Students perception towards social media – with special reference to Management Students of Bhopal Madhya Pradesh

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Abstract - Social media provides a digital platform for people across the world. It creates awareness amongst people to participate and share information online. This is because of globalization and advancement of digital technology. India is experiencing changes in society by social media technology. The growth of social media is changing behaviors, perceptions, and attitudes of people and growth of online social technologies induce audiences to become digital friendly; changing user behavior from passive to active, non-participatory to participation, and enabling users that was otherwise unknown or untapped. Therefore social media effect almost everyone in the universe whether individuals, businesses, and society and also provide an equal opportunity to share thoughts, opinions, and share information. It helps in empowering people in society to spread a point of view on social causes and change, participation in digital activisms, and support and information sharing in crisis situations. Cultural adoption and availability/understanding of technology prove to be an obstacle for many in underdeveloped areas of India. Now a day's accessing of social networking sites is a Global phenomena. Most of developing countries like; in India people are more frequently using the social sites. Accessing of social sites is not only limited just for fun, there are so many purpose people serve while using these sites. This research paper attempt to identify the various purpose of using social networking sites. This paper also examines the effectiveness of social sites for social development of people. Present study is descriptive in nature. Primary data is used as data collection method which is collected by formulating a close ended questionnaire which consists of 14 statements. 100 respondents have been surveyed which was collected from Bhopal regions. For the testing of hypothesis manual Chi square test used. The study concludes that gender doesn't have significant effect on the frequency of using social sites. Majority of respondents were agree that usage of social sites is not just limited to chatting with friends but also use for Business networking, Jobs and entertainment purpose. The study also conclude that these sites develop the social stability in people however respondents think that sharing personal information is risky on social networking sites.

Key Words: Social networking sites (SNS), Social networking, Chi Square

I. INTRODUCTION

Social networking sites have become a global phenomenon. They help us share as little or as much as we want about our lives from our views on politics to how we felt about our meal last night. As we talked about during Tuesday's class with our guest speaker, social media has gone beyond just updating our status and changing into a gateway for citizens to learn about what is going on in their communities. In Russia, tweet updates and live journal posts helped to educate Russia's population about the happenings of their government. In a country where the media is controlled by the government many have turned to social media sites to get information about what is going on without having it be censored in any way. Looking at these It would have thought many of these social media sites would easily be the most popular in the United States but that is not the case. That LinkedIn is most popular in India and that Facebook is most popular in Turkey and Canada were most surprising to me. As we talked about in class, Russia has a big following on Live Journal as that is one of the ways people are able to discuss news and share information. Sites like Facebook and Twitter are becoming huge in countries that you wouldn't think would have a strong market for such sites. Asia and Africa being in that category is a big surprise **(Alexandra Kuhle, 2012).**

According to Pew research report "As citizens in countries like Mexico, Brazil, Tunisia, Jordan, Egypt, Turkey, Russia, and India get access to the Internet, they join social networks at a high rate. "Once people in these countries are online, they generally become involved in social networks at high rates," the report reads. This is compared with more economically-developed countries of Japan and Germany, where only half of Internet users are on social networks. The growth of social-networking sites in developing countries falls in line with the direction of companies like Facebook, which is putting efforts into countries where there is still a lot of opportunity for growth. The most talked about topics on social media are music and movies, but people also post about community issues, sports, and politics. In Arab countries, the skew is toward community issues and politics. In Egypt and Tunisia - countries that had a major part in the Arab Spring, an event that was largely fueled by social media - more than six in ten social network users share their political views, compared to a medium of 34 percent in other countries **(Donna Tam, December 12, 2012 5:14 PM PST).**

Number of smart phone users exponentially increases in India therefore people are more accessible towards World Wide Web this also shape the economic, political and social development of people.

Social networking sites face a lot of challenges such as availability of Internet. But, due to success story of Facebook in most of developing countries, millions of people on Facebook; it seems the beginning of something big. People using social media not just for leisure but also for knowledge sharing would be the future in places such as India. Now a day's situation is different people using social media not just for chatting but spreading information of current events happened in our society also people have changed the way they protest against misconducts of Political system of country because communication through social media presumes to be the fastest in the world. Even companies are

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taking help of social media for promotion of their products and this trend in increasing now a day.

Need for the study/ Problem identification
It is being observed by author that usage of social media has played a pivotal role in people's life. Gone are the days when people tolerate misconduct against them whether politically, socially and economically now things are different people empowered by social media. People are more connected with the people, making friends, informed, educated, alert, and aware even they have the urge to stand up against the system, the reason behind all these changes is social media but there are limitations associated with social media related to privacy, wastage of time, more reliance on internet and loss of emotional bonding in relations. Therefore there is a need to study the effect of social media on people's social life and how social media's contribution towards social development of people.

