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### Editorial.....

It is heartening to note that our journal is able to sustain the enthusiasm and covering various facets of knowledge. It is our hope that IJMER would continue to live up to its fullest expectations savoring the thoughts of the intellectuals associated with its functioning .Our progress is steady and we are in a position now to receive evaluate and publish as many articles as we can. The response from the academicians and scholars is excellent and we are proud to acknowledge this stimulating aspect.

The writers with their rich research experience in the academic fields are contributing excellently and making IJMER march to progress as envisaged. The interdisciplinary topics bring in a spirit of immense participation enabling us to understand the relations in the growing competitive world. Our endeavour will be to keep IJMER as a perfect tool in making all its participants to work to unity with their thoughts and action.

The Editor thanks one and all for their input towards the growth of the **Knowledge Based Society**. All of us together are making continues efforts to make our predictions true in making IJMER, a Journal of Repute

**Dr.K.Victor Babu**  
**Editor -in-Chief**

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16<sup>th</sup> September, 2019

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- (1) The old 'UGC Approved List of Journals' has been replaced with the new UGC-CARE Reference List of Quality Journals' (UGC-CARE List) and with effect from 14<sup>th</sup> June, 2019 research publications only from the journals indexed in UGC-CARE List should be considered prospectively for any academic purpose.
- (2) The Vice Chancellors, Selection Committees, Screening Committees, research supervisors and all/any expert(s) involved in academic/ performance evaluation and assessment are hereby advised to ensure that their decisions in the case of selections, promotions, credit-allotment, award of research degrees etc. must be based on the quality of published work rather than just numbers or a mere presence in peer reviewed or in old UGC Approved List of Journals which is available for reference on the UGC website.

(P.K. Thakur)

Secretary( Officiating)





## A STUDY OF THE USAGE PATTERN OF SOCIAL MEDIA BY THE STUDENTS IN A SAMPLE OF PHARMACY STUDENTS

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### **Abstract**

The research paper has addressed the issues related to the usage patterns of the social media by the college students. The demographic profile of the students is also been studied in order to identify the relationships. The most used social media, duration of the use of social media, time spent on the social media, the reliability of the information shared on the social media, number of friends and the groups students have on social media their preferred time of using social media are the major issues discussed in the paper. Primary data is used for the calculations and analysis which is collected through the questionnaire circulated among 500 students studying in graduate level pharmaceutical science course. The study is descriptive in nature and qualitative as well as quantitative research methods are used to study the objectives. The study presents new data on Internet use among male and female college students, as well as trends in use of social media.

The findings of the paper indicate that there exists a strong link between the gender of the respondents and most used social media. The data analysis gives a clear picture about the typical pattern of using social media in terms of the time, occasion, number of friends and groups they belong to on social media.

**Key-Words;** Social Media. Students, Usage, Duration.

### **Introduction:-**

The social media has changed the social fabric of our society. During the past few years, the internet has taken a new, more interactive direction. With the development and the spread of the technologies, social networking sites have mushroomed and their user base has grown. Indeed, a 2006 study by Nielsen, Net Ratings, estimated their annual growth at 47% and their reach at 45% of web users. The academic setup is no exception to the emergence of new way of communication and socialization. Students prefer to stay connected and even

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happier to use social media. Thus it becomes imperative to see the intervention of this new media on the on the life of students and their academic performance. It is also important to see and study the usage patterns of this social media. The present study is, conducted with this intention and an effort to see the connection between the demography of the students and the usage pattern of social media as information tool for the students.

### **Literature Review:-**

**Ellison et al., 2007** in his article published in Journal of Computer Mediated Communication has concluded that Social Networking Sites although has been recognized as an important resource for education today, studies however shows that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones. **Kimberly and others, (2009)** in their study concluded that students spends much time on participating in social networking activities, with many students blaming the various social networking sites for their steady decrease in grade point averages, it also shows that only few students are aware of the academic and professional networking opportunities the sites offered. Most of the younger students are engaged in the use of SNSs mainly for socializing activities rather than for academic purpose. **Englander et al., 2010** in their study observed that students spend more time on using SNSs for other purposes apart from educational use, thus affecting their academic performance. In another study, **Nalwa and Anand, (2003)**, conducted a study on 'Internet addiction in students a cause of concern' shows that students like to use internet for their own responsibilities and this affects their academic performance. This study is further elaborated by (Karpinski, 2009) whereby they stated that SNSs users had lower grade rankings than students who never engage in social interactions. However there are general benefits associated with users of SNSs. **Steve Jones et. al. (2009)** Female college students tend to use the Internet for communicative and academic purposes more frequently than male students. Amongst college students' most frequent uses of their time online, communicating socially ranked first for females and second for males. **Kerry Mallan (2006-2008)**, Students' participation in the social networking site gives them recognition, acceptance by the peer groups; provide sense of closeness, selective communication with the family and friend. **Sebastian Valenzuela et. al. (2009)**, Female students are more likely to have Facebook accounts than the Male students. Moreover it was found that age and year in school were highly correlated with being a Facebook user, with younger students having more presence on the site than older students. **R. Junco et. al.(2011)** using Twitter in a educationally relevant way shows higher engagement among the students of experimental group than the control group. The study also shows that encouraging Twitter in a educationally relevant way

