

IMPLICATIONS OF DEMOGRAPHIC PROFILE ON STUDENTS –A STRUCTURAL TREATISE ON SOCIAL MEDIA WITH SPECIAL REFERENCE TO ANDHRA REGION

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ABSTRACT

In today's environment, social media is certainly a significant part of the lives of students. Because to the prevalence of social media and other forms of electronic communication, the world has shrunk to the size of a village. SNS's influence on students is presently the subject of much discussion. Research on the use of social networking sites and the influence that they have on students is scarce in India. In the beginning, a research was carried out to determine the impact of social media on college students. Following a descriptive research design, the investigation was conducted. In order to achieve the study's aims, a semi-structured questionnaire was developed and delivered to students. Questionnaires were distributed among 200 targeted sample students out of which 180 complete/valid responses are collected. According to the study's results, students' academic performance is greatly impacted by their use of social networking sites. Even if the study's findings are as stated, the acquired results cannot be extended to the whole student population if the findings are unique to the respondents alone.

Keywords: *Social media–Gender, Social networking -What's app, Face book, Instagram, Academics*

INTRODUCTION

Students nowadays are heavily reliant on social media and networks like Facebook and Twitter. Different social networks and online communities, like Facebook, allow for the generation and sharing of various kinds of information and ideas using computer-mediated technology known as "social media." Twitter, LinkedIn, and WhatsApp. Rapidly occurring innovations in the area of information technology are offered to the market through multiple social media and networking websites in order to increase public knowledge and adoption. This study looked at how social media and web-based interactions affect the daily lives of students. Among the most widely used social networking services (SNS), you'll find names such as "Facebook," "Twitter," "WeChat," "Snapchat," and "WhatsApp."

Modern existence necessitates that we maintain contact and be current on the most recent news and trends. However, our objective is to determine whether or if this pattern affects or impacts student performance. Facebook, Twitter, and other social media have created a virtual world that is distinct from the real one. Individuals from all around the globe are linked via social media, an online technology platform. It is used to develop relationships amongst individuals. We can communicate with people in other countries, listen to music, read books, see images, and do many other things thanks to their support. Our lives have been significantly simplified and firmly bound by social media.

During the time spent finding people for friendships, children have a lot of different kinds of interactions and get to talk to almost an unlimited number of people from different backgrounds. They also get to hear a lot of stories, trade ideas, and talk about things that are important to them. Because of this, people who use social networks are often younger.

Although the usage of social media improves access to knowledge and facilitates the rapid flow of information among students, there's a counterargument that kids use social media mostly to talk about things other than school and so impair the learning process.

Examining how social media impacts students' academic performance is the primary goal of this research. Existing research will be evaluated, and a survey of respondents will be done, in order to accomplish this goal.

NEED FOR THE STUDY

Social media platforms give a forum for the debate of contemporary concerns that have been overlooked. Studying how social networking affects young people's education is the goal of the study. Analysis of how social media affects young people, as well as the advantages and benefits of social media for them, their attitude toward social media, and the amount of time they spend on social media were the study's primary goals.

OBJECTIVES

- To find out if Andhra Pradesh students of different genders use social networking sites in different ways.
- To find out how social media affects how well students do in school.

From the above objectives the below hypothesis are framed

H1: There is no substantial difference between gender and purposeful use of social media.

H2: Regarding the significance of using social media, there is no major variation between the ages of students.

H3: There is no substantial difference in the influence of social media on students' academic performance based on their level of education.

H4: There is no substantial difference between education levels and perceptions of social media credibility.

