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# AWARENESS AND USE OF SOCIAL MEDIA AMONG PG STUDENTS OF CCS HARYANA AGRICULTURAL UNIVERSITY, HISAR

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**AWARENESS AND USE OF SOCIAL MEDIA AMONG PG STUDENTS OF CCS  
HARYANA AGRICULTURAL UNIVERSITY, HISAR**

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**Abstract**

The present paper reflects the status of awareness and use of social media tools among PG students of CCS Haryana Agricultural University, Hisar. For collecting data questionnaire technique was adopted wherein 60 questionnaire were distributed among PG students. The results shows that 100 percent respondents were aware and using social media tools in the University. Facebook, Watsup and Youtube were the most used social media tools; preferred device for using social media was smartphone; preferred place was home or hostel; and main difficulties in using social media tools were academic pressure & restriction of using social media in computer labs of University.

**Keywords** –Social media, Learning management systems, Social media tools, Discussion forums, Chat.

## **1. INTRODUCTION**

Social media is rapidly becoming a vital part of everyone in the society. Public make use of social media to communicate, read, comment, share, like, and create content. In the words of Arora and Sharma (2013) social media is a platform “Where people interact freely, sharing and discussing information about their lives.” Hence Social media is that podium which is accessible to all under the umbrella of Internet. Millions of people are connecting through social media over the globe and sharing thoughts of each other which were hard to imagine a few years back.

Today, millions of young people especially students of educational institutions heavily rely on social media. “The pervasive use of these new communication platforms, especially among students in higher institutions is gathering momentum and receiving attention from researchers. Students of higher institutions are the major users of social networks” (Musa, Azmi, and Ismail, 2015). Due to Internet and Wi-Fi connectivity in almost all institutions and reasonable cost of Smart phones and data packages in the market, students feel free to use many social media networks and apps like Watsup, Facebook, Hangout, twitter, Linkedin, Instagram, Youube to interact with friends, for sharing information and useful contents, to upload blogs, share photos and videos on web, etc.

### **1.1 OBJECTIVES**

As the usage of social media is becoming prevalent in this era of ICT, the present study is conducted with the following objectives:

- To investigate the awareness of social media among students of CCCSHAU.
- To explore the use of social mediaa and tools among students of CCCSHAU.
- To identify the prefered places of using social media.
- To examine the purpose of using social media.
- To know the problems in using social media.
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### **2. SCOPE AND RESEARCH METHODOLOGY**

Scope of the study is limited to Chaudhary Charan Singh Haryana Agricultural University, Hisar. The study was conducted using survey technique. Questionnaires were distributed to get the response from users regarding awareness and use of various kinds of social media tools. For data collection random sample of total 60 students was taken from all colleges of CCSHAU, Hisar.

### **3. REVIEW OF RELATED LITERATURE**

Many studies have been conducted on awareness and use of social media among students, youngsters and society. Only a few studies have been consulted for the present study. Hussain (2012) in his study of 600 students of Faculty of Education at Islamia University of Bahawalpur, Pakistan found the majority (90%) of the students used face-book. Social media was used for sharing academic learning experiences with other friends at national and international level. The problems faced by students were bandwidth of Internet

and electricity break down/ load shedding. Ezeah, Ph, Asogwa and Obiorah (2013) in their study found Facebook, Twitter and YouTube were most used preferred social media among Nigerian university students. Social media was used for getting entertainment, education/information, to discuss national issues, engage in cyber etc. Musa, Azmi' and Ismail (2015) in their study explored the awareness and use of social networks among 111 diploma students of mass communication and revealed that majority of the respondents (98.2%) were aware of social networks and mostly used smart phones using the same for academic purpose, self-expression, and establishing a global friendship. Sheikh (2016) explored the awareness, usage and feelings of CIIT faculty about the five most famous Academic Social Networking Websites viz. Research Gate, Zotero, Linked in, Mendeley and Acedemia.edu and found the majority of faculty members were aware of them and visited said websites twice in a week for half an hour for the purposes with interacting with experts, psharing of their research work, to know latest research trends etc. LinkedIn was most used network website followed by Research Gate, Acedemia.edu, Mendeley and Zotero. Parusheva, Aleksandrova and Hadzhikolev (2018) in their study of 378 students at the University of Economics- Varna, Bulgaria found high popularity and strong positive interest of students for the social platforms, especially Facebook as almost 100% students used it daily basis.

#### 4. DATA ANALYSIS

Data collected for the present study has been presented through tables and graphs. Percentage of all response has been derived in all tables to analyse the findings.