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increases the grade points of the students. **Adam Mahamat Helouet. al.** (2012) social media has the positive impact on their academic performance. This is mostly due to fact that the social media can be used for various academic activities like discussion with faculty members, making academic discussions, chatting with the friends, etc. **Saba Mehmood and Tarang Taswir** (2013) students found SNS as a tool for search of information, an opportunity for joining educational groups, look for career opportunities. **Joanne Gikas and Michael M. Grant b** (2013), Students expressed the advantage of using the mobile device as quick information access, communication and content collaborations, variety of ways to learn etc. Students were able to communicate and collaborate about course content by using mobile computing devices. **Kyung-Sun Kim et. al.**(2013), Gender differences also have the impact on the type of the social media platform used. The study also shed a light on the fact that evaluative actions taken by the students also has the relation with the specific discipline a student belongs to. **Rithika M. and Sara Selvaraj** (2013), Gender analysis of the study shows that the Male candidates tend to use social media more for the purpose of gaining knowledge. People use social media due to their friends influence. It was also found that students with higher grades use social media for the entertainment purpose. The researcher agree that the students are found of using social media paying due attention to their studies. **Ali Kemal Çelik Abdulkerim Karaaslan** (2014), frequency of log in to social network sites, time spent on social network sites, following event alerts, event participation, information sharing, following top ranked topics, and purchasing a product through social media were significant predictors of college students' willingness to use the corresponding social network sites. Furthermore students tend to share the information on the social media regarding the latest developments in the University campus.

#### **Objectives:-**

1. To study how long students use social media.
2. To study the association of the students with their friends and groups.
3. To find out the most active time of the students on social media.
4. To see the reliability of the information shared on the social media.

#### **Hypothesis:-**

H0:- There is no significant relationship between gender and use of social media.

H1:- There is strong relationship between Gender and the use of social media.



### **Research methodology:-**

#### **Sources of Data-**

Primary data is collected by circulating a questionnaire to the students of Dattakala Group of Institutions those who use social networking site for communication. This will be the current data relevant to the topic of the research. Secondary data is collected from the records, books, and other relevant and reliable sources. As per the need of the research study the data sources are used.

**Primary data:** - A structured questionnaire targeted to the viewers/users of social networking sites; specially the viewers those who are the students of management colleges in western Maharashtra will be contacted.

#### **Secondary Data:-**

Social networking sites or social media is such a new phenomenon that there is relative paucity of academic literature on social media. So the following resources for the literature review are explored. Academic journals, Analyst reports, Blogs, Online newspapers, and magazines articles, Books.

#### **Sampling:-**

A structured questionnaire was circulated to 500 students' who are users of social media and are of different demographic profile of Institute of Pharmaceutical Sciences at Dattakala Shikshan Sanstha under Savitribai Phule Pune University are selected as the sample for the study. At the time filtration of data it was observed that some questionnaires were not complete filled by the students, such data is eliminated from the processing. 404 completely filled questionnaires were considered for the analysis. **Method of Data Collection-**By above sampling method the researcher has recorded the data on ordinal, interval and ratio level scale. For that a structured questionnaire containing the questions related to the subject are asked to the respondent. The questionnaire is circulated personally as the students were available in the campus. Stratified random sampling method is used for the data collection.

