photos and videos; on their feedback for the post. It was further discovered from the study that the Bangalore University Students were using social media for finding old and new friends more than Madras University students.

7.   Conclusion of the study

Present study is an attempt to examine the effect of using Social Networking Site (SNS). Even though there is high usage of Social Media by the students, it did not resemble that they are using it for academic pursuit. Facebook and WhatsApp have emerged as the extensively used social media between students. The study concludes that the students believe in the power of social media as necessary medium that help them to interrelate, communicate and depict themselves to research, leisure and personal socialization. On frequency, although the study realizes high frequency of usage, there is another danger in hours they spent surfing the net which will definitely affect their academic output. However, the facts remains that Social Media is an indispensable internet platform among students of Bangalore and Chennai. The study recommends that students should be encouraged to use Social Media in ways that could be beneficial to them.

Acknowledgment

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