REVIEW OF LITERATURE

Uma Rani. Padmalosani, (2019), in their article "Impact of Social Media on Youth", studied the impact of social media towards youth. It was found that youth are wasting their precious time spending hours together on SNS and are also spoiling their health due to sleepless nights. The article suggested that cultural and religious values must be kept in mind and should not affect anyone when posting information in social media. **Dr.M.Rifaya Meera, Mr.K.Ganesha Moorthy, Mrs.C.AnuPriya** (2017), in the article "A research on the influence of social media on the student community focuses mostly on Facebook, WhatsApp, and Twitter. The article advocated that the young of today be educated on how to use social media more effectively in order to reduce the amount of time they waste on talking and other activities that do not have a substantial impact on their life. **Nandisha.H. D. and Anand. R. (2017)**, "Influence of social networking on the younger generation" performed a research to assess the impact that social networking has had on the educational options accessible to younger generations. The report was titled "The Younger Generation and the Impact of Social Networking." Utilized properly, social networking may have a profound impact on academic career advancement, the acquisition of new skills, the betterment of one's way of life, the adoption of new trends and fashion, etc. In their 2016 essay titled "The impact that students' usage of social media has on their performance in all areas of their academic careers," Research conducted by **Okyeadie Mensah and Dr. Ismail Nizam** has as their major area of interest the impact that using social media has on the academic achievement of pupils. To understand the time-appropriateness, length, friendly-people connections via social media, type of use of these sites, health addictions resulting from their use, and security or privacy issues. **SandraMs. Shabnam S. Mahat, Dr. S. D. Mundhe(2014)**, "Youth and Societal Networking Sites" found that Social Networking Sites are not only popular for conversing and exchanging bits and pieces of information, such as photos and videos, but they are also a great place to debate important social problems. On SNS, youth are speaking out against social actions such as human rights violations, corruption, etc. Therefore, we should concentrate on the beneficial features of these SNS so that they serve our community effectively. SNS is seen as both a blessing and a scourge for Indian culture.

METHODOLOGY OF THE STUDY

For the purposes of this research, both primary and secondary data are used. In order to collect primary data from respondents, an organised, well planned, and it makes use of a tried-and-true questionnaire that has been through extensive testing and consists of both open-ended and closed-off items. The secondary data necessary for the study is gathered from a variety of books, journals, magazines, research papers, and search engines. The survey approach is used for the research in order to acquire genuine data on a wide variety of topics via the actual views and ideas of respondents. This study examines the positive and negative impacts of more access to information and social media on pupils in 13 districts of Andhra Pradesh. Between 2021 and 2022, 200 students between the ages of 15 and 24 will be sampled using the method of convenient random sampling to gather data.

DATA ANALYSIS AND INTERPRETATION

Using SPSS software, the Mann-Whitney Test and the Kruskal-Wallis Test are used to examine the questionnaire-collected data.

H1: There is no significant difference between gender and usage of social media for different purposes

Mann-Whitney Test:

Statements	Gender		Z value	P value
	Male	Female		

For business use and promotional purposes	50.79	48.54	0.418	0.676
To communicate with friends	47.32	51.97	0.956	0.339
To make new connections	48.75	50.92	0.429	0.668
For academic use	48.96	50.76	0.356	0.722
To keep update with news	51.02	49.25	0.331	0.740
To follow college groups	47.58	51.78	0.855	0.393
For purposes emergency information	47.04	52.18	1.015	0.310

Therefore, the null hypothesis is accepted at the 5% level regarding the relevance of social media use $P > 0.05$. It demonstrates that there is no major difference between genders, i.e. men and women, in the use of social networking sites for academic objectives, communicating with friends, or for business purpose, or for getting the updated news or even during emergencies.

H2: There is no significant difference between age of the student with regard to importance of using social media.

Kruskal-Wallis Test:

Statements	Age				Chi-square value	P value
	Below 15 yrs	16-18 years	19-21 years	22-24 years		
For business use and promotional purposes	11.50	32.13	50.73	52.57	8.423	0.038
To communicate with friends	35.50	49.67	51.50	49.78	0.859	0.835
To make new connections	37.75	52.83	52.85	48.51	1.193	0.755
For academic use	38.25	45.28	55.87	48.10	2.740	0.434
To keep update with news	44.25	37.83	50.67	51.74	2.270	0.518
To follow college groups	36.00	47.06	56.77	47.44	3.812	0.282
For purposes emergency information	39.50	41.00	56.80	48.24	3.997	0.262

Because the p value of 0.05 is greater than what was anticipated, we may conclude that the null hypothesis is correct when examining the relationship between age and the significance of using social media.

Students of all ages use social media networking sites in the same way for developing new connections and academic purposes, as shown by the above test, or to get the news updates, or for communicating with friends and even in emergencies too.

