USE OF SOCIAL MEDIA BY STUDENTS OF PRIVATE UNIVERSITIES FROM SURAT CITY: A STUDY

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Abstract:

Social networking has grow to be one of the most popular verbal exchange equipment to have advanced over the last decade, making it a powerful new records sharing useful resource in society. to date realizing the potential of Social Networking websites (SNSs) beyond their leisure makes use of has been significantly limited in some of areas. This paper specializes in the utility of SNSs in a studying environment and the impact this can have on academic practices. Whilst undoubtedly, because of the very informal nature of social networking, there are extreme concerns over how it could be incorporated in a getting to know environment; the ability tremendous consequences are many and sundry. As a conversation tool, its effectiveness is already manifesting inside the tens of millions who use these networks to talk on a every day basis. So it's miles practicable that educators must be able to create a learns cape - an environment for formal and informal gaining knowledge of - that adheres to instructional suggestions, however also harnesses the social aid gadget of these communities. This paper examines the dangers involved inside the creation of this new mastering ecology, and explores the challenges confronted by using each technology experts and teachers in turning in a simply revolutionary and effective new method to training.

The prevailing paper makes a specialty of the Use of social media by students of private universities from Surat city: a study. There are 80 students from 11 private universities form Surat city are considered for the research.

Aims: To know which social media tools are the most used by the students studying in the private universities from Surat city. Also to know for what purpose of use social media tools by them.

Research Method: Data regarding various aspects of use social media were collected using survey method.

Result: At the end of this study it is found that the Mobile phone is most use full devices for access social media services. Highest (100%) purpose of use social media tools by students are messages, photo sharing ,video sharing, chat, entertainment and shopping for this Face book , WhatsApp, and you tube are most use full social media tools

1. INTRODUCTION

Today, social media is one of the most widely used interactive technologies. Social media has not only made creation and exchange of information simple, but has also paved a way for people to share and develop their career interests and ideas. It has become a medium of expression through quickly building networks and virtual communities (Kietzmann & Kristopher, 2021; Obar & Wildman, N.D.). Social media consumers from all over the world

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actively use web-based applications and software to use social media sites. This has become possible only due to the widespread use of electronic devices like computers, mobiles, and smartphones etc.

Social media takes many forms such as social networking sites, blogs, vlogs, instant messaging and virtual communities. Having said that, the social networking site Facebook appears to clearly emerge as a winner predominantly because of its large number of members. Facebook allows its members to create and share content, build relationships and enable collaboration and connectivity irrespective of geographical location. The rapid rise of social media provides numerous possibilities for Students to adopt it to further their learning and teaching endeavors. The ubiquity and unusually high uptake of social media makes it suitable for administrators, managers, learners and teachers in education institutions too.

Social networking is well established as a significant part of the arena's verbal exchange shape. Social Networking services (SNSs) consisting of Facebook, Google+, and Twitter, join humans through shared activities. SNS individuals can create private profiles, be part of interest organizations and upload videos, picture and song. Social networks grow as person profiles are linked to buddy profiles and different social corporations. on line online communities with communal message forums can evolve from faculty networks, employment networks and other shared interest businesses. A social community user can search for buddies, upload friends, proportion ideas, and activities thru posting public comments and sending non-public messages. SNSs contain advice structures linked to score or 'like / dislike' possibilities allowing users to make informed decisions while sourcing information.

Social Media

Institutions can share supportive and fantastic posts that reach all college students which can be related to the networks and pages. you can initiate hashtags on social media to have interaction college students and on line discussions which might be helpful. A video is a prominent tool in social media traits this is powerful and you could use it to proportion beneficial films that inspire college students and assist them in their direction subjects via social mediums which includes YouTube, Facebook or Instagram stay

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video the engagements among college students and the group may be sustained. The blessings of social media within the schooling manner doesn't must prevent at the teacher-student courting. There are quite a few other benefits that can be extracted from the usage of social networking at higher levels as nicely. For example, principals or administrators can find a new way to combine social media. Like sharing faculty news through social networks, protecting on online assembly with the dad and mom or even starting fundraising for specific projects.

