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“YES FOR SHARING” “NO FOR LEARNING”: USAGE OF SOCIAL MEDIA IN ACADEMICS**Dr. Sarika Sagar**

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ABSTRACT

Social media refers to various websites and applications that enable the users to share the content in terms of messages or pictures or audio video etc. through various social networking sites. The most commonly used social media sites are WhatsApp, Facebook, Instagram, twitter etc. A common observation about these platforms is that there is a lot of information sharing done through these platforms but very rarely there is learning done by students. The paper concludes that students are well versed in using social media but they don't want to study using social media as they feel, using social media platforms for studies leads to distraction and lack of concentration. Still students have a feeling that the traditional method of studies is far better than the usage of social media.

Keywords: Sharing, learning, social media

INTRODUCTION

Social media or social networking sites is an international trend and is spread globally. Over the years the social networking sites have evolved into platforms where people create content, share content, bookmark those contents. The most prominent usage of social media is by students. The major reason for usage of social media is to share information like notes, study material pictures, homework assignment projects etc. The other reason for usage of social media is to be connected with fellow learners and with their old friends.

Objectives

1. To study the most frequently used social media platform
2. To understand which platform is the most used platform for the study
3. To know if students can learn on social media.

REVIEW OF LITERATURE

1. **NurulSyazwani** ,et.al(2013) in the research paper suggest that social media deals with online interaction where people interact build, share and change their ideas regarding any information. Engaging ourselves in social media has become an important activity as it is beneficial and leads to enhanced communication, social connection and even enhances technical skills.
2. (Mensah, 2016)in the paper states that abnormal use of social media platforms by students is an issue if the students are educated to use these platforms effectively they would turn out to be boon for educational purposes which would eventually result in the positive impact of the students performance.
3. P.S.Jeesmitha (2019) in the research paper studies the effect of social media on youth . to understand the attitude of youth about the usage of social media on youth
4. Hakim Khalid Mehraj,et.al;(2014)in his research paper talks about various types of impact with which social media is affected be it individual, family and society .The article is trying to establish a relationship about how social media has brought together many families and the family members who were far off.
5. (Amankwaa, 2016)the study implored a qualitative approach of assessing these impacts it clearly indicates that social media is widely used by students of higher institutions and that the participants support the idea that social media contribute a significant quota to the development of their academic life
6. (MuiJoo, 2017) The results show that social media like Facebook brings positive impact towards family members. It helps to build a better and harmonic relationship in the society and improved communication among the society.
7. (Ogwueleka, 2018) The paper states that there is a relationship between time spent by students and their academic performance. It very clearly signifies that social media does not have any significant impact on the students' performance. it is also clearly stated that gender does not play any role in usage and activities.

STATEMENT OF PROBLEM

A lot of studies have been conducted to study the impact of E –learning on learners. The time spent by learners on social media ,but no study of this sort has been done where students are willing to share information on

social media but unwilling to study through social media as they feel that there is a lot of interference when they study thereby leading to lower concentration.

RESEARCH METHODOLOGY

Universe	Students of BMS
Sampling method	Convenience method
Sample size	120 BMS students
Method of data collection:-	
Primary method	Structured questionnaire using google form
Secondary method	Research papers / Articles
Data analysis and technique	Chi square test

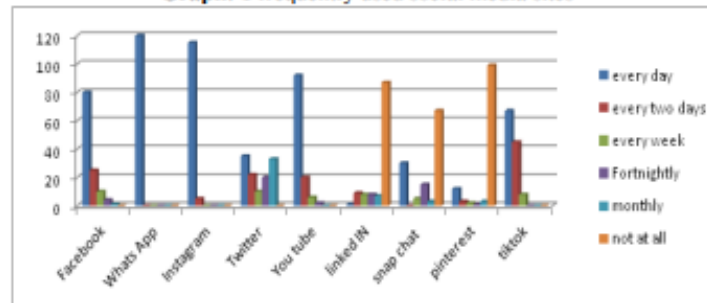
Data analysis and Interpretation

Table 1: Gender and Preference

	Girls	Boys	Total
Yes	45	75	120
No	0	0	0
Total	45	75	120

A total of 120 students have been selected for the purpose of study, of which 45 are girls and 75 are boys.