**Table 5.1 Response rate of PG Students**

<b>Status</b>	<b>Response</b>
Questionnaire distributed	60
Response Recieved	60
Response rate	100%

In every survey study response rate of users is very important. In the present study there were total 60 questionnaires distributed among PG students of CCS Haryana Agricultural University. Out of all distributed questionnaires, all questionnaires were returned with response rate of 100% as reflected in table 5.1.

**Table 5.2 Awareness and Use about Social Media**

<b>Factor</b>	<b>Response</b>	<b>Percentage</b>
<b>Awareness</b>	60	100
<b>Use</b>	60	100

A few recent studies on Social Media (SM) reveal that a large number of students in higher educational institutions are using social media for academic and other purposes. Table 5.2 depicts the level of awareness and use of social media among PG students of CCSHAU. It is very apparent from the table that all the PG students of university were aware of Social Media (SM). Not only all students were aware but they all were found using SM for one or another purposes. It is really a very amazing finding of the study that full ratio of students of CCSHAU used social media.

**Table 5.3 Use of different SM tools**

<b>SM Tools</b>	<b>Awareness (N=60)</b>	<b>Percentage</b>	<b>Use (N=60)</b>	<b>Percentage</b>
Facebook	60	100	60	100
Hangout	40	66.66	20	33.33
Twitter	47	78.33	20	33.33
WhatsApp	60	100	60	100
Youtube	60	100	58	96.66
Instagram	49	81.66	39	65
Skype	42	70	24	40.00
Blogs	23	38.33	3	5
Linkedin	31	51.66	16	26.66
Wiki	31	51.66	20	33.33
Flickr	11	18.33	5	12
SlideShare	37	61.66	21	35
Myspace	15	25	9	15
Googleplus	30	50	18	30

Bing search	29	48.33	5	8.33
Classmates	30	50.00	2	3.33
Cyworld	11	18.33	0	0
Foursquare	8	13.33	0	0
Tumblr	5	8.33	0	0
Meetup	12	20.00	0	0
Printerest	27	45.00	4	6.66

Table 5.3 lists the different SM tools and their awareness and use among PG students of CCSHAU. Table shows that most popular SM tools were Facebook, Watsup and Youtube as all the respondents were found aware about these three SM tools. Out of these three most fully sentient tools, all students were found using two SM tools viz. Facebook and Watsup while almost all (96.66%) using youtube. Next five most sentient SM tools were Instagram (81.66%), Twiter (78.33%), Skype (70%), Hangout (66.66), and SlideShare (61.66%) as almost 60% to 80 % of users were aware of these tools but out of these five most sentient SM tools only Instagram was used by more users (65%) whereas other four were used by 33 - 40 % users only. Least sentient SM tools were 'Fousqure' (13.3%) and 'Tumblr' (8.33%) and four SM tools namely 'Fousqure, Cyworld, Meetup and 'Tumblr' were used by no one.

**Table 5.4 Period of using SM**

Frequency of use	Response (N=60)	Percentage
Less than 1 year	3	5
1-2 years	3	5
2-3 years	7	11.66
3-4 years	17	28.34
More than 4 years	30	50

It is very much clear from table 5.3 that all the PG students of CCSHAU use social media but it is also very important to know the frequency of using SM by the students. Table 5.4 shows the frequency of use of SM among students of the university. It is very apparent from the table that half of the respondents (50%) were found using SM for more than four years. More than one fourth of users (28.34%) were using social media from three to four years. Only one tenth

of users (11.66%) were found using SM from 2-3 years while same numbers of users (5% each) were using SM from 1 to 2 years and less than one year. Thus it becomes clear from the table that majority of users of CCSHAU were using SM for a long period.

**Table 5.5 Preference of device for using SM**

<b>Device</b>	<b>Frequency (N=60)</b>	<b>Percentage</b>
Desktop	8	13.33
Laptop	20	33.33
Smartphone	58	96.66
Tablet	2	3.33
Cybercafé Devices	1	1.66

Table 5.5 shows the preferred devices for using SM. It was found that almost all PG students (96.66%) of CCSHAU preferred using their Smart Phones for SM communications. Laptops (33.33%) were another preferred device for using SM by students followed by Desktops (13.33%). Least number of students preferred tablets (3.33%) and Cyber cafe devices (1.66%) for using social media. It is also clear from the table that almost all the students of CCSHAU had Smart phones for using social media apps and tools.

**Table 5.6 Preferred place to use SM**

<b>Place</b>	<b>Response (N=60)</b>	<b>Percentage</b>
Home /hostel	55	91.66
University/Department	36	60
While travelling	49	81.66
Cyber Cafe	1	1.66

Table 5.6 indicates the places preferred for using SM by the PG students. Table shows that more than 90 percent students used SM communications sitting in their hostels or home. Another preferred place for using SM was travelling space (81.66%) as preferred to use SM when they commuted from one place to another so that their time could be better utilized. Use of SM from campus or department was found 60 % while least use was made from Cyber cafe as only one user preferred to use SM through cyber cafe.