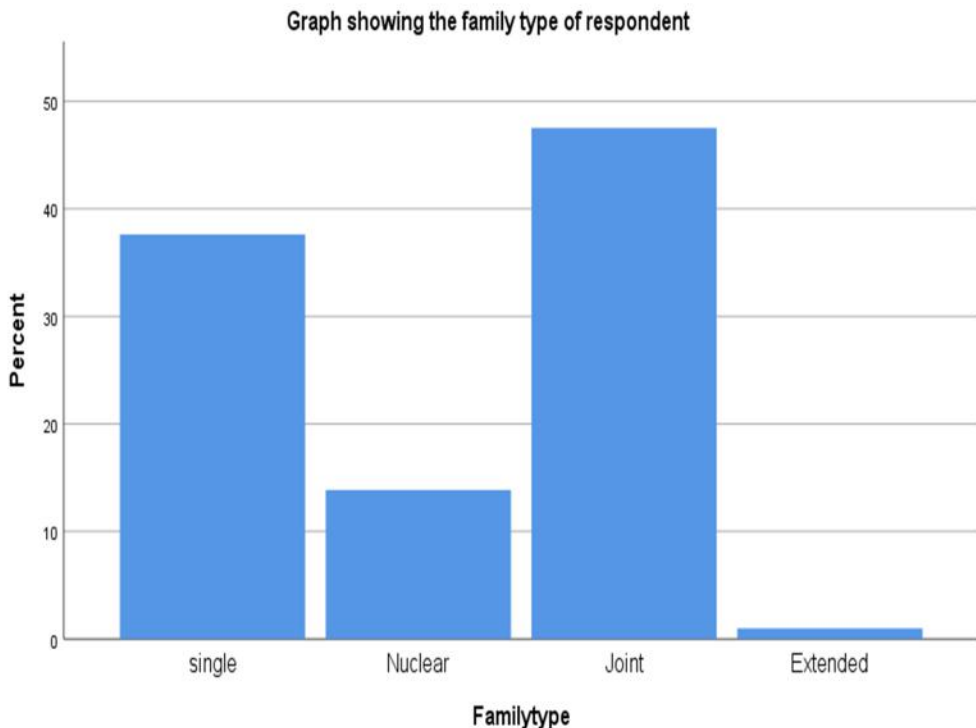
**Methods of Data Analysis-**Quantitative data related to demographic variables and Qualitative data related to the dimensions of the research problems is collected. The parametric as well as non-parametric statistical tests are used as per their suitability to test the hypothesis and fulfill the objectives. Coding and analysis of the data is done by using SPSS.

#### **Analysis and interpretation of the data:-**

Most of the social media users are Female candidates belonging to the age group of 15 to 20 years. Most of the students come from the rural area and hence belong to a joint family. Since the college where the survey is conducted is in the rural area the prime occupation of the parent of the student is agriculture. The education level of the parent is from 8<sup>th</sup> standard to graduation level. All the respondents are the active users of social media.

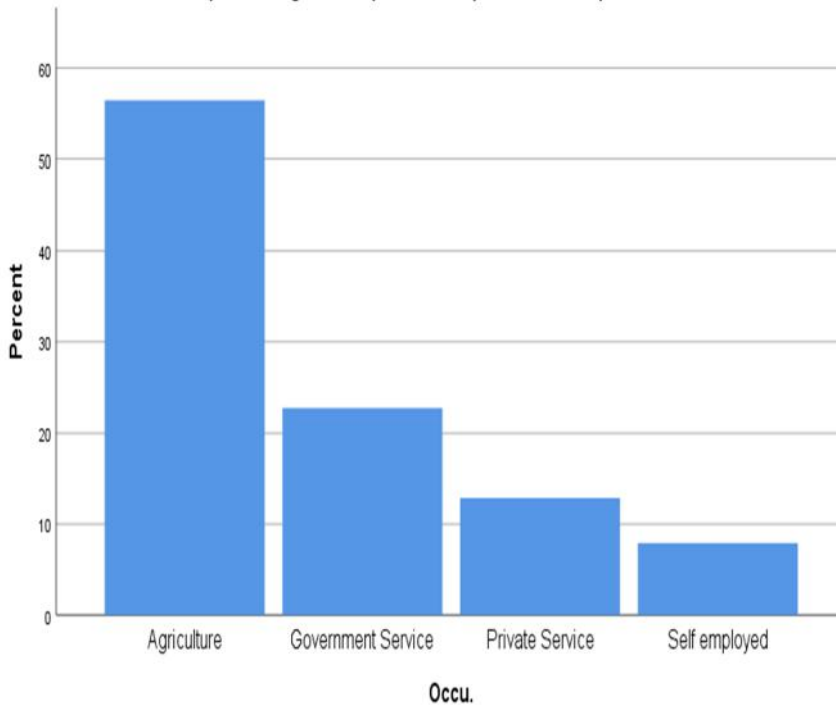
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The highest number of students almost 31% students is using social media from last 1-2 years. 19% students are active on social media from last 3-4 years and 17% are active from last 5-6 years. Secondly majority of the students are spending less than three hours daily on social media. Almost all the students have below 200 friends on their social media. Almost half of the students are associated with two to three groups on social media. However 125 of the students are associated with more than seven groups on social media. Evening that is 5pm to 10pm and 10pm to 12pm are the most active time for the students. Most of the students agree that the information shared on the social media is reliable.



