



EXPLORING SOCIAL MEDIA PATTERNS: A COMPREHENSIVE ANALYSIS OF SOUTH INDIAN CHILDREN'S EDUCATION SOCIETY'S DEGREE COLLEGE STUDENTS IN AMBERNATH

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Abstract

This research paper delves into the intricate landscape of digital connectivity and its impact on student dynamics, focusing on the extensive use of social networking sites (SNS) among students at South Indian Children's Education Society's Degree College in Ambarnath. The study employs a comprehensive approach, combining quantitative and qualitative methodologies to explore the patterns, preferences, and effects of social media usage within the student community. Through surveys and interviews, the research examines the frequency and duration of SNS engagement, the platforms most favored by students, and the purposes behind their online interactions. Furthermore, the study investigates the influence of social networking on academic performance, social relationships, and overall student well-being. It also explores the role of digital connectivity in shaping communication patterns and social behaviors within the academic environment.

Keywords: *ICT, Social Networking Sites, Social Media, Web 2.0, Digital Media.*

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Introduction:

In an era dominated by digital connectivity, social networking sites (SNS) have become integral to the fabric of student life. This paper explores the pervasive use of SNS among students at South Indian Children's Education Society's Degree College in Ambarnath. As these platforms redefine communication and social interaction, understanding their impact on student dynamics is paramount. Through a comprehensive study, we delve into usage patterns, preferences, and consequences of social media engagement. This research aims to provide nuanced insights into the intersection of digital connectivity and academic life, shedding light on the motivations and challenges faced by students in leveraging social media. By unraveling the complexities of SNS use, we contribute to the

broader conversation on cultivating a balanced and productive digital environment within educational institutions.

Social Media/Social Networking Sites:

Social networking sites (SNS) are online platforms that facilitate the building of social networks or relationships among people who share common interests, activities, or real-life connections. These sites typically allow users to create a profile, share information, and engage with others through various communication tools. Here are some key aspects of social networking sites:

- 1. Profile Creation:** Users typically create a personal profile on social networking sites, providing information such as their name, profile picture, location, interests, and sometimes personal or

- professional details.
2. **Connecting with Others:** Users can connect with others on the platform, forming a network of friends, followers, or connections. This connection allows for sharing and viewing each other's updates, posts, and activities.
 3. **Content Sharing:** Users can share various types of content, including text posts, photos, videos, and links. This shared content can be visible to a user's network, fostering communication and interaction.
 4. **Communication Features:** Social networking sites offer communication features such as comments, likes, shares, and direct messaging. These tools enable users to engage with each other's content and communicate in real-time.
 5. **Privacy Settings:** Most SNS provide privacy settings, allowing users to control the visibility of their profile and content. Users can often customize who can see their information and who can connect with them.
 6. **Groups and Communities:** Many social networking platforms offer the creation of groups or communities where users with similar interests can join discussions, share content, and connect with like-minded individuals.
 7. **News Feeds:** A central feature of SNS is the news feed, where users see a curated stream of updates from their network. This feed keeps users informed about the activities and posts of their connections.
 8. **Business and Professional Networking:** Some platforms, such as LinkedIn, focus on professional networking. Users can showcase their work experience, skills, and connect with professionals in their industry.
 9. **Global Reach:** Social networking sites provide a global platform for connecting with people from different parts of the world, fostering cross-cultural

communication and collaboration.

10. Impact on Society: SNS have had a profound impact on society, influencing communication patterns, information dissemination, and even social movements. They have become integral tools for personal, social, and professional interactions.

Popular examples of social networking sites include Facebook, Instagram, Twitter, LinkedIn, Snapchat, and WhatsApp. Each platform has its unique features and caters to different demographics and interests.

Scope and Limitations of the Study:

The Scope of the Study is limited only south Indian Children's Education Society's Degree College of Arts, Science & Commerce Jambhul Phata Chikloli, Ambarnath (W)

Objective of the Study:

1. To examine the extent of use of social network site;
2. To know the location of browsing SNS;
3. To identify frequency of use SNS;
4. To check the satisfaction level of respondents.

Hypothesis of the Study:

For the present study following hypothesis is used

1. Majority of the respondents are aware about Social Networking Sites;
2. Female respondents is more than male respondents

Research Methodology:

A well design questionnaire was employed to gather data from the participants. A total of 150 questionnaires were disseminated among students across various departments of South Indian Children's Education Society's Degree College of Arts, Science & Commerce in Ambarnath (W). 134 (89.33%) completed and valid questionnaires were meticulously analyzed using Excel. The findings are presented in tabular formats, employing percentages for clarity and comprehension.