**Table 5.7 Purpose of Using SM**

<b>Purpose</b>	<b>Frequency (N=60)</b>	<b>Percentage</b>
Share my experience on different things	44	73.33
Keep in touch with friends and family	50	83.33
Share photos, videos and movie	44	73.33
Make professional and business contacts	35	58.33
Find important information	48	80.00
Searching new people, friends or contacts	31	51.66
Get opinion from friends, family and experts	39	65.00
Entertain myself	47	78.33
Socialization	41	68.33
Share feedback about brands and products	23	38.33
Contributing on online forums and discussions	26	43.33
Editing wiki articles	14	23.33
Posting or review or rating on various sites	23	38.33
Get freebies	14	23.33

Table 5.7 indicates the purposes of PG students of CCSHAU in using SM. More than 80 percent of respondents used SM for keeping in touch with their friends and family (83.33 %), and finding important information (80%). 70% to 80% respondents used SM for their entertainment (78.33%), Share photos, videos and movie (73.33%) and Share their experience with others on different things (73.33%). More than half of users used SM for Socialization (68.33%), get opinion from friends, family and experts (65.00%), make professional and business contacts (58.33%) and searching new people, friends or contacts (51.66 %). There were 35 percent to 45 percent users used SM for contributing on online forums and discussions (43.33%), and Share feedback about brands (38.33%) and Posting or review or rating on various sites (38.33%). Less than 25 percent users used SM for editing wiki articles, and get freebies (23.33 % each).

**Table 5.8 Time spent in using SM**

<b>Time spent</b>	<b>Frequency</b>	<b>Percentage</b>
Always logged	14	23.33



More than 5 times in a day	12	20.00
3 or 4 times in a day	10	16.66
2 times in a day	6	10.00
Once in a day	18	30.00

Table 5.8 Shows the time spent by students in using SM. Majority of users (30%) reported that they used social media only once in a day followed by respondents (23.33%) who reported that they kept them always logged in to use SM. There were 20 % students of the university used social media more than 5 times in a day while 16.66 % respondents used SM three or four times in a day. SM was used only two times in a day by 10 % students of CCSHAU. It is very clear from awareness and use of social media is almost full among students of CCSHAU but majority of students found using social media for a very less time as nearly 40% of users of users used SM for once or two times in a day.

**Table 5.9 Difficulties in using SM**

<b>Difficulties</b>	<b>Frequency (N=60)</b>	<b>Percentage</b>
Restriction of using social media in Computer Labs of University	40	66.66
Poor Wi-Fi Connectivity	8	13.33
Lack of Hardware at Hostels and Home	23	38.33
Smartphone's not affordable	0	0
Academic Pressure	42	70
Parents restrictions at home	18	30
Do not get time	24	40
Find fake information's	5	8.33
Waste my time	17	28.33
Internet pack not affordable	2	3.33

Table 5.9 demonstrates the difficulties faced by CCSHAU students in using social media. It was found that nearly three fourth part of students (70%) find difficulty in using social media due to academic pressure followed by restriction of using social media in computer labs of university(66.66%). Thirty to forty percent users faced problem of lack of time (40%), lack of hardware at home or hostels (38.33%) and parents' restrictions in use of social media

(30%). Nearly 30% respondents reported that they do not use social media much because they consider social media as wastage of their time. No student thought availability of Smartphone as a barrier in using social media.

## **6. CONCLUSION**

Use of SM is rapidly growing among youngsters specially the students of higher educational institutions. The students not only use social media networks or apps for their entertainment or socialization but also using these tools for their academic and research purposes as these tools are assisting the academic community in various pedagogical activities. The present study gives an insight on the awareness, usage and other aspects of CCSHAU Hisar. Findings of the study show that the all PG students are aware of social media and using a few tools like Watsup, Facebook and Youtube at full rate. Most of the respondents used two or more academic social network for the last 4 years or more. The results also reveals that the PG students are mostly using SM tools for the purpose of for keeping in touch with their friends and family ; finding important information ; entertainment ; Share photos, videos and movie ; and Share their experience with others on different things . Awareness and use of social media is almost full among students of CCSHAU but majority of students found using social media for a very less time as nearly 40% of users of users used SM for once or two times in a day. Nearly one third part of students find difficulty in using social media due to academic pressure followed by restriction of using social media in computer labs of university.

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