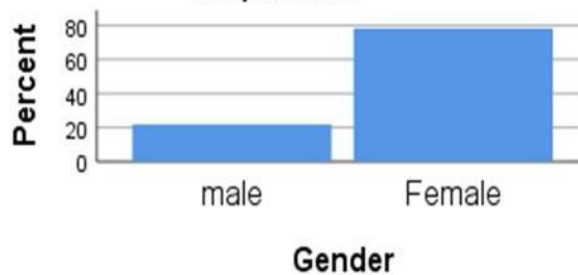
Graph-1: Family type of the respondent

Graph showing the occupation of the parent of the respondent

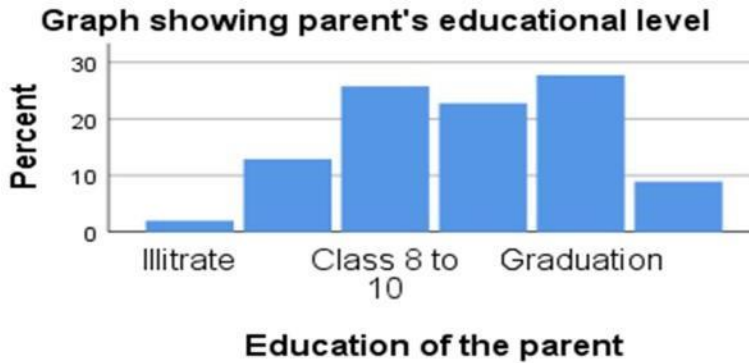


graph-3- Occupation of the parent

Graph showing the Gender of the respondent



Graph:-1- Gender analysis



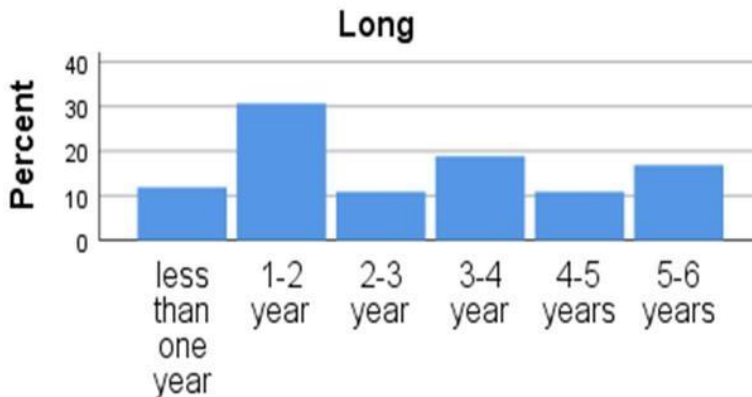
Graph-4- Education level of parent

Case Processing Summary									
		Cases							
		Valid		Missing		Total			
		N	Percent	N	Percent	N	Percent		
Gender	*	404	100.0%	0	0.0%	404	100.0%		
V25									
Chi-Square Tests									
		Value		df		Asymptotic Significance (2-sided)			
Pearson Chi-Square		26.151 <sup>a</sup>		5		.000			
Likelihood Ratio		27.609		5		.000			
Linear-by-Linear Association		16.674		1		.000			
N of Valid Cases		404							
a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .87.									
		V25						Total	
		1	2	3	5	6	9		
Gender	male	Count	44	0	0	12	32	0	88
		Expected Count	58.4	1.7	.9	8.7	17.4	.9	88.0
		% within Gender	50.0%	0.0%	0.0%	13.6%	36.4%	0.0%	100.0%
		% within V25	16.4%	0.0%	0.0%	30.0%	40.0%	0.0%	21.8%
		% of Total	10.9%	0.0%	0.0%	3.0%	7.9%	0.0%	21.8%
Female	Female	Count	224	8	4	28	48	4	316
		Expected Count	209.6	6.3	3.1	31.3	62.6	3.1	316.0
		% within Gender	70.9%	2.5%	1.3%	8.9%	15.2%	1.3%	100.0%
		% within V25	83.6%	100.0%	100.0%	70.0%	60.0%	100.0%	78.2%
		% of Total	55.1%	2.0%	1.0%	7.0%	12.1%	1.0%	78.2%