And social media can speedy become the best channel of communication in view that we're dwelling rapid-paced lives; mother and father are normally busy with paintings and can't attend faculty conferences. But this doesn't imply they shouldn't be in contact with events or be able to check on their kids sometimes.

Social media offers the target audience and difficulty tracking tools which might be useful and it is one of the nice platforms to extract information. you can find out how the general public human beings experience approximately a selected topic by growing Instagram/Facebook Polls, or conduct a survey the use of Google forms or Survey monkey, or how experts perceive and recommendation on unique troubles by using the usage of forums like quota.

2. LITERATURE OVERVIEW

According to the (Malaysian Communication and Multimedia Commission, 2018), internet users continue to rise to 28.7 million users. Overall, users spent 6.6 hours online in a day. Visiting social networking platforms such as WhatsApp and Facebook are the most popular activities among Internet users. The main explanation with regards to these changes in users' behaviour is the volume of content shared among online consumers.

Dr. Shaik Ahamed Basha (2018), in their research paper entitled "A study of the Impact of Social Media on the Academic performance of MBA students", they observed that Bad habits are cultivated by being too involved in social networking sites. Social networking sites addiction can affect lives and their daily routine. Constant use of social media can also corrupt students mind. There are many students who spending time on social media for chatting with friends and family members instead of studying. They are also using social media for playing video games and watching videos. In addition, students are only chatting with their friends on social media and avoiding meeting with them. Students are neglecting their duties and becoming lazy. The most negative impact of social media addiction is it can cause misunderstanding easily, and break relationship easily. Frustration and stress on students are the results.

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Dr. Rambabu Lavuri, Dr. Durgaprasad Navulla and Pakala. Yamini (2019), in their research paper entitled "Effect of social media networks on Academic performance of Indian students", they observed that social media can cause positive and negative impact on college students. The use of social media for study can cause positive influence like person become intelligent and cause awareness about world's reality. The lot of use can also cause negative impact among students like student get addicted by social media. So, parents have to guide their children's about positive and negative use of social media. The researchers report data was taken by both primary and secondary sources. For research the researcher also visit some selected college, Telangana county of India

The use of social media has further flourished during the last few years. The onset of the COVID-19 pandemic has led to a rapid consumption of social media services. It has now become an integral and popular communication tool for information generation, consumption and dissemination. Today, more than 3.8 billion people, worldwide, use social media (Kemp, 2020). Researchers have found that even though continents like America and Europe have ubiquitous social media usage, after pandemic scenarios have changed. Today, Asian nations such as Indonesia are at the top of the list of social media users (Social Media: What Countries Use It Most & What Are They Using? 2019). A rise in the usage of social media can be seen via Figure 1. In only a short time, the number of users has increased from 3.59 billion to 4.48 billion.

3. OBJECTIVES

The targets of the investigation are as follows:

- To know which social media tools are the most used by the students studying in the private universities from Surat city.
- To know for what purpose of use social media tools by students.

4. RESEARCH METHODS

Data regarding various aspects of social networking sites were collected using survey method. A total of 100 students were spread over the selected from five private universities from Surat city (finally 80 data sample are consider for this study). The representative sample was formed using Simple Random Sampling Method.

