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A study on perception of students towards use of social media in education

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Abstract

Social media has become an integral part of our life and provides a digital platform to the whole world. People use social media to a large extent for information whether it is some daily happening or some news. Social media usage is occupied by youngsters, a study was conducted based on the perception of students towards the use of social media for educational purpose. Data was collected through questionnaire which consist of 16 statements. A total of 50 students were included in the analysis of data from Govind Ballabh Pant University of Agriculture and Technology, Pantnagar. The study concludes that majority (98.11%) of the students were not just only use social media for entertainment purpose but also use it for educational purpose.

Keywords: Social media, students, education

Introduction

Social media is the collective of online communication channels dedicated to community based input, interaction, content sharing and collaboration. As a functional definition, social media refers to the interaction of people and also to creating, sharing, exchanging and commenting contents in virtual communities and networks. The emergence of the social media phenomenon has been one of the most remarkable developments in the Internet world during the last few years. With the rapid increase in the number of social media users with tools such as Facebook, twitter, Instagram, WhatsApp, a need exists to investigate feasibility of integrating social media in formal process of teaching and learning. (Pal, 2018) ^[1]. In general, social media is a convenient tool to be used to stimulate students to connect educational concepts and current global issues or collaborate on learning tasks from student's classroom learning. Various research has examined social media as a facilitator and communication tool that can be utilized to improve learning and assist with college transition and adaptation. (Richardson, 2017) ^[2] Social media can create connection and interactions among peer which can enhance the college integration and learning experience. (Sharma, 2015) ^[4]. Beri (2022) ^[3] states that the use of social media is learning environment increases students' engagement, builds, communication skills among students and faculty and assist the student in building profile. It is being observed that usage of social media has played a vital role in students' life. Gone are the days when students use traditional method of learning for their education purpose but now, they prefer to use social media for gaining knowledge and other educational purpose. Online platforms like different social media provide diverse and updated information to the students in a convenient manner. The objective of the study is to know the perception of students about the usage of social media for educational purpose

Research Methodology

This research study allowed the researcher the opportunity to select a topic and obtain informative data through a systematic process. The study was conducted through the responses from 53 University students. The primary data was obtained through the questionnaire prepared and circulated among the students through Google forms. Secondary data collected from the internet, books, thesis and articles were used to present a report.

Table 1: Socio-Economic characteristics of respondents

S.no.	Category	Number	Percentage
Age			
1	18-20	35	66.03%
2	21-22	18	33.9%
Sex			
1	Male	16	30.18%
2	Female	37	69.81%
Schooling type			
1	Convent	41	77.36%
2	Government	9	16.98%
3	Private	3	5.66%
Medium of schooling			
1	Hindi	8	15.09%
2	English	45	84.90%
Family background			
1	Semi urban	24	45.28%
2	Urban	13	24.52%
3	Rural	16	30.18%

Socio-Economic characteristics of respondents

Age- Data regarding the age of students clearly shows that the majority (66.03%) lies between 18-20 age group while

33.9% lies between 20-22 age group.

Sex- It has been defined as the state of being male or female in relation to the social and cultural role that are considered appropriate for man and women. It is evident from table 1 that majority of the students were female (69.81%) followed by male (30.18%).

Schooling type: It is the type of institution from where schooling of the respondent has been conducted. Out of the total students, 77.36% were from convent schools, 9% from government schools and 3% from private schools.

Medium of Schooling: It is the mode of language used by the institution from where schooling of the respondent has been completed. Out of the total students 84.90% were from English medium and 15.90% were from hindi medium.

Family Background: It is the background of students to which they belong. The information revealed that majority of students were from semi urban (45.28%) followed by rural (30.18%) and urban (24.52%).

