



## A STUDY ON IMPACT OF SOCIAL MEDIA ON STUDENTS COMMUNITY

(with special reference to Thoothukudi city)

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### ABSTRACT

*The past decade students are also adopting the technology for use the internet for no other purpose than send and receive mail or messages. Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. It is highly use for tool for communication. In this study social media sites mainly focus on facebook, whats app and twitter. The study has based on both primary and secondary data. The researcher has used convenient sampling for this study. The researcher has used the statistical tools like percentage analysis, weighted arithmetic average method and Garrett ranking method to analyse the impact of social media on students community in Thoothukudi city.*

***Key Words: Social Media sites, Communication, Students Community.***

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### INTRODUCTION

The social media can be a valuable addition to a department's communications strategy. Because many persons have expressed an interest in developing and maintaining a social media presence in personal and professional capacities.

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

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## **Communication**

The word "communication" is derived from the Latin verb "*communicare*" which means "to make common" or "to share". It is also believed to have been based on a Latin word, "*cummunis*", which means to communicate and share, to impart a piece of information, a message, an idea or concept.

Communication is often considered as an activity only. In actuality, it is a process. The process of communication includes transmission of information, ideas, emotions, skills, and knowledge. This is done with the help of symbols, words, pictures, figures, graphs, drawings, and illustrations, etc.

"communication" is the process by which we understand and in turn try to be understood by others. It is dynamic, constantly changing and shifting in response to the overall situation. Therefore, "communication" can be described as "the interchange of thoughts or ideas". This is also referred as sharing of meaning.

communication is viewed as creation and transmission of information, consisting of distinctive stimuli, from a source to a recipient. Speaking about the role of communication in everyday life, one can say that communication is a system through which the messages are sent, and feedback received. So it is not a one-way process. Rather it is a two-way process.

According to American Management Association, "Communication is any behavior that results in an exchange of meaning."

In the words of Bartol and Martin, "Communication is the exchange of messages between people for the purpose of achieving common meanings."

## **Need for Communication**

Man is a social being. He is a member of society. As a member of society he has to constantly interact with his fellow beings. He has emotions, feelings, likes and dislikes. He has to give vent to all these. He needs to convey and let others know what he feels. In other words, whatever be the environment in which a person is placed, he has to build links, establish relationships and have connections. The need for communication arises from man's desire to express himself in a meaningful manner. As stated earlier, communication is the modus operandi of social interaction or social intercourse. As a member of the family, as a member of the social group, as a part of the work team, man communicates.

Human beings are emotional. They are also rational beings. They are endowed with the faculty of thinking. Human beings are creative. Human beings are intelligent and have brainpower. In order to give a meaningful expression to their creativity, intelligence, thoughts and ideas, they resort to communication.

The need for communication arises from the need to emote, to interact, to express one's ideas and thoughts and the need to relate and to connect.

## **History of Communication**

Animals have their own methods of communication. For example Dolphins use sound to communicate with other dolphins and to echolocate when hunting. From the early history of human existence there have been many ways of communicating each other. People from different parts of the world use a variety of languages to express their thoughts. Gradually civilization thrived and ways of communicating other continents became a general need to build up political and economical inter-relationships among them.

We find many curious and interesting methods of communication in the history of the world. Sri Lankan history reveals that messages were sent by birds often. And some messages

were named after the bird that carried it. The postal system was one of the early forms of communication. Chou Dynasty created his own postal system in 1000 B.C. The mail would travel on a horse to the next pass. Romans had their own system called the “CursusPubius”, they used foot messengers. Genghis Khan made an early postal system using homing pigeons.

After the invention of the printing machine people in Europe gathered knowledge by reading. They started thinking. Hence, many inventions and theories came forward. Among them were telegraph, telephone, television and radio.

British inventors Sir Charles Wheatstone and William F. Cook invented the telegraph in 1837. Samuel Morse invented the telegraph communication system called the Morse code. It had long and short electrical impulses referring as dots and dashes. Each impulse is either a letter or number. The telegraph was an old machine, however it was very important and certainly a faster way for communication than mail.

The introduction of the telegraph gave instant communication over long distance and inspired many inventors to find a means of transmitting sound over these same electric wires. Philip Reis, a German teacher of Science converted violin notes by a mechanical method into electrical signals and then passed the signals along wires to a receiving violin where they were converted back into sounds. Around 1860 he first used the word “telephone” to describe his invention, which in those days was dismissed as another amusing scientific toy.

Alexander Graham Bell who was a Science student at EdinburgeUniversty on his return to his home became a teacher of deaf mutes. He invented many electrical deaf aids to assist his pupils.

In 1876 with his assistant Thomas A. Watson, he built a telephone system based on the scientific principles of magnetic induction. However, Italians proclaim that Antonio Meucci, an immigrant from Florence, Italy invented the telephone in 1949 and that he applied for a patent in 1871. Unfortunately he was not able to achieve it as he did not have enough money.