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5. DATA ANALYSIS

Table:5.1
List of Private Universities in Surat

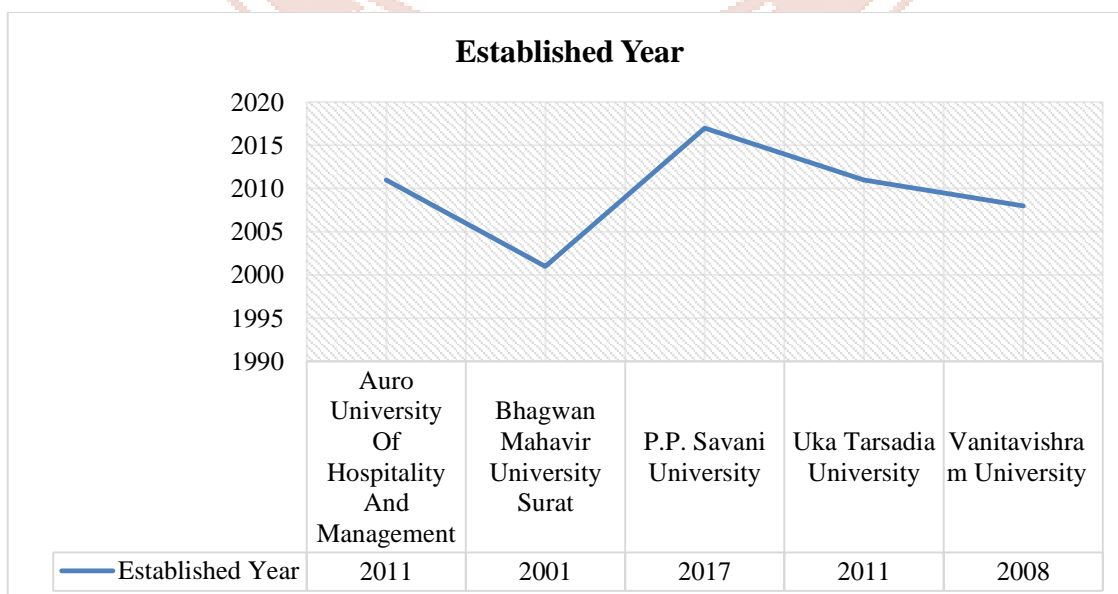| Sr. No.	University Name	URL
1	Auro University of Hospitality and Management	https://www.aurouniversity.edu.in/
2	Bhagwan Mahavir University	https://www.bmusurat.ac.in/
3	P.P. Savani University	https://www.ppsu.ac.in/
4	Uka Tarsadia University	https://utu.ac.in/
5	Vanita Vishram Women's University	https://vvwusurat.ac.in/

Data Interpretation:

Table 5.1 show the number of Private Universities from Surat along with URL address.

Following 5 Private Universities in Surat are considered for the Research.ss

Table: 5.2
List of Establishment year of Private Universities in Surat

Sr. No.	University Name	Established Year
1	Auro University of Hospitality and Management	2011
2	Bhagwan Mahavir University	2001
3	P.P. Savani University	2017
4	Uka Tarsadia University	2011
5	Vanita Vishram Women's University	2008

Figure: 5.2
Establishment year of Private Universities in Surat

	Auro University Of Hospitality And Management	Bhagwan Mahavir University Surat	P.P. Savani University	Uka Tarsadia University	Vanitavishra m University
Established Year	2011	2001	2017	2011	2008

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Data Interpretation:

Out of five universities two universities (Auro University of Hospitality and Management and Uka Tarsadia University) are establishment in same year which is 2011. Bhagwan Mahavir University establishment in year 2001 which is oldest then other Universities. P. P. Savani University are establishment in year 2017. Vanita Visram Women's University is establishment in year 2008.

Table: 5.3
Use of Social Media from student of Private Universities

Social Networks	Response	Percentage
Facebook	80	100.00
WatsApp	80	100.00
Twitter	64	80.00
Blog	52	65.00
LinkedIn	43	53.75
You tube	75	75.00
Flickr	44	55.00
Instagram	78	97.50
Other	26	32.50

Figure: 5.3
Use of Social Media from student of Private Universities
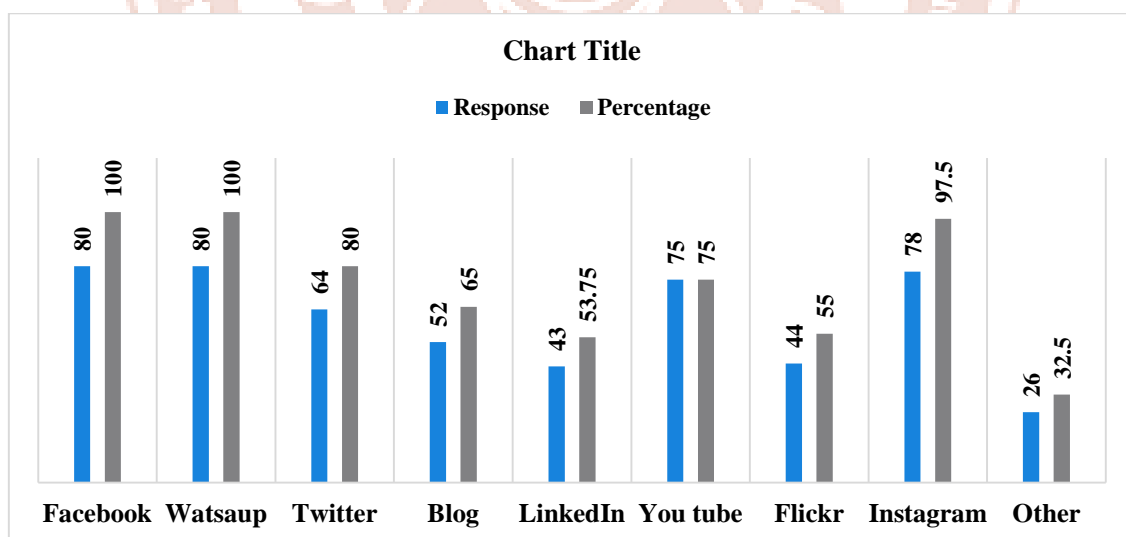
Data Interpretation:

