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A STUDY ON STUDENT ATTITUDES TOWARDS SOCIAL MEDIA

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ABSTRACT

The growing world of internet communication extensively referred to as social media has spark a unique transformation of almost every aspect of living which has deeply impacted content, ideas and processes of human mind faculties which is bound to enhance common taking, inspire movements, and ignite change. Social media operate through net-planned groups like blogs, podcasts, and tags, file transaction offers students very new ways to research, create, and learn. Social media is a software-based global facility that allows people to come together around an idea or topic of interest as a team. Online social media trigger a chain of internet-based application that build on some ideological and technological basis to achieve common goals and includes much more than Facebook and Twitter. Social media can be further helpful when educators may be able to link learner with defined nodal links of knowledge, which might share their areas of interests or cheer students to have a say and share with a larger audience.
Keywords: Student Attitudes, Using of Social Media, Factors Influenced, Satisfaction Level.

1. INTRODUCTION

The evolving world of internet communication widely referred to as social media has sparked a unique transformation of almost every aspect of life which has deeply impacted content, ideas and processes of human mental faculties which is bound to enhance common acceptance, inspire movements, and ignite change(Sakkthivel). Social media operate through net-structured groups like blogs, podcasts, and tags, file swapping offers students radically new ways to research, create, and learn. Social media is a software-based global facility that allows people to come together around an idea or topic of interest as a team.

Social media allows us to behave in ways that we are hardwired for in the first place - as humans. We can get frank recommendations from other humans instead of from faceless companies. Studies have confirmed that interest in social media for educational purposes is increasing day by day. Social media and online collaboration tools are making a substantive change in students' educational experience, improve student motivation and engagement, help students develop a more social/collaborative view of learning and create a connection to real-life learning. Social media is often seen as the key driver of communications and even that of marketing. Social media can be further effective when educators may be able to link learners with defined nodal links of knowledge, which might share their areas of interests or encourage students to contribute and share with a larger audience.

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2. REVIEW OF LITERATURE

A review of literature opens the gateway to a detailed knowledge about the area of the study. Various studies carried out by others on the related aspects enlighten the researcher and provide insight into the various dimensions of the particular study undertaken. It will help in filling up the gap in a particular area of research and also focus the search light on the possibilities of further research on the related aspects of the study.

Shakira Begum & Nagasubramani (2018) in their articles entitled on "A study impact of Social Media Among College Students" the present study makes an attempt to evaluate the impact of social media among college students in Chennai District of Tamil Nadu. The primary data has collected through questionnaire. The random sampling technique was used to the sample; the sample was collected from about 888 college students studying in the colleges in Chennai district, Tamil Nadu, India. There are about 1464 colleges which include Arts and Science colleges, Physical education colleges, Oriental colleges, Schools of Social work, and Colleges of Education are functioning under the administrative control of the Directorate of Collegiate Education. The present study showed a similar attitude towards social media pursuance among the gender(male and female), day scholar and hosteller, urban and rural area students, arts and science group students, nuclear family and joint family students as well as the government, government aided and self financing colleges. This study is also conveys that there is significant difference between the college students who belong to internet users and non users in terms of their attitude towards using Social media.

Baisakhi Banerjee (2017) his article entitled on "Social Media as A Tool of Marketing Communications in FMCG Sector in India". The present paper examine the social media as a tool of marketing communication. In the study, primary data were collected by distributing separate questionnaires to thirty FMCG companies and 500 customers, of whom 299 customers responded. Both the questionnaires were designed to gather qualitative as well as quantitative information from the respondents. The study was carried out across India by adopting a non- probability convenience sampling technique, with Digital Head, Social Media Head, Brand / Marketing/ PR Managers of FMCG companies and customers between the age group of 18 to 60 years constituting the study population. The customer choice of social media platforms was found to be Facebook, Instagram, Twitter, YouTube and Linkedin, with Facebook being the most frequently used social media platform. More number of customers were found to prefer social media for obtaining product information than for making a purchase. While the customers exhibited a willingness to purchase personal care products, electronic goods and household items using online platforms, most of them were hesitant to buy food and beverages without personal examination, in spite of the discounts offered by the online stores. An important finding of this study is that, the organizations involved with FMCG goods used social media marketing methods in a marketing mix, to supplement other methods such as experiential marketing and event based marketing, rather than replacing them with social media marketing.

Anjum Tanwar, (2017) in his article titled on "Impact of Social Media on Consumer Behaviour". This paper studies the impact of social media on the consumer decision-making process, the way social media is developing trust in consumers, the impact social media on the buying intentions of consumers. The brands nowadays aggressively market their products on social media as they have accepted the fact that social media brings them goodwill and it is more effective and cheaper than marketing online. The brands should analyse all the levels of decision making involved and market the products accordingly on social media.

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3. OBJECTIVES OF THE STUDY

The present study title "A Study on Student Attitudes Towards Social Media In Tuticorin Dist" is undertaken with the following objectives.