Table 2: Perception of Students toward Social Media

S.no.	Perception statements	Agree	Disagree
1	Social media enhances learning	49 92.5%	4 7.5%
2	Use of social media can be perceived as effective tool to meet students need to enhance their learning	47 88.7%	6 11.35%
3	Using social media for having virtual meeting with co - research scholar	24 45.28%	29 54.71%
4	Social media support you in collaborative and peer to peer learning.	47 88.7%	6 11.3%
5	Social media promote read and write web skills	45 84.9%	8 15.09%
6	Social media networking sites helps in increasing self esteem and well being	39 73.58%	14 26.41%
7	Social media platform is comfortable in use	51 96.22%	2 3.77%
8	Social media helps in increasing knowledge	52 98.11%	1 1.88%
9	Family reaction towards usage of social media	24 45.28%	29 54.71%
10	Social media a burden rather than an aid for learning	30 56.6%	23 43.39%
11	All the acquired content available on social media	24 45.28%	29 54.71%
12	Internet speed is affecting learning	45 84.9%	8 15.09%
13	Social media platform requires a higher level of technical literacy	30 56.6%	23 43.39%
14	Preference laptop /mobile /other device for social media usage	52 98.11%	1 1.88%
15	Webinar, training program offered by various social media platform	27 50.94%	26 49.05%

Perception of Students toward Social Media

Social media enhance learning: Social media helps in enhancing learning among students. Table 2 reveals that 92.5% agrees to this while 7.5% disagree.

Social media as effective tool: Social media perceived as effective tool to meet the learning need of students. Out of which 88.7% students agrees while 11.35% disagree.

Social media for virtual meeting: Social media is used for having virtual meeting with co - research scholar. Table 2 reveals that 45.28% students agrees while 54.71% disagree.

Social media support in learning: Social media support in collaborative and peer to peer learning. Out of which 88.7% students agrees while 11.3% disagree.

Skill development: Social media promote read and write web skills. Table 2 elucidates that 84.9% agrees while 15.05% disagree.

Enhancing self-esteem: Social media networking sites help to increase self-esteem and well-being. Out of which 73.58% agrees while 26.41% disagree.

Comfortable in use: The continuance of use of social media is to the students. The study reveals that 96.22% students agrees while 3.77% disagree.

Knowledge: Social media help in enhancing knowledge. Out of which 98.11% agrees while 1.88% disagree.

Family reaction: Family reaction towards usage of social media. Table 2 reveals 45.28% agrees while 54.71% disagree.

Burden/aid: Social media is a burden rather than an aid for learning. Table 2 reveals that 56.60% students agrees while 43.39% disagree.

Content availability: All acquired content available on social media. Out of which 45.28% students agrees while 54.71% disagree.

Internet speed: Internet speed is affecting learning process through social media. Table 2 reveals 84.9% agrees while 15.09% disagree.

Technical literacy: Social media platform require a higher level of technical literacy. Out of which 56.6% agrees while 43.39% disagree.

Preferences: Prefer laptop /mobile /other device for social media usage. Out of which 98.11% are using laptop/mobiles while 1.88% are using other.

Training and webinar: Attend any webinar, training program Paathshala offered by various social media platforms. Table 2 reveals that 50.94% agrees while 49.05% disagree.

Conclusion

The study was conducted on student perception towards the use of social media for education purpose. The present study is based on the students of GBPUAT, Pantnagar. On the basis of primary data collection, it is concluded that 30.18% male and 60.31% female are using social media for learning purpose, therefore both male and female student are using social media. There is no difference existing in male and female on time spent on social media. Majority of respondents are using social media with a good internet connectivity. Students were using social media for many purposes like blogging, chatting, jobs. Social media networking sites helps in increasing your self-esteem and well-being of most (73.58%) of the students. social media help in enhancing knowledge of majority of students (98.11%). All of our acquired content is available on the social media according to 45.28% students. Therefore, we can conclude that social media is a fast medium to interact with people and help to interact with the peoples in the society so it will help the students to develop them socially

in spite of that students were thinking that using social media for a long duration is just a wastage of time and it is not reliable for sharing personal information on social media. It also proved from the study that the purpose of visiting social media can be best used for educational and knowledge purpose.

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