This is multiple answer, so Out of 80 students 100 % of students from private university from Surat city are using Facebook, WatsApp, and You tube, that mines this all are most use full social media tools. In this research Instagram get second highest percentage, out of 80 students

64 students are use twitter , blog 65%, LinkedIn 53.75%, Flickr 55% and other get 32.50% which is very low then other social media tools.

Result: Facebook, WatsApp and Youtube, that mines this all are most use full social media tool.

<p align="center">Table: 5.4
Tools using for social media services</p>

Option	Response	Percentage
Laptop	45	56.25
Computer	12	15.00
Mobile	80	100.00
Other, please specify	24	30.00

<p align="center">Figure: 5.4
Tools using for social media services</p>
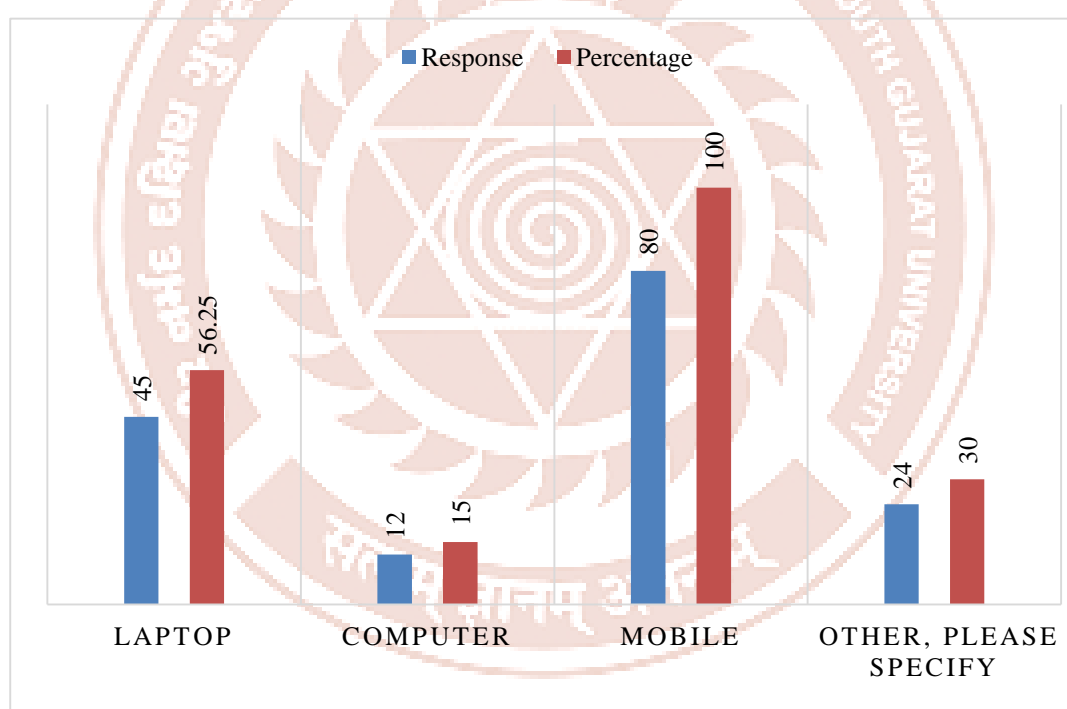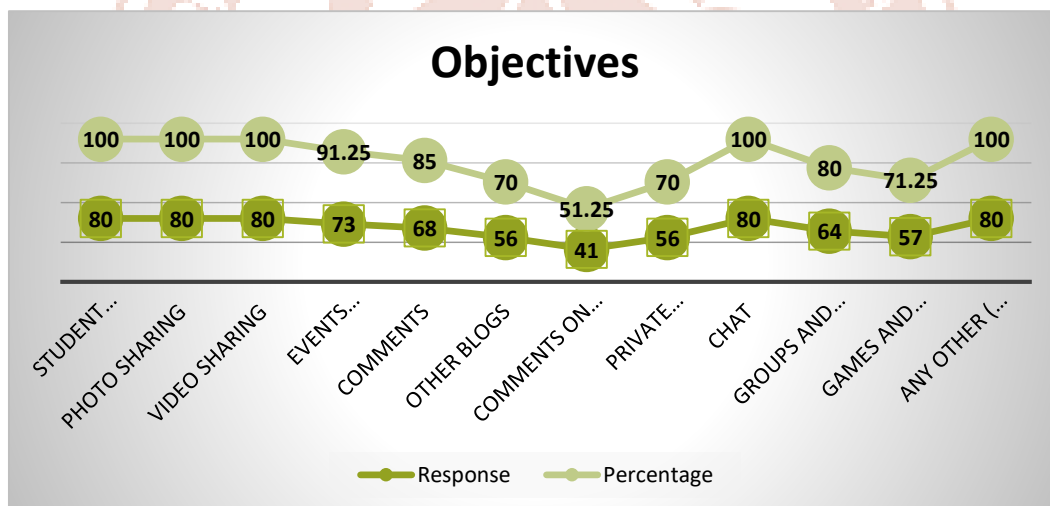

