

A STUDY ON MEDIA EFFECT WITH SPECIAL REFERENCE TO EDUCATIONAL INSTITUTION: A DESCRIPTIVE STUDY

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Abstract: Social media tools are observed to play a vital role in the renovation of the conventional teaching and learning practices across the globe. Though primarily developed for online social communication, social media platforms tend to possess suitable tools that can be used for instructional purposes in order to initiate active learning among students. The present study aims to analyse the use of social media platforms for educational purposes in developing nations such as Bangalore, Karnataka, India. The study intends to examine the penetration and reception of social media platforms in higher educational institutions in urban areas. This article presents the results of a study identifying the role and importance of social media on the choice of future students for a study in comparison with the traditional marketing channels. The study identifies and describes three market segments among future students based on their use of the social media.

Keywords: social media, social communication, penetration, reception, marketing channels

INTRODUCTION

Social media is an electronic type of communication that uses websites to share messages, ideas, and other materials. Social networking has become a global phenomenon that has extended to practically every corner of the globe. Social media sites have grown in popularity and evolved into an online platform where users can share and produce content. Some examples of social media forms include social networking, forums, social bookmarking and micro blogging. Facebook, twitter, Wikipedia are some of the examples of social media sites. The advanced technology of social networking sites has become more popular among the students, due to this a major concern came up about how the use of social media sites among the students affect their academic performance.

LITERATURE REVIEW

- According to Kaveri Subrahmanyam and Patricia Greenfield(2008), using online communication has both negative and good consequences, because the internet can be utilised in destructive ways. They also claim that, in today's world, schools are attempting to regulate how pupils use digital media on school grounds (Subrahmanyam and Greenfield, 2008).
- According to Paul Kirschner and Aryn Karpinski(2010), Facebook and other social networking sites, are an online directory that allows people to find friends, family, and co-workers by looking them up on social networking sites (Kirschner and Karpinski, 2010).
- According to Curtis(2013), kids all around the world are starting to abandon Facebook in favour of Snapchat, Twitter, and Instagram.
- According to Abelardo Pardo, technology provides a platform for innovation by allowing consumers to express their feelings about the material being presented. He goes on to say that social media provides a platform that allows students to communicate with one another, with their teachers, and with groups that share their educational interests. These types of interactions, according to Pardo, are "a crucial aspect of how humans learn".

OBJECTIVE

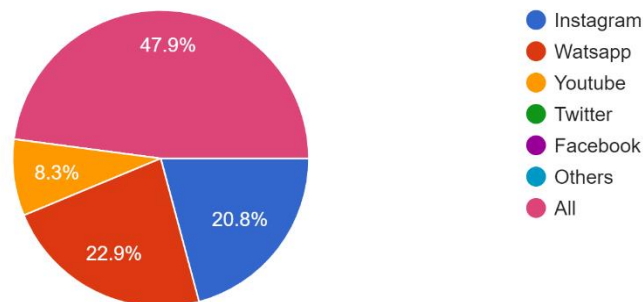
- The primary goal of this research is to determine the role of social media in university student's academics.
- Its goal is to help university students understand the benefits and drawbacks of social networking. This study improves the quality among the students as there is a lack of knowledge and understanding.

METHODOLOGY

The survey was conducted by students at Acharya Institute of Graduate Studies under the partnership of Pooja, Nidheesh and Periyanyagam. A questionnaire was conducted, and it was circulated across 100 students and faculties. The sample selected was mainly for college students. We used Snow Ball technique.

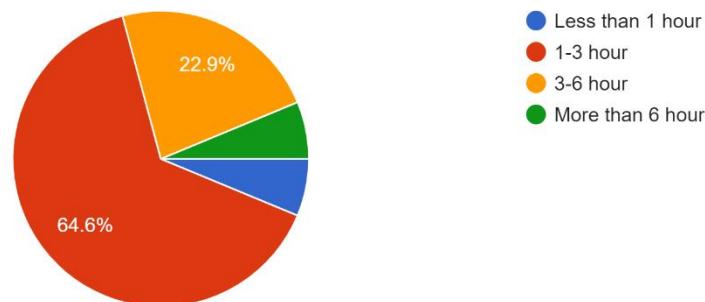
Uses of Social Network

48 responses



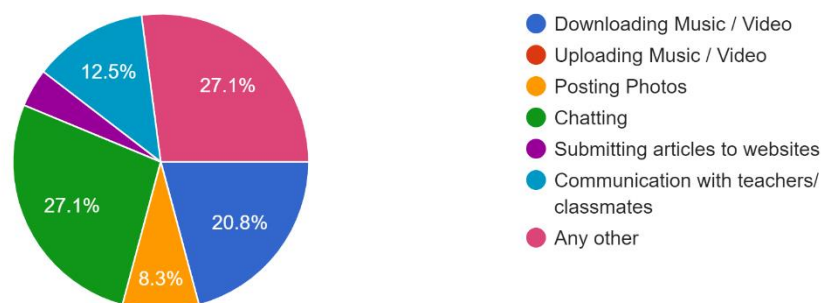
Time spend on Social Networking Sites

48 responses



Main purpose of using Social Media

48 responses





RESULT AND DISCUSSION

- To explore the relationship between social networks and impact on student academic performance, we choose a sample of 50 students.
- The study conducted that a large number of students in university are addicted to social media.
- There is high participant in social networks that make students lose focus on academic tasks and negatively affect their academic results .In addition social media are sources of information and communication among students, and social media has become an integral part of their everyday lives and they use it from 3 to 6 hours a day .
- It can positively assist students in developing themselves, enhancing their knowledge and creativity, supporting their knowledge exchange, and increase their technical skills.
- The study shows that social media enhance the student's ability to excel in academic performance, excel in learning, and deeper their collaborative learning.
- Finally, social networking helped students to join educational networks, interact with their peers , and deepen the concept of e-learning.

CONCLUSION

Our research found that social media was likely to have an impact on college students. Social media is appealing because it gives college students with not only another environment in which to find friends, but also an excellent way to relieve stress. It has a significant impact on the life of college students, particularly their grades. This study also suggests that a strategy for properly balancing the link between social media and academia is required. As a result, college students should consider how to balance social media and academics more.

REFERENCE

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