Data Analysis and Interpretation:

The data was collected by questionnaire methods were analyzed and interpreted and same presented with the help of following parameters:

1. Gender wise Analysis of respondents.

The questions was asked about their Gender, and the responses received were tabulated in Table no. 1

Table No.1: Gender wise use of Social Networking Sites

Gender	Respondents	%
Male	45	33.58
Female	89	66.41
Total	134	100.00

The table No.1 presents a breakdown of respondents based on gender in a sample of 134 participants. Of the total respondents, 45 individuals identify as male, constituting 33.58% of the sample, while 89 respondents identify as female, representing 66.41%. The table provides a comprehensive overview of the gender distribution within the surveyed population, offering insights into the composition of the study participants.

2. Time Spend on Social Networking Sites:

The questions was asked regarding time spend for using Social Networking Sites, the response received from the students were presented in Table No.2

Table No 2 Time Spend on Social Networking Sites

Sr.No.	Hours Per day	Respondents	%
1	0-30 min	11	8.21%
2	1-2hour	74	55.22%
3	2-3 hour	32	23.88%
4	3-4 hour	7	7346%
5	More than 4 hours	10	7.46%
	Total	134	100%

The table No.2 illustrates the distribution of respondents based on daily time allocation for a specific activity. The majority, 55.22%, spend 1-2 hours, while 23.88% dedicate 2-3 hours. A smaller percentage, 7.46%, invests more than 4 hours. Notably, 8.21% spend 0-30 minutes, and 7.34% allocate 3-4 hours daily. The total respondents in the survey amount to 134, with percentages summing up to 100%.

3. Place of Browsing Social Networking Sites:

The questions was asked about the Place of Browsing Social Networking Sites, the responses received from the respondents were tabulated in Table No. 3

Table No. 3: Place of Browsing Social Networking Sites

Sr. No.	Location	Respondents	%
1	College Library	29	21.64%
2	On Mobile	69	51.49%
	At home	29	21.64%
3	Internet Café	7	5.22%
	Total	134	100%

This table No.3 outlines the locations where respondents engage in a specific activity. The majority, 51.49%, utilize their mobile devices, while 21.64% each prefer the college library and home. Smaller percentages, 5.22%, opt for an internet café. The total respondents in the survey amount to 134, with percentages summing up to 100%.

4. Frequency of Using Social Networking Sites

The questions was asked regarding frequency of using Social Networking Sites, the responses received were presented in Table No.4

Table No. 4: Frequency of Use Social Networking Sites

Sr. No.	Frequency	Respondents	%
1	Daily	121	90.29%
2	weekly	10	7.46%
3	Sometimes	1	0.74%
4	Rarely	0	0%
	Total	132	100%

The table No.4 presents the frequency of engagement in a specific activity among respondents. A significant majority, 90.29%, participate daily, while 7.46% engage weekly. Only small percentages, 0.74%, partake sometimes, and none responded with rare engagement. The total respondents in the survey amount to 132, with percentages totaling 100%.

5. Purpose of Using Social Networking Sites

The questions was asked about purpose of using Social Networking Sites, the responses received were tabulated in Table No.5

Table No. 5: Purpose of Using Social Networking Sites

Sr. No.	Purpose	Respondents	%
1	Sharing Important information	72	53.73%
2	Sharing video and pictures	86	64.17%
3	Instant message (Chat/Communication)	83	61.94%
4	To communicate new people	36	26.86%
5	Sharing notes	93	69.40%
6	Other Purpose	64	47.76%

The table No.5 delineates respondents' purposes for engaging in a specific activity. A significant portion, 69.40%, utilizes it for sharing notes, while 64.17% share videos and pictures. Additionally, 53.73% use it for sharing important information, 61.94% for instant messaging, and 26.86% to communicate with new people. Other purposes are cited by 47.76% of respondents.

6. Most Used Social Networking Site

The questions was asked about Most Used Social Networking Site, the responses received were presented in Table no.6



Table No. 6: Most Used Social Networking Site

Sr. No.	Popular Site	Respondents	%
1	Facebook	112	83.58%
2	WhatsApp	127	94.77%
3	YouTube	117	87.31%
4	Instagram	76	56.71%
5	Twitter	6	4.47%
6	LinkedIn	3	2.23%
7	WeChat	2	1.49%
8	Telegram	46	34.32%
9	Others	3	2.23%

This table No. 6 highlights the prevalence of social networking site usage among respondents. WhatsApp leads with 94.77%, followed by Facebook at 83.58%, and YouTube at 87.31%. Instagram is utilized by 56.71%, while Twitter, LinkedIn, and WeChat have lower usage percentages. Telegram is used by 34.32%, and there are minor mentions of other platforms by 2.23%.