Unlike other communication methods telephones are bi-directional. Hence it became a very useful way of communication. Today almost every household owns a telephone and it is considered a necessity.

Since the launch of the first cellular mobile service in August 1995, the Indian Cellular Industry (ICI) has not looked back. Despite several hurdles in terms of policy and regulatory challenges despite being on the verge of bankruptcy at the end of 1998, the industry has maintained its vigorous growth.

The Indian Telecommunication Sector (ITS) is passing through a dynamic transitional phase, as it is clearly undergone the operation of market forces of demand and supply. The expectation of customers is quiet evident through revealed performance in favor of economically rational decisions.

Global System for Mobile phone communication (GSM) was the first commercially available digital standard, introduced in 1992 and relies on circuit switched data. It supports data at low bit rates (<9.6 K6ps), and has been predominantly used for laptop computers.

The adaptation of GSM at 1800MHz is also separating outside of Europe to East Asian and some South American countries. GSM 1990, a derivative of GSM for North American is planned to cover a substantial area of the United State. All these systems also enjoy a form of Roaming.

### **STATEMENT OF THE PROBLEM :**

The speed of internet has changed the many people receive the information many people who have access to the internet at school, college, home at the work place . The students are also adopting the technology for use the internet for no other purpose than send and receive mail or messages. It has made communication between the strangers easier than ever. Chatting is one of the more popular activities on the internet people talk to anyone across the world. Through social media easy to communicate with the friends relatives and so on , It is highly use for tool for communication. The study has a clear insight about the impact of Social Media on Student community. The study is totally relevant to the present day problems. The most of the student have using Social media. Hence the researcher has chosen this particular topic for blinking out the impact of social media on students community in the study area of Thoothukudi city.

### **OBJECTIVES OF THE STUDY :**

- ✓ To know the socio, economic and demographic profile of the respondents
- ✓ To analyze the students involvement in the social networking sites.
- ✓ To know the impact of social media on student community.
- ✓ To offer suitable suggestions for the problem identified about the impact of social networking sites.

### **METHODOLOGY :**

The researcher has used both primary data and secondary data for his study.Primary data have been gathered from respondents by using social media. The primary data have been collected through a well-designed, pre-tested questionnaire, constructed for the purpose of the study. The questionnaire consists of open ended questions and closed ended questions. The secondary data needed for the study have been collected from various books, journals, magazines, related research report and search engines.

### **SAMPLINGDESIGN :**

The primary data have been gathered by the researcher from the various categories of the social media users. As the number of students of using the social media is infinite, it is very difficult to adopt the census method to collect data. So the researcher has used sample study. A sample of 100respondents of using social media has been selected by convenient sampling method.

### **DATA PROCESSING :**

After data collection, the data were edited properly and a master table was prepared to sum up all the information collected in the questionnaire, with the help of master table, classification of data was made and analyzed further.

### **FINDINGS OF THE STUDY**

It is understood from the survey that majority of the respondents (50.00 %) are male, majority of the respondents (57.00) are in the age group of below 21-25 years, most of the respondents (82.00%) are graduate, majority of the respondents (54%) are Under Graduates,

most of the respondents (32%) are commerce students, most of the respondents (43%) are use the internet for the purpose of entertainment, majority of the respondents (69.00) are lives in the urban area, majority of the respondents (53%) are prefer the social media as whats app, most of the respondents (49%) are use social media for the period of more than 3 years, majority of respondents (82%) are visit his/her social media account daily, most of respondents (43.90%) have use social media less than 1 hour in every day, majority of respondents (72%) are access the social network account through Smart phone, most of the respondents (42.00) are click the ads on your profile occasionally, it is clearly indicated that most of the Students are availed add photo/album and news feed facilities, 64.10 % of the customers are benefited to find information in the social media sites, majority of respondents (76%) are felt that the social media replaces face to face communication, majority of the respondents (56%) parents are aware of the social networking sites.

### **SUGESTIONS**

- The youths need to be trained on better usage of the social media so as to minimize time wastage on chatting and other irrelevant engagements that are not of major importance on their lives.
- The findings of this study should be used in policy formulation at levels of learning that the youths are inclusive such as high schools and universities and in government agents that deal with the youth.
- In order to communicate effectively to the young people schools and government agencies should adopt social media as one of their means of communication.
- To avoid having a generation that does not have face to face communication skills, all the stakeholders should consider organizing social events that the youth will use to interact and mingle with each other physically.

### **CONCLUSION**

The social networking websites has become essential need today, but it should not be motivated at all. It could ruin the future of teenagers and children and it had a very bad impact on education as it is discussed above. There is no third party or any other community which could check for what actions are been performed by which user, so it is strongly recommended to check children's activities on social networks and don't let them use social networking websites. It is also a strong recommendation for Govt. and international cyber jurisdiction to take part and ban these types of websites, other than government and jurisdiction, every parent should strictly ban use of social networks on their children and secure their future.

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