Objectives of the study
- To design and standardize the measures to evaluate the effectiveness of social media amongst Management students
- To study the difference of opinion among male and female management students towards usage of social media.
- To study the difference of opinion between male and female Management students towards time duration on social media.
- To study the difference different purposes for using social media.

Hypothesis of the study

H1: Gender has significant effect on duration of using social media
H2: Gender has significant effect on frequency of hours spend on social media
H3: Gender has significant effect on purpose of attraction towards social media

Research methodology
The study is descriptive in nature with survey being the mode to be used for data collection. The study will evaluate the relationship between social media usage as independent variables and social development as dependent variable. The population for the study will include all the residents of Bhopal in the all age group of 18 to 25 years. The sample frame would include all the residents of Bhopal in the age group of 18 to 25 years who are doing MBA. Non probability convenient sampling technique will be used to identify sample elements of the study. Care will be taken to ensure proportionate samples on the demographic variable that is likely to affect the variables of the study. The sample size for the study will be 100 individual students.

Results and discussions

H1: Gender has significant effect on duration of using social media

Figure 1 Description of how long social media used by Male and Female Students
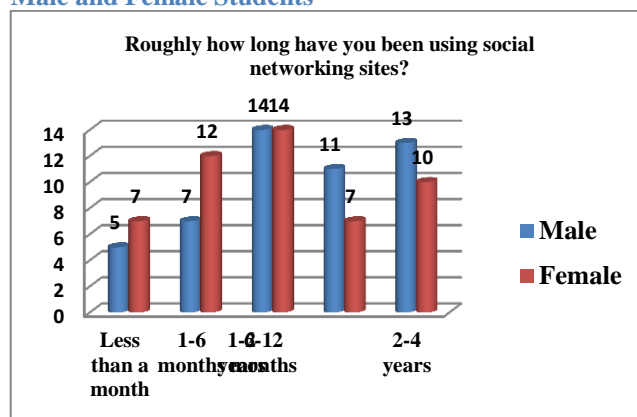
Figure 1 describes the duration of using social media as per the information given in the chart 23% respondents using social media since 2-4 years and 28% from 6-12 months. 18% using since 1-2 year only 12% using since last month and 19% since 1-6 month. Therefore we can say that maximum part of population is using social media since many years. Chart shows there is no big difference in the duration of usage of social media in male and female students.

Table 1 Chi Square test

O	E	(O-E)^2/E
5	6	0.16666667
7	9.5	0.65789474
14	14	0
11	9	0.44444444
13	11.5	0.19565217
7	6	0.16666667
12	9.5	0.65789474
14	14	0
7	9	0.44444444
10	11.5	0.19565217
TOTAL		**2.92931604**

From **table 1** the calculated value of chi square at 5% significance level and DF=4 is 2.929 and table value is 9.488. the calculated value comes under the acceptance region of normality curve therefore the null hypothesis that the Gender doesn't has significant effect on duration of using social media is accepted and alternate hypothesis that the Gender has significant effect on duration of using social media is not accepted. So there is no difference seen in male and female students for how long they are using social media. The descriptive analysis in figure 1 shows there is difference in duration of using social media between male and female but statistical analysis proved that the difference is not significant.

H2: Gender has significant effect on hours spend on social media

Figure 2 Description of how many hours a week social media used by Male and Female Students
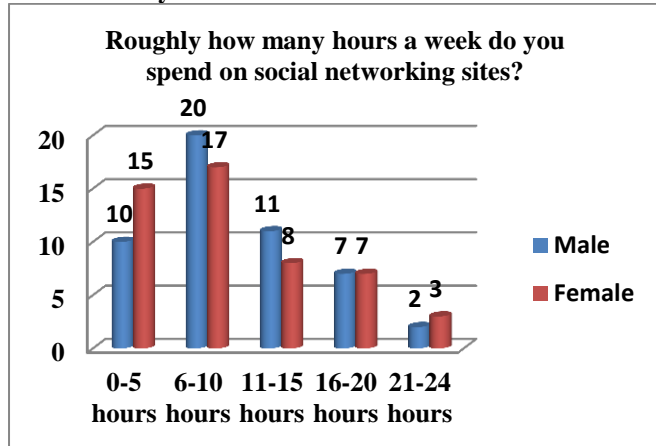

Figure 2 describes the hours spend on social media in a week , as per the information given in the chart 25% respondents using social media 0-5 hours in a day and 37% using 6-10 hours in a day, 19% using 11-19 hours a day only 14% using 16-20 hours a day and 5% using 21-24 hours. Therefore we can say that maximum part of population 62% is using social media 0-10 hours a day. Chart shows that there is no big difference in the hours spends in a day on social media in male and female students.