7. Problems facing while using Social Networking Sites

The questions was asked regarding problems of searching Social Networking Sites, the responses received from the respondents were tabulated in Table No.7

Table No. 7: Problems facing while using Social Networking Sites

Sr. No.	Problem	Respondents	%
1	Lack of time	13	9.70%
2	Slow access/ network problem	43	32.08%
3	Difficulty in finding relevant information	67	50%
4	Privacy Concerns	79	58.95%
5	Cyberbullying	53	39.55%
6	Addiction and Time Management	88	65.67%
7	Fake News and Miss information	74	55.22%
8	Security Threats	44	32.83

The table No.7 highlights challenges faced by social media users, including concerns such as privacy (58.95%) and addiction/time management issues (65.67%). Users also encounter problems with slow access/network (32.08%), cyberbullying (39.55%), and difficulty finding relevant information (50%). Security threats and lack of time are reported by 32.83% and 9.70% of respondents, respectively.

8. Satisfaction Level in Using Social Networking Sites

The questions was asked about Satisfaction Level in Using Social Networking Sites, the responses received from the respondents were presented in Table No. 8

Table No. 8: Satisfaction Level in Using Social Networking Sites

Sr. No.	Satisfaction	Respondents	%
1	Very Satisfied	84	62.69%
2	Satisfied	31	23.13%
3	Neutral/Not Sure	13	9.70%
4	Not Satisfied	6	4.48%
	Total	134	100%

The table No.8 depicts the satisfaction levels of respondents regarding social networking sites. A majority of 62.69% express being "Very Satisfied," while 23.13% indicate being "Satisfied." A smaller proportion, 9.70%, remains "Neutral/Not Sure," and only 4.48% report being "Not Satisfied." The total number of respondents in the survey is 134, constituting 100%.

Findings and Conclusion:

Gender Distribution: The gender distribution among the 134 respondents indicates that 66.41% are female, while 33.58% are male. This distribution provides insights into the composition of the study participants.

Daily Time Allocation: A majority (55.22%) of respondents spend 1-2 hours daily on a specific activity, while 23.88% allocate 2-3 hours. Smaller percentages are observed for those who spend 0-30 minutes (8.21%), 3-4 hours (7.34%), and more than 4 hours (7.46%).

Preferred Locations: The majority of respondents (51.49%) prefer using mobile devices for the specified activity. Smaller percentages opt for the college library (21.64%), home (21.64%), and internet café (5.22%).

Frequency of Engagement: The majority of respondents (90.29%) engage in the activity daily, while 7.46% do so weekly. Only a small percentage participates sometimes (0.74%), and none reported rare engagement.

Purposes for Engagement: Respondents engage in the specified activity for various purposes, with sharing notes (69.40%) and sharing videos/pictures (64.17%) being the most common. Other purposes include sharing important information (53.73%), instant messaging (61.94%), and communication with new people (26.86%).

Social Networking Site Usage: WhatsApp (94.77%), Facebook (83.58%), and YouTube (87.31%) are the most popular social networking platforms among respondents. Instagram (56.71%) also sees significant usage, while Twitter (4.47%), LinkedIn (2.23%), and WeChat (1.49%) have lower percentages.

Challenges in Social Media Use: The primary challenges faced by social media users include concerns about privacy (58.95%) and issues related to addiction and time management (65.67%). Additional challenges include slow access/network problems (32.08%), cyberbullying (39.55%), and difficulty finding relevant information (50%). A noteworthy percentage reports security threats (32.83%), while a smaller proportion faces a lack of time (9.70%).

Satisfaction Levels: The majority of respondents (62.69%) express being "Very Satisfied" with their use of social networking sites, while 23.13% are "Satisfied." A smaller proportion is "Neutral/Not Sure" (9.70%), and only 4.48% report being "Not Satisfied."

The findings provide a comprehensive understanding of user behavior, preferences, and challenges related to social networking site usage. The satisfaction levels suggest a predominantly positive experience among the respondents, with a minority expressing concerns or uncertainties.

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