		% of Total	55.4 %	2.0%	1.0%	6.9%	11.9%	1.0%	78.2%
Total	Count		268	8	4	40	80	4	404
	Expected Count		268.0	8.0	4.0	40.0	80.0	4.0	404.0
	% within Gender		66.3 %	2.0%	1.0%	9.9%	19.8%	1.0%	100.0%
	% within V25		100.0 %	100.0 %	100.0 %	100.0%	100.0%	100.0%	100.0%
	% of Total		66.3 %	2.0%	1.0%	9.9%	19.8%	1.0%	100.0%

The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of “Pearson Chi-Square”. In this example, the value of the chi square statistic is 26.151 the p-value appears in the same row in the “Asymptotic Significance (2-sided)” column (.000). The result is significant if this value is equal to or less than the designated alpha level (normally .05). In this case, the p-value is smaller than the standard alpha value, so we’d reject the null hypothesis that asserts the two variables are independent of each other. To put it simply, the result is significant – the data suggests that the variables Gender and use of social media are associated with each other.

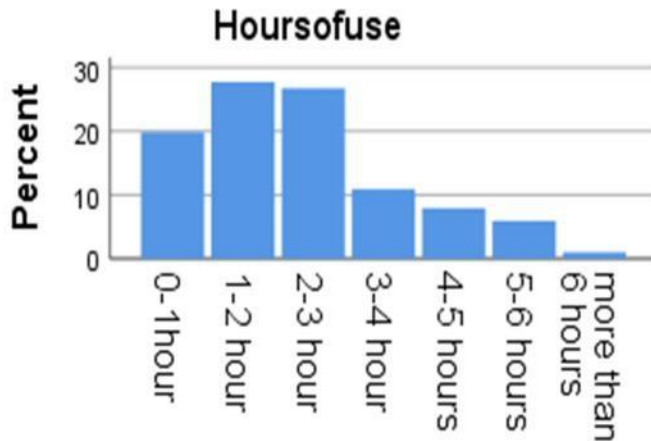
Duration of using social media		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than one year	48	11.9	11.9	11.9
	1-2 year	124	30.7	30.7	42.6
	2-3 year	44	10.9	10.9	53.5
	3-4 year	76	18.8	18.8	72.3
	4-5 years	44	10.9	10.9	83.2
	5-6 years	68	16.8	16.8	100.0
	Total	404	100.0	100.0	



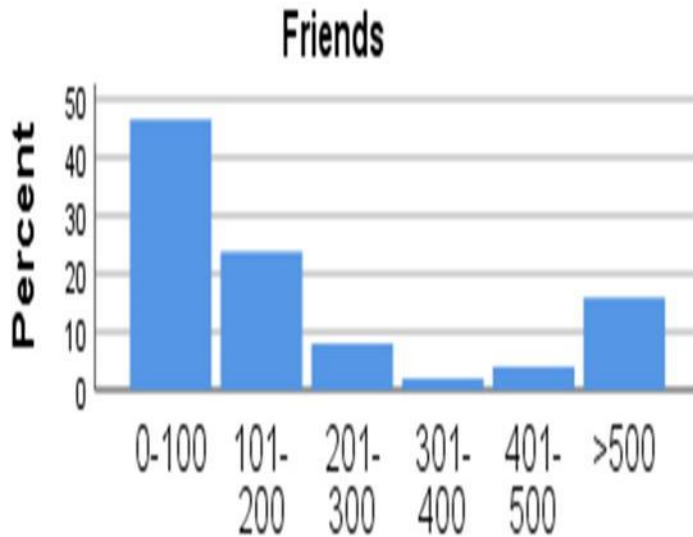




Hours of use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1hour	80	19.8	19.8	19.8
	1-2 hour	112	27.7	27.7	47.5
	2-3 hour	108	26.7	26.7	74.3
	3-4 hour	44	10.9	10.9	85.1
	4-5 hours	32	7.9	7.9	93.1
	5-6 hours	24	5.9	5.9	99.0
	more than 6 hours	4	1.0	1.0	100.0
	Total	404	100.0	100.0	