Table 2 Chi square test

O	E	(O-E)^2/E
10	12.5	0.5
20	18.5	0.12162162
11	9.5	0.23684211
7	7	0
2	2.5	0.1
15	12.5	0.5
17	18.5	0.12162162
8	9.5	0.23684211
7	7	0
3	2.5	0.1
TOTAL		1.91692745

From **table 2** the calculated value of chi square at 5% significance level and DF=4 is 1.916 and table value is 9.488. the calculated value comes under the acceptance region of normality curve therefore the null hypothesis that the Gender doesn't has significant effect on hours spend in a day on social media is accepted and alternate hypothesis that the Gender has significant effect on hours spend in a day on social media is not accepted. So there is no difference seen in male and female students for how many hours they spend on social media in a day. The descriptive analysis in **figure 2** shows there is difference in duration of using social media between male and female but statistical analysis proved that the difference is not significant.

H3: Gender has significant effect on purpose of attraction towards social media

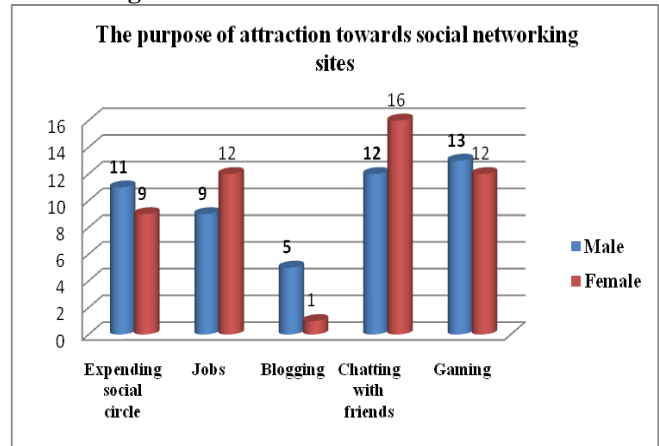**Figure 3 the purpose of attraction towards social networking sites**

Figure 3 describes the **purpose of attraction towards social networking sites**, as per the information given in the figure 20% respondents using social media for expanding their social circle, 21% using social media for job searching, maximum 28% using social media for chatting with friends, 25% using for gaming and other entertainment purpose, very few only 6% using for blogging. Therefore we can say that maximum attraction point for male students is expending social circle, blogging and gaming that is 11%, 5% and 13% and for female students is Jobs, chatting with friends that is 12% and 16%.

Table 3 Chi square test

O	E	(O-E)^2/E
11	10	0.1
9	10.5	0.21428571
5	3	1.33333333
12	14	0.28571429
13	12.5	0.02
9	10	0.1
12	10.5	0.21428571
1	3	1.33333333
16	14	0.28571429
12	12.5	0.02
TOTAL		3.90666667

From **table 3** the calculated value of chi square at 5% significance level and DF=4 is 3.906 and table value is 9.488. the calculated value comes under the acceptance region of normality curve therefore the null hypothesis that the Gender doesn't has significant effect on purpose states for using social media is accepted and alternate hypothesis that the Gender has significant effect on purpose states for using social media is not accepted. So there is no difference seen in male and female students for how many hours they spend on social media in a day. The descriptive analysis in **figure 3** shows there is difference in purpose of using social media between male and female but statistical analysis proved that the difference is not significant. Hence both male and female using social media for expending social circle, chatting with friends , Gaming, Jobs and blogging but maximum population using social media for entertainment like chatting with friends and gaming that is 28% and 25% only 20% and 21% using for

Table 4 Student's response sheet

R. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	My personal information keep secure while using SNS	25	21	10	24	20
2	I find information about various social clubs	12	15	15	22	36
3	Flow of information is very fast through SNS	5	10	5	24	56
4	Sharing personal information on SNS is risky	0	4	12	26	58
5	I feel interaction through SNS is wastage of time	14	17	12	32	25
6	Lack of physical interaction with people due to SNS	8	15	15	26	36
7	I feel irritated while continuously using SNS	10	17	24	24	25
8	I feel changes in my behavior from normal due to Social media	15	20	14	25	26
9	I am not able to spend more time with family due to SNS	10	12	15	25	38
10	Lack of trust on people interacted through SNS	7	15	15	21	42

