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Usage Of Social Media Among Mysore Student.

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The paper focus on social media and students. Today generation students live in social media. To understand how social media is used by student for studies is the main agenda of the paper. The primary and secondary data is used in preparing the paper. Google forms are used to collect data. 56 convenient samples are used in the paper. MBA student from Mysore are taken. To know about social media usage among students. Percentage analysis is used to analyze the data. The results indicate that students use social media for Entertainment and learning.

KEY WORDS: Students, social media, you tube, Entertainment and learning.

Social media refers to online platforms where users can share information and connect with virtual communities through text, video, photos, and other content. As of 2024, social media had more than five billion global users, which is equal to more than 62% of the world population. This includes apps or websites designed for messaging and chat, social platforms (like Facebook, Instagram, and TikTok), and community forums, such as Reddit and Discord

Websites, apps, and other platforms known as social media enable users to communicate with virtual communities via text, images, videos, and other media. Over 5 billion people worldwide use it for personal and professional reasons¹. Social media has been credited with connecting users, allowing for community building and sharing important information.

Social media, according to critics, harms the mental health of adolescents, facilitates misinformation, and raises the likelihood of child sexual abuse. The largest social media platforms are Facebook, YouTube, WhatsApp, Instagram, and TikTok.

Most popular social media platforms are completely free. However, they may contain paid add-ons, as well as regular targeted advertising. Although there are age restrictions on some of the platforms (such as Facebook requires users to be at least 13), these terms of use are often unknown or ignored. If students have access to a suitable electronic device and an email address or phone number, these platforms are available at their fingertips. This ease of access makes it difficult to know exactly where your students are socializing online, as well as why and how they are using the various platforms. While some students may be excluded from using social media, either by bans from their parents or by limited access to technology, it's still important that they understand its complexities and how to use it safely, as they are likely to engage with it in the future.

PROBLEM STATEMENT

Students cannot live without social media. Understanding the usage pattern of social media among students become major challenge. Due to changes in technology.

OBJECTIVE OF THE STUDY

- To understand about social media
- To know about usage pattern social media among student.

RESEARCH DESIGN

The research design used in the paper is descriptive, using the survey method. Descriptive research accurately and systematically describes the characteristics or behaviour of an observed phenomenon or a particular population.

SAMPLE DESIGN

Non parametric, convenient sampling was used for the paper.

SOURCE OF DATA

Data was collected from both primary and secondary sources. Primary data was collected through structured questionnaire was given to MBA students form Mysore. The secondary data was extracted from different Journals, publishers and websites.

SAMPLE SIZE

Fifty Six MBA students form Mysore were choosen for the paper.

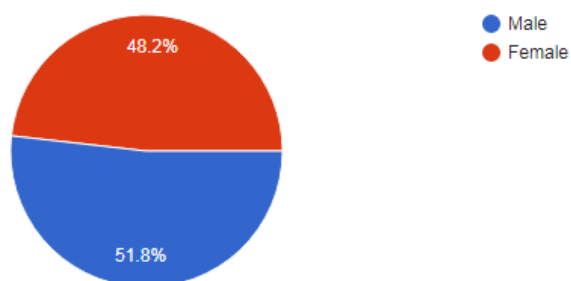
STATISTICAL TOOLS ADOPTED

The percentage Analysis.

Table 1

2. Gender

56 responses



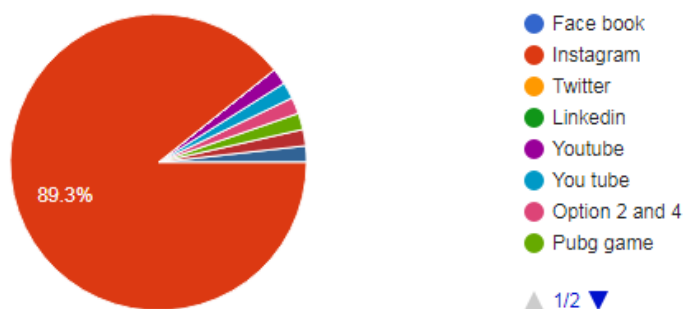
The above Table 1 show that among 56 respondents, 51.8%are male and 48.2% are female students .

It can be observed that most of the students are male.

Table 2

3. Which social media most use

56 responses



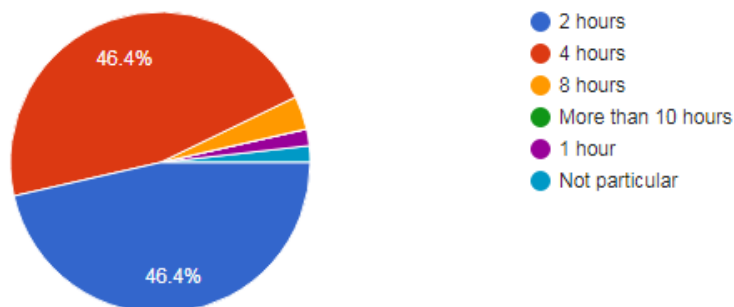
The above Table 2 show that among 56 respondents, 89.3 %say Instagram is the used social media among students.

From the above data we can say that students have students prefer to Instagram.

Table 3

4. How many hours you se on social media on day to day basis

56 responses



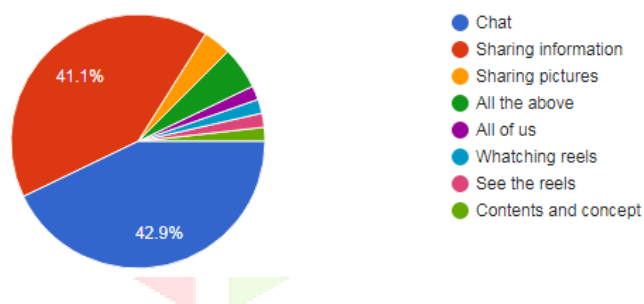
The above Table 3 show that among 56 respondents, 46.4 % students spend 2 to 4 hours of time on social media.