Data Interpretation:

According table and graph no 5.4, 100% students use mobile phone to access social media services. Laptops are used by 56.25% to access social media services. While 15% of computers are used for these services, 30% of other devices such as tablets are used.

Result: Mobile phone is most use full devices for access social media services.

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Table: 5.5
Purpose of using social media tools

Objectives	Response	Percentage
Student Messages	80	100.00
Photo Sharing	80	100.00
Video Sharing	80	100.00
Events Information	73	91.25
Comments	68	85.00
other Blogs	56	70.00
Comments on other Blogs	41	51.25
Private Messaging	56	70.00
Chat	80	100.00
Groups and Communities	64	80.00
Games and other Programs	57	71.25
Any other (like entertainment, Shopping etc.)	80	100.00

Figure: 5.5
Purpose of using social media tools

Data Interpretation:

Every student uses social media tools for different purposes. In this research 100% of student are use social media tools for messages, photo sharing, video sharing, chat, entertainment and shopping. 91.25% students use social media for the purpose of Events Information. In part of comment purpose 85 % of students are users this facility. 80% students use social media for the purpose of groups and communities when 70% students are using these services for private massaging. Games and other programs get purpose71.25% Comments on other blogs purpose using this services is very low which is 51.25%.

Result: Highest (100%) purpose of use social media tools by students are messages, photo sharing, video sharing, chat, entertainment and shopping.

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6. OUTCOME

The social website is the best platform to showcase and market for students. It is a virtual treat for the patron to know, understand and get familiar with the universities, and their information updating. In the era of technology, online resources and ICT based services are essential tools for information sharing with the assistance of 24/7. This paper shows analyzed use of social media of student from various Private Universities in Surat.

At the end of this study it is found that the Mobile phone is most use full devices for access social media services. Facebook, WatsApp, and You tube, that mines this all are most use full social media tools. Highest (100%) purpose of use social media tools by students are messages, photo sharing, video sharing, chat, entertainment and shopping because of social media are more informative and user-friendly.

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WEB SITE

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2. https://www.bmusurat.ac.in/

3. https://www.bmusurat.ac.in/

4. https://www.ppsu.ac.in/

5. https://utu.ac.in/

6. https://vvwusurat.ac.in/

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