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PROCEEDINGS



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Awareness and Usage of Social Media Applications on Information Sources among Undergraduate Engineering Students in Tirunelveli District

T. Raja1

ABSTRACT

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This study is regarding the awareness and usage of social media applications on information sources among the selected undergraduate engineering college students in Tirunelveli district. The investigator has randomly selected 150 final year undergraduate engineering students from the engineering colleges. 150 duly filled-in responses were analysed. The findings of the study revealed that, 72.7% (109) of the final year undergraduate engineering students were found at moderate level in awareness and usage of social media applications on information sources, followed by 74.3 % (55) of the female final year undergraduate engineering students, 74.1 % (20) of the Muslim final year undergraduate engineering students, and 82.4 % (14) of the hostel final year undergraduate engineering students were found at the moderate level among the awareness and usage of social media applications on information sources at a moderate level. There is no significant difference between (i) male and female (ii) rural and urban (iii) day scholar and hosteller iv) Hindu, Muslim, and Christian v) Computer Science Engineering/ Information Technology subject final year undergraduate engineering students and other subjects final year undergraduate engineering students among awareness and usage of social media applications on information sources.

Keywords: Social Media, Engineering Students, Awareness, and Usage

INTRODUCTION

Karen Freberg, and Michael J Palenchar (2015) defined that Social media initiate's innovation with communication technology platforms that enable knowledge sharing, digital storytelling, collaboration, and relationship building among a community with common interests and needs. Mangold and Faulds (2009), defined social media as "a wide range of online, word of mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer to consumer email, consumer product or service ratings websites and forums, internet discussion boards and forums, micro blogs. Social media plays a vital role for the undergraduate engineering students in the terms of message boards, discussion walls, chats, sharing video/audio clippings, e-books, ejournals, news items and widely used to disseminate the information to the professional friends. This paper consulted only the undergraduate engineering students on awareness and usage of social media applications on information sources.

REVIEW OF RELATED STUDIES

In the study (Monika Singh, 2017) examines the impact of social media on engineering students. For this, descriptive survey research design was adopted. The study was conducted at the private engineering college in Lucknow, U.P. The simple random sampling technique was used to select a

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sample of 60 students. The questionnaire was used to collect the data from the participants. The descriptive statistics of frequency counts and percentage were used to analyse the data. Research findings showed that the social media has an impact on students as it is lowering their concentration level and creating the distraction. It was also found that it is not lowering their grades as they are capable of managing their grades along with online participation as they use these sites for their educational purpose in linking to the subject matter and for discussing their studies and sharing study material.

A study by Sumedha Chaudhury and Vinod Sawant (2016) on social media access by the engineering students of National Institute of Technology, Raipur (NIT) and mass communication students of Kushabhau Thakre University of Journalism and Mass Communication, Raipur (KTUJM) was conducted in January 2106 to find it the perspective behind this access, whether it was due to peer group influence and how was affecting their knowledge. Accordingly, the hypothesis formulated was that the perspective of engineering and media students differed up to a certain extent. Both types of students access it out of peer influence and it affected their knowledge. The mentioned research based on survey proved that all the hypotheses of the three research problems were correct.

OBJECTIVES OF THE STUDY

- To find out the category wise participation in this study.
- To find out the level of awareness and usage of social media applications on information sources among the final year undergraduate engineering students.
- To find out the level of awareness and usage of social media applications on information sources among the final year undergraduate engineering students with reference to (i) Gender (ii) Locality (iii) Residence (iv) Religion (v) Subject

THE HYPOTHESIS OF THE STUDY

- There is no significant difference between male and female final year undergraduate engineering students in their awareness and usage of social media applications on information sources.
- There is no significant difference between day scholar and hosteller final year undergraduate engineering students in their awareness and usage of social media applications on information sources.
- There is no significant difference between rural and urban final year undergraduate engineering students in their awareness and usage of social media applications on information sources.
- There is no significant difference between Computer Science/Information Technology subject and other subject's final year undergraduate engineering students in their awareness and usage of social media applications on information sources.
- There is no significant difference among Hindu, Muslim, and Christian final year undergraduate engineering students in their awareness and usage of social media applications on information sources.

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SCOPE AND DELIMITATIONS OF THE STUDY

This study focuses its attention only on final year undergraduate engineering students. It is within the geographical area of Francis Xavier Engineering College, Vannarpettai, Tirunelveli, and National College of Engineering, Maruthakulam, Tirunelveli.

RESEARCH METHODOLOGY

The population of the Study

The population for the study is about 2250 final year undergraduate engineering students. The data was collected only from the final year undergraduate engineering students of Francis Xavier Engineering College and National College of Engineering, both of the colleges are located in Tirunelveli Revenue district.

The Sample of the Study

The effective sample size was calculated by Cohan's table of effect size. Hence 5% of the population was fixed as the minimum sample size for the study. The investigator has randomly selected 150 final year undergraduate engineering students from the above mentioned colleges.

DATA ANALYSIS AND INTERPRETATION

The investigator used the following tools for data collection, analysis, and interpretation.

- Personal information sheet prepared by the investigator. (Gender, Religion, Location, Residence and Subject)
- Awareness and Usage of Social Media applications tool constructed and validated by the investigator.
- The percentage analysis has been used to find out the percentage of the students having the low, moderate and high level of awareness and usage of social media applications.
- 't' test is used to find out the significant difference between the means of two variables.
- 'F' test is used to find out the significant difference among three variables.