Figure 4 Descriptive views of management students towards social media
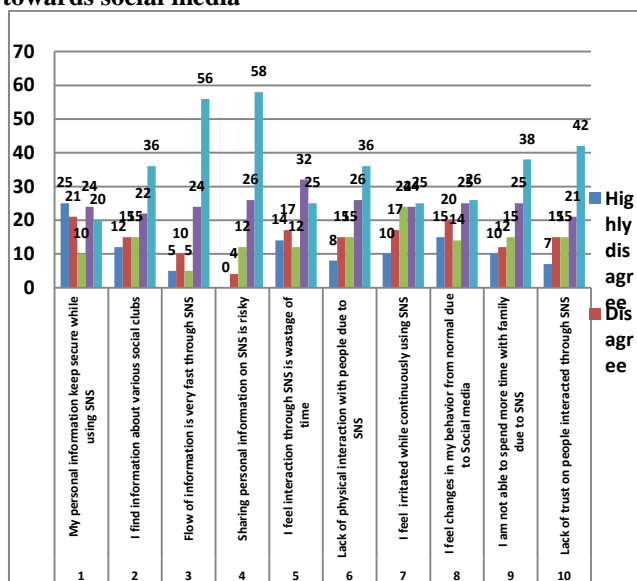
It has been shown from the table 4 that 46% respondents think that sharing personal information on social media is keep secure and 44% were thought that sharing personal information on social media is not secure 10% don't have any idea about it. 56% respondents think that social media is the great medium to find knowledge about various social clubs only 27% respondents were not agree and 15% were not able to answer anything. 80% respondents agree that flow of information through social media is very fast only 15% were not agreed and 5% don't have any idea. 84% respondents agree that sharing personal information is very risky only 4% were not agree with this statement and 12% respondents were neutral about it. 57% respondents think that using social media is wastage of time but 31% don't think so. 62% respondents think that using social media lack physical interaction but 23% don't think so.

II. CONCLUSION

The present study is based on the Management students of Bhopal city. On the basis of primary data collection its being proved that gender don't have any effect on the duration of using social media therefore both male and female students using social media since long time. There is no difference exist in male and female on time spend on social media both the gender equally using social media the majority of respondents using social media (62%) 5-10 hours in a day. Students were using social media for many purposes like blogging, chatting, jobs, Expending social circle and Gaming purpose majority of respondents 53% was using for chatting and gaming purpose chi square result shows that there is no difference exist between male and female students for purpose of using social media very few students 20% was using social media for expanding social circle. Table 4 describe the opinion of students towards social media and shows that majority of respondents thought that social media will not keep information secure (46%) so they don't want to share personal information on social media. 56% respondents think that social media is the best way to get attached with various social club so we can use social media to develop social reach but 27% were disagree with the statement. 84% students were agree with the statement that sharing personal information is risky on social media. 57% think that using social media is just a wastage of time but 31% in favor of using social media. 61% respondents agree that by using social media they couldn't physically interact with the people but 23% disagree with the statement and 16% cannot say anything 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 is just limited towards Chatting with friends and gaming so it is used as entertainment medium not advisable to used as a job search engine and for blogging .

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- Competent and diligent individual completed **MBA** from **Jiwaji University, Gwalior (M.P.)**; possess zeal to make a mark in the industry and to further organization's objectives and goals within timelines.
- Possess knowledge of **various subjects, sound understanding & skill related to management of conducting classes as per curriculum requirements**.
- Project guide in various projects for MBA students.
- Member of the Registration Team during various online exams held on the center including CMAT/GPAT.
- Self-motivated, hardworking and goal-oriented with a high degree of flexibility, creativity, resourcefulness, commitment and optimism.

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Since November, 2013 to till date with **Oriental College of Management, Bhopal** as a **capacity of Assistant Professor**

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- Evaluate student performance through quizzes, class tests, examinations, supplementary examinations etc.
- Prepare question papers, grade answer scripts and invigilate during examination time.
- Guide student projects at UG and PG levels, help them with reports, review articles, research papers etc.
- Counsel students on their academic as well as non academic problems
- Contribute in House Journal. Coordinate and participate in Industrial /field Visit for the students
- Supervise summer internship and visit the companies/students during the internship, if require
- Organize and supervise seminars for students
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- **Chairman** of Seminar committee in Oriental College of Management, Bhopal
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