Graph: 1 frequently used social media sites



Interpretation

As is evident from the chart the most likely used social media is Facebook followed by Instagram. It's very clear from the chart that Facebook, WhatsApp, Instagram, You tube are being used every day by students

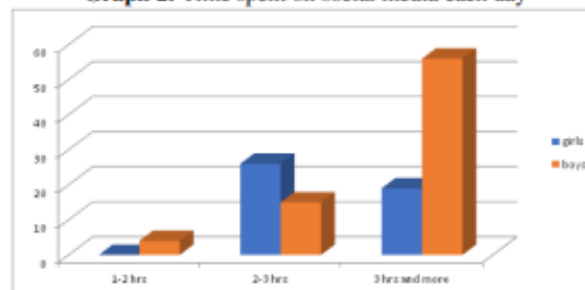
Analysis : p-value less than that of 0.05 indicates significance of association between frequency of use and different social media.

Table 2: Time spent on social media each day

	1-2 hrs		2-3 hrs		3 hrs and more	
	Count	Percent	Count	Percent	Count	Percent
Girls	0	0.00	26	63.41	19	25.33
Boys	4	100.00	15	36.59	56	74.67
Total	4	100	41	100	75	100

chi-Square test value=18.885, p-value=0.000

Graph 2: Time spent on social media each day

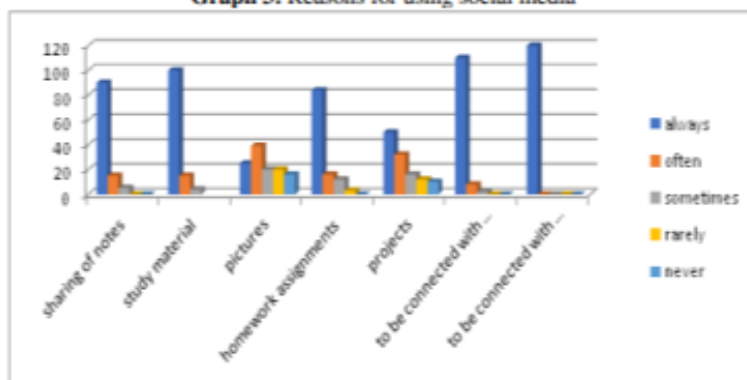


Interpretation: Of the 120 students surveyed its quite evident that boys spend more than 3hours and more, Maximum girls are seen spending around 2-3 hours daily on social media

ANALYSIS

P-value less than that of 0.05 indicates significance of association between Gender and time spent on social media. It is observed that proportion of male is significantly more than female who are spending 3 hrs and more on social media.

Graph 3: Reasons for using social media



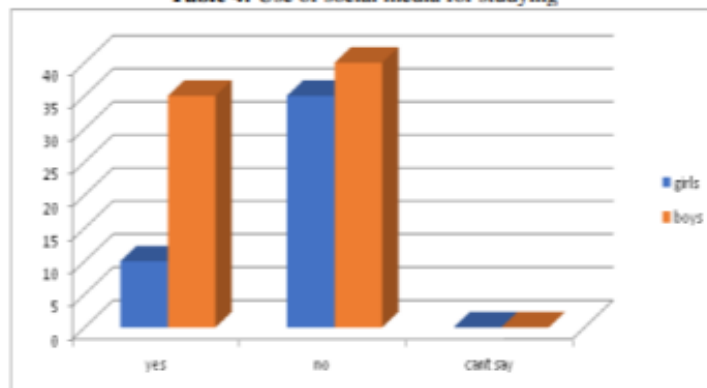
INTERPRETATION

the above table very clearly signifies that majority of the respondents use social media to be connected with college friends, or to be connected with school friends, for sharing of notes, or passing on the study material or homework assignments. As can be seen social media is being used for sharing purpose. Very few respondents said that they use social media for sharing of pictures etc.