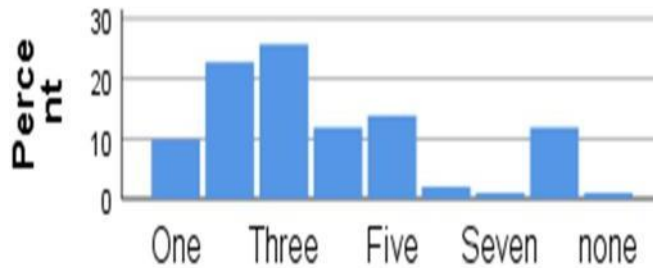
Friends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-100	188	46.5	46.5	46.5
	101-200	96	23.8	23.8	70.3
	201-300	32	7.9	7.9	78.2
	301-400	8	2.0	2.0	80.2
	401-500	16	4.0	4.0	84.2
	>500	64	15.8	15.8	100.0
	Total	404	100.0	100.0	



### Friends

Association of the respondent with the group member					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One	40	9.9	9.9	9.9
	Two	92	22.8	22.8	32.7
	Three	104	25.7	25.7	58.4
	Four	48	11.9	11.9	70.3
	Five	56	13.9	13.9	84.2
	Six	8	2.0	2.0	86.1
	Seven	4	1.0	1.0	87.1
	more than seven	48	11.9	11.9	99.0
	none	4	1.0	1.0	100.0
	Total	404	100.0	100.0	

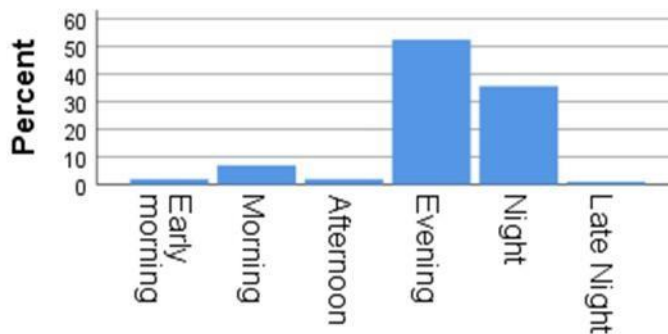
### Association of the respondent with the group member



### Association of the respondent with the...

Most active time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Early morning	8	2.0	2.0	2.0
	Morning	28	6.9	6.9	8.9
	Afternoon	8	2.0	2.0	10.9
	Evening	212	52.5	52.5	63.4
	Night	144	35.6	35.6	99.0
	Late Night	4	1.0	1.0	100.0
	Total	404	100.0	100.0	

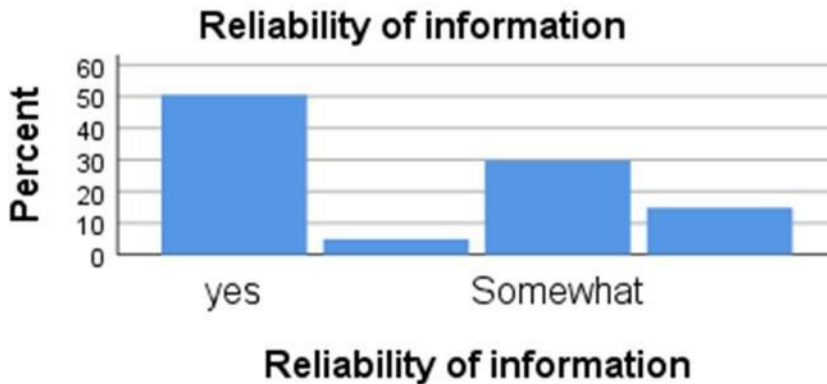
### Most active time



Reliability of the information shared on social media:-

Statistics		
Reliability of information		
N	Valid	404
	Missing	0
Mean		2.09
Median		1.00
Mode		1
Sum		844

Reliability of information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	204	50.5	50.5	50.5
	No	20	5.0	5.0	55.4
	Somewhat	120	29.7	29.7	85.1
	Can't say	60	14.9	14.9	100.0
	Total	404	100.0	100.0	



**Conclusion:-**

The study concludes that typical pattern in terms of duration for which they are associated with the social media, number of hours they spend in using social media, number of friends they have on social media and their most active time



period on social media is observed. There exists a strong relation between the gender of the student and the usage pattern of social media.

Since the study is restricted to one college and samples were known to the researcher the bias cannot be denied. It may be considered as an attempt to generalize that the social media has become an integral part of the student's life and they use it for various purposes and in a various ways. And also that there exists a strong relationship between the gender and the usage of social media. Another serious study is required so that important factors may be found out which encourages students to use social media and its probable consequences.

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