- To identity the attitude of students to as social media.
- To study the Purpose for using the social media.
- To evaluate the factors influence the students by using of social media.
- To find out the Level of satisfaction of social media in the study area.
- To offer valuable suggestions from the findings of the study

NEED AND SIGNIFICANCE OF THE STUDY

Education through social media is an effective learning tool and does indeed have a place within the classroom and outside the classroom. It can, in fact, be more effective in attractive the student's learning experience by tapping into a medium in which they are already comfortable and familiar and interact with on daily basis. In this regard, Educational has the likely to change the overall dynamic of the traditional lecture classroom, opening new avenues of communication and learning that lecture classes alone are not able to offer. It is also a cost-effective tool for the institution, as it costs nothing for the faculty or student to join.

Educational enhances an atmosphere to motivate student's communications as it relates to their studies. The idea has a lot of positive attributes and will encourage higher acceptance rates among students. This study focuses to find if educational is more effective in enhancing the student's learning experience by tapping into a medium in which they are already comfortable and familiar and interact with on daily basis. The idea of social media is an important and valued tool within the classroom.

GENDER OF THE RESPONDENTS

Gender is a social and psychological constructed definition for women and men. The respondents are classified into two categories, male and female.

TABLE NO 1
GENDER OF THE RESPONDENTS

S.NO	GENDER	RESPONDENTS	PERCENTAGE (%)
1	Male	32	46
2	Female	38	54
	Total	70	100.0

Source: Primary Data

From Table 1 it is clear that out of 70 respondents, 46 percent of the respondents are male and 54 percent of the respondents are female It is an evident that majority of the respondents are female have used the social media.

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EDUCATIONAL STATUS OF THE RESPONDENTS

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. The education is most powerful device to earn knowledge and skills it also improve their family structure and social responsibility. The literacy level is the best index to analyses the socio economic status of an individual.

TABLE NO 2
EDUCATION STATUS OF THE RESPONDENTS

S.NO	EDUCATION STATUS	RESPONDENTS	PERCENTAGE (%)
1	B.Com	13	19
2	BA	10	14
3	B.Sc	12	17
4	BBA	08	11
5	M.Com	15	22
6	M.Phil Scholar	12	17
	Total	70	100.0

Source: Primary Data

The above Table 2 shows that 22 percent (15) of the respondents have studying M.Com degree, 19 per cent (13) of the respondents have educated B.Com degree, 17 per cent (12) of the respondents have studying B.Sc degree and M.Phil Scholar, 14 per cent (10) of the respondents have studying B.A degree, and 11 per cent of the respondent have studying B.B.A.

PURPOSE OF USING SOCIAL MEDIA

The respondents are using social media for the following purposes like study related information, socializing, chatting with friends, and social activism.

TABLE NO 3
PURPOSE OF USING SOCIAL MEDIA

S.NO	PURPOSE OF USING	RESPONDENTS	PERCENTAGE (%)
1	Study Related	23	33
2	Socializing	15	21
3	Chatting with friends	28	40
4	Social Activism	04	6
	Total	70	100.0

Source: Primary Data

From the above Table 3 the researcher understands that 40 per cent (28) of the respondents are using social media to chatting with friends and relatives, 33 per cent (23) of the respondents are accessing the social media to collect the study related materials like books, journals, magazines, online courses etc., 6 per cent (04) of the respondents are accessing the social media to spread the

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social information to friends and relatives. From this study we concluded that maximum numbers of respondents are accessing the social media to chatting with friends and relatives.

LEVEL OF SATISFACTION OF SOCIAL MEDIA USERS

Social media is making rapid changes in the society in different forms are social awareness, attract new customers and retain the existing customers in the competitive markets.

TABLE NO 4
LEVEL OF SATISFACTION OF SOCIAL MEDIA USERS

SOCIAL MEDIA	HIGH LEVEL SATISFIED	PERCENTAGE (%)	MEDIUM LEVEL SATISFACTION	PERCENTAGE (%)	LOWER LEVEL SATISFACTION	PERCENTAGE (%)
YouTube	48	69	14	20	8	11
Whatsapp	61	87	6	9	3	4
Facebook	59	84	8	12	3	4
Instagram	39	56	16	23	15	21
Twitter	30	43	32	46	08	11
Snapchat	40	57	16	23	14	20

Source: Primary Data

The above table reveals the level of satisfaction of social media users in the study area of Tuticorin District of Tamil Nadu. High level satisfied with use of Whatsapp (87%), Mediam level satisfaction by use of Twitter (32%) and Lower level satisfaction by use of Instagram (21%).

4. CONCLUSION

Social media is an embedded part of modern society. The college students are using the social media for multi-purposes since they have the capacity to bridge the digital separate all over the world. Experience reveals that social media can be a useful tool rather than a distraction. There are a good number of education-based sites which can be useful for demonstrating social media to students. Most of the students attitudes are using of social media for the purpose of chatting with friends and then only they having to use the social media for study related only. The students can also access the videos, photos, documents, and other intellectual resources developed and accomplish their tasks at the earliest opportunities. The present investigation was carried out in Tuticorin to examine the students Attitudes towards social media of arts and Science College at Tuticorin Dist. The student's high level satisfaction by using of whatsapp. Overall, it is evident that social media sites have the ability to be the preferable tool for college students " communication and interaction".

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