Table: 3 Use of social media for studying

	yes	no	cant say
girls	10	35	0
boys	35	40	0
chi-Square test value=7.117, p-value=0.007			

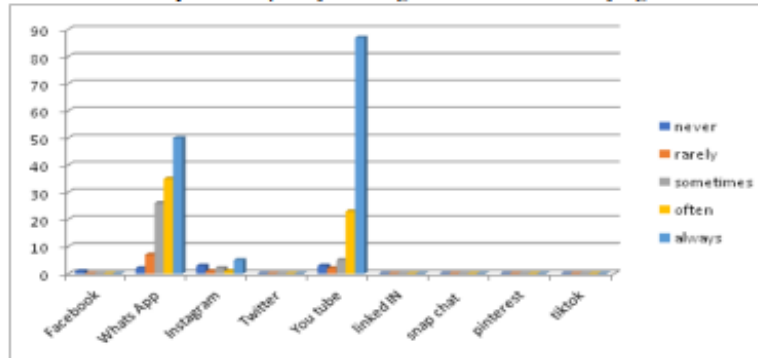
Table 4: Use of social media for studying



INTERPRETATION

As can be seen from the graph most of the respondents studied very clearly say that they don't use social media for studying.p-value less than that of 0.05 indicates significance of association between Gender and response to social media can be used to study. Girls are significantly saying no.

Graph 5: Frequency of using social media for studying



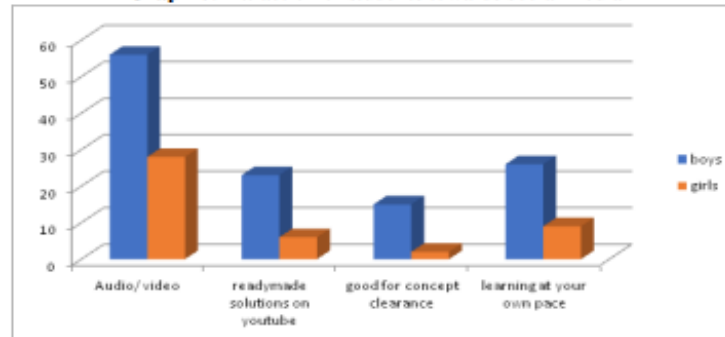
INTERPRETATION

Though a lot of social media sites are present the mainly the social media site used by respondents is WhatsApp and YouTube. Facebook, Instagram, LinkedIn, Pinterest, are rarely used by respondents.

Table 5: Attraction of students towards social media

	Boys		Girls	
	Count	%	Count	%
Audio/ video	56	46.7%	28	62.2%
Readymade solutions on Youtube	23	19.2%	6	13.3%
Good for concept clearance	15	12.5%	2	4.4%
Learning at your own pace	26	21.7%	9	20.0%
chi-Square test value=4.293, p-value=0.231				

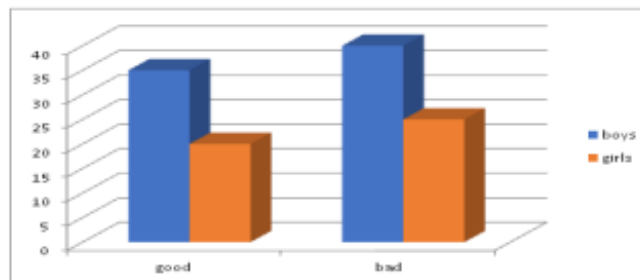
Graph 6: Attraction of students towards social media



INTERPRETATION

Analysis: p-value greater than that of 0.05 indicates no significance of association between Gender and different social media.

Social media and learning



Interpretation: From the graph its quite evident that majority of the students have said that social media cannot be use for learning

CONCLUSIONS

1. It can be concluded that Facebook, WhatsApp's, Instagram are the most commonly used social media apps followed by Youtube.
2. From the study it is clearly evident that boys are the maximum users of social media app and use them for more than 3 hours every day.
3. Major use of social media is for being connected to their old friends or to be connected to their college friends or for sharing of notes or homework assignments
4. Whether social media can be a good way to study, most of the girl respondents studied said that they would not prefer it and boys too were not too keen on using of social media for studies.
5. it is also observed that majority of the respondents use Youtube for the study as the audio video plays a significant role for understanding of the concept followed by ready made solutions which they get on Youtube

SCOPE FOR FURTHER RESEARCH

The researcher will further try to analyses the reasons for sharing and not sharing with Mann-Whitney U test. Also study can be done to understand how each type of social media can be used for learning.

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