From the above data we can say that students spend minimum 2 to 4 hours daily on social media.

Table 4

5.whats up is generally used for

56 responses



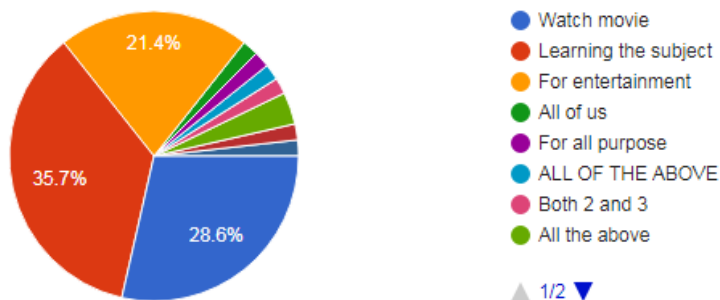
The above Table 4 show that among 56 respondents, 42.9 % students use whats up for chatting and 41.1% students use for sharing the information.

From the above data we can say that students whats up usage is for chatting and information sharting,

Table 5

6. You tube is used for

56 responses



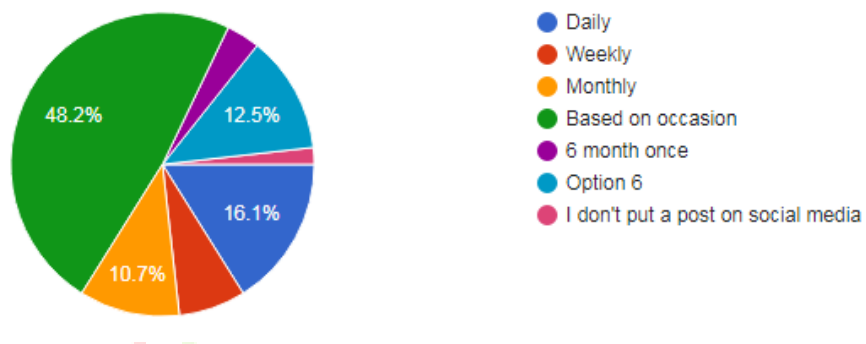
The above Table 5 show that among 56 respondents, 28.6 % students use you tube for watching movie, 35.7% students use you tube for Learning the subject and 21.4% students use you tube for entertainment.

From the above data we can say that students use you tube for learning the subject and watching movies.

Table 6

7. Post in social media

56 responses



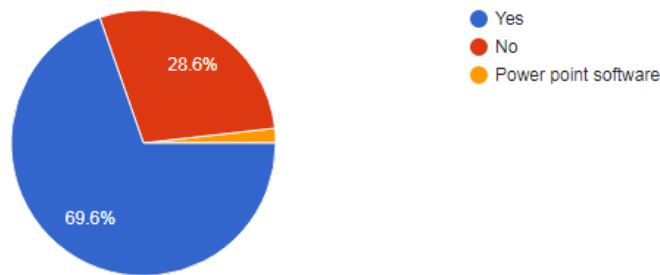
The above Table 6 show that among 56 respondents, students post pattern. 48.2% based on occasion, 16.1% post daily, 10.7% post monthly.

From the above data we can say that students post the information on occasion.

Table 7

8. Do you prepare ppt and notes using social media

56 responses



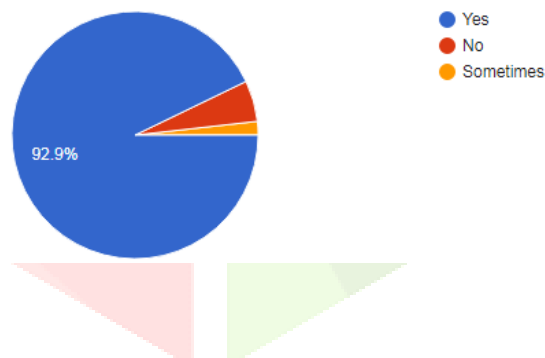
The above Table 7 show that among 56 respondents, students say yes 69.6% use social media for preparing PPT and notes. 28.6% say no.

From the above data we can say that students use social media for preparing PPT and notes.

Table 8

9. Do you think social media is helping to learn and get awareness

56 responses



The above Table 8 show that among 56 respondents, 92.9 % students say use social media is helping to learn and get awareness and 8.1% say no.

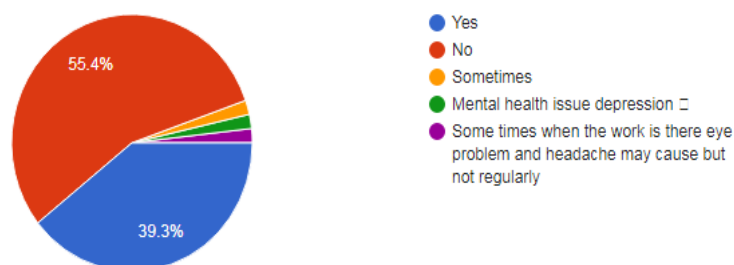
From the above data we can say that usage of social media has helped students to learn and get awareness.

Table 9

10. Due to social media have you suffered health issues

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56 responses



The above Table 9 show that among 56 respondents, 55.4 % students say usage social media has not created health issues 39.3% say yes usage social media has created health issues .

From the above data we can say that usage social media has not created health issues among students.

CONCLUSION

Today generation students live only in social media. They don't live class room, playground twenty four hours, all seven days and three sixty five days in year connect and live in social media. without social media students learning is possible. For most of the learning and academic activities they completely depend on social media. For entertainment most of student use social media. we can say that social media has most essential need of the today generation.

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