H3: There is no substantial difference between educational levels and social media's favourable influence on pupils' academic performance

Kruskal-Wallis Test:

Statements	Educational Qualification				Chi-square value	P value
	SSC	Inter	UG	PG		
Facebook positively affect my study timings in routine life.	29.83	55.13	47.50	53.46	2.956	0.398
I timely submit my academic works whether spending time on social networks.	44.86	53.13	47.39	52.96	1.132	0.769
It's my routine habit to use twitter in my daily life.	29.00	40.63	49.26	54.44	3.790	0.285
Usage of Instagram sites in my routine life affects my academic life.	42.17	53.63	48.86	51.84	0.630	0.890
Social networking sites are effective way of speaking or writing in students' life.	29.67	45.13	49.26	53.66	2.735	0.434
Students may use social networking sites as an efficient e-learning tool.	30.83	46.19	53.35	50.08	2.251	0.522
Social networking sites change the behaviour of students in effective	29.17	49.06	48.68	53.53	2.586	0.460

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Because the p value is lower than 0.05, we may conclude that there is no evidence to support the alternative hypothesis, which states that using social media has a beneficial impact on students' academic achievement.

There is no association that can be shown to be statistically significant between educational qualification rankings and the effect that social media has on students' academic performance. Social media has a favourable impact on all pupils regardless of their educational level, regardless of whether they're high schoolers, undergraduates, or graduates. Social networking is helping the students in their academic works, learning new things, networking with others etc.

H4: There is no substantial difference between education levels and perceptions of social media credibility.

Kruskal-Wallis Test

Statements	Educational Qualification				Chi-square value	P value
	SSC	Inter	UG	PG		
Privacy policies are effective in social networking sites.	54.33	48.25	42.79	56.93	5.626	0.131
SMS can provide knowledge.	46.00	53.81	49.39	51.14	0.300	0.960
Using social networks helps you in your studies by any means?	40.33	62.81	44.71	53.84	4.493	0.213
Utilizing social networks has no positive influence on your academic performance?	45.50	70.25	45.05	52.03	5.883	0.117
Usage of social networks has any positive effects on your life?	51.67	38.63	49.55	53.14	1.998	0.573
Friends made through social media are trustworthy?	56.67	28.75	49.38	54.59	6.031	0.110
Using some kind of social networking is essential for today's life?	39.33	39.31	51.13	52.50	2.102	0.552

No statistically significant difference between the mean rankings of educational qualification and the appraisal of social media's worth can be found since the p value is greater than 0.05.

As a result, the null hypothesis is accepted at the 5% significance level for the perception of social media's worth. The above test revealed that students perceive social media sites to be very helpful by all means. They felt that the privacy policies are very effective and SNS are very helpful in improvising their academics and also their social life

FINDINGS AND DISCUSSION:

For the stated objectives the study revealed that

There was not a statistically significant difference in the number of male and female users who participated in various activities on social networking sites, such as academics, communicating with friends, or for business purpose, or for getting the updated news or even during emergencies. Irrespective of the gender that means both male and female students were using the social networking sites equally for different purposes. It was observed that students irrespective of the age are using the social media networking sites in the same manner for making new connections, academic purpose, or to get the news updates, or for communicating with friends and even in emergencies too. It means regardless of level of education be it they were high school going students or undergraduate students or post graduate students. The social media has a good impact on each kid in a unique way. Social networking is helping the students in their academic works, learning new things, networking with others etc. The above test revealed that students perceive social media sites to be very helpful by all means. They felt that the privacy policies are very effective and SNS are very helpful in improvising their academics and also their social life

CONCLUSION

So it's safe to say that social media has a big influence on kids' academic results. As a result, it's possible that social media, when utilised properly, might have a favourable impact on students' academic achievement. It was possible to gather data on how social media affects students' academic performance, and the findings are now available. According to the study, social media has no effect on the academic performance of pupils at any level. Their grades didn't suffer as a result of their excessive social media use. They did, in fact, sometimes utilise social media to boost their exam results or grades.

LIMITATIONS

To examine the impact of social media in Andhra Pradesh, a relatively limited number of respondents were contacted for this study. This is the primary limitation of this study. Due to the limited number of pupils examined, these generalisations cannot be applied to the whole state of Andhra Pradesh. The second restriction of this study was the limited time allotted for investigation.

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