RESULST AND DISCUSSION

Table 1 shows that, 50.7 % (76) of the male final year undergraduate engineering students participated in this study, followed by 49.3 % (74) of the male final year undergraduate engineering students, 64.7 % (97) of the Hindu final year undergraduate engineering students, 17.3 % (26) of the Christian final year undergraduate engineering students, 18 % (27) of the Muslim final year undergraduate engineering students, 88.7 % (133) of the day scholar final year undergraduate engineering students, 11.3% (17) of the hostel final year undergraduate engineering students, 54% (81) of the urban final year undergraduate engineering students, 54% (81) of the CSE and IT subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69) of the other subject final year undergraduate engineering students, and 46 % (69

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Table 1: Category-Wise Distribution of Variables Participation in this Study

Category	Variable	Frequency	Percentage
	Male	76	50.7
Gender	Female	74	49.3
	Hindu	97	64.7
Religion	Christian	26	17.3
0	Muslim	27	18.0
	Rural	69	46.0
Location	Urban	81	54.0
	Day Scholar	133	88.7
Residence	Hosteller	17	11.3
	CSE/IT	81	54.0
Subject	Others	69	46.0

Table 2: Overall Awareness and Usage of Social Media Applications among

Levels	Frequency	Percent			
Low	16	10.7			
Moderate	109	72.7			
High	25	16.7			
Total	150	100.0			

Final Year Undergraduate Engineering Students

Table 2 shows that, overall 72.7 % (109) of the final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 16.7 % (25) of the final year undergraduate engineering students at high level and 10.7 % (16) of the under graduate engineering students at low level.

 Table 3: Category Wise Distribution of Final Year Undergraduate Engineering Students among Awareness

 and Usage of Social Media Applications on Information Sources

Background		N	Low		Moderate		High	
Variable	Category		N	%	N	%	N	
Gender	Male	76	8	10.5	54	71.1	14	18.4
	Female	74	8	10.8	55	74.3	11	14.9
	Hindu	97	10	10.3	71	73.2	16	16.5
Religion	Muslim	27	3	11.1	20	74.1	4	14.8
Kengion	Christian	26	3	11.5	18 ՝	69.2	5	19.2
	Day Scholar	133	16	12.0	95	71.4	22	16.5
Residence	Hosteller	17	0	0.0	14	82.4	3	17.6
	Rural	69	8	11.6	49	71.0	12	17.4
Location	Urban	81	8.	9.9	60	74.1	13	16.0
	CSE/IT	81	9	11.1	55	67.9	17	21.0
Subject	Others	69	7	10.1	54	78.3	8	11.6

Table 2 shows that, 71.1 % (54) of the male final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 18.4% (14) at the high level and 10.5 % (08) at the low level. 74.3 % (55) of the female final year undergraduate engineering students were found at the moderate level in

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awareness and usage of social media applications on information sources, followed by 14.9 % (11) at the high level and 10.8 % (08) at the low level. 73.2 % (71) of the Hindu final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 16.5 % (16) at the high level and 10.3% (10) at the low level. 74.1 % (20) of the Muslim final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 14.8 % (4) at the high level and 11.1 % (3) at the low level. 69.2 (18) of the Christian final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 19.2 % (5) at high and 11.5 % (03) at the low level. 71.4 % (95) of the day-scholar final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 16.5 % (22) at the high level and 12 % (16) at the low level. 82.4 % (14) of the hostel final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 17.6 % (03) at the high level.71 % (49) of the rural area final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 17.4 % (12) at the high level and 11.6 % (08) at the low level. 74.1 % (60) of the urban area final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 16 % (13) at high level and 9.9 % (08) at low level. 67.9% (55) of the Computer Science Engineering / Information Technology subject final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 11.6 % (08) at high level and 10.1 % (07) at low level. 78.3 % (54) of the other subject final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources, followed by 11.6 % (8) at the high level and 10.1 % (7) at the low level.

Table 4: Significant Difference between 1) Male and Female 2) Rural and Urban 3) Day Scholar and Hosteller 4) Computer Science / Information Technology and Other Subject Final Year Undergraduate engineering students among awareness and usage of Social Media Applications on Information Sources

Background Variable	Category	N	Mean	S.D	Calculated 't' Value	Remark at 5% level
Gender	Male	76	41.66	2.969	0.457	NS
	Female	74	41.45	2.710		
Location	Rural	133	41.48	2.826	0.299	NS
	Urban	17	41.62	2.862		
Residence	Day Scholar	69	41.49	2.922	1.023	NS
	Hosteller	81	42.06	2.045		
Subject	CSE/IT	81	41.88	2.781	1.514	NS
	Others	69	41.17 ficance the to	2.875		

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FINDINGS ANI

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CONCLUSION

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Table 4 shows that there is no significant difference between (1) Male and Female (2) Rural and urban (3) Day scholar and hostel (4) Computer Science/Information Technology subject undergraduate engineering students and other subjects final year undergraduate engineering students in awareness and usage of social media applications on information sources. Hence the respective hypothesis is accepted. (5) The F test value (0.453) reveals that there is no significant difference among the Hindu, Muslim, and Christian final year undergraduate engineering students in awareness and usage of social media applications on information sources. Hence the null hypothesis is accepted.

FINDINGS AND DISCUSSION

- 72.7 % (109) of the final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources.
- 74.3 % (55) of the female final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources.
- 74.1 % (20) of the Muslim final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources.
- 82.4 % (14) of the hostel final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources.
- 74.1 % (60) of the urban area final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources.
- 78.3 % (54) of the other subject final year undergraduate engineering students were found at the moderate level in awareness and usage of social media applications on information sources.
- There is no significant difference between male and female undergraduate engineering students in awareness and usage of social media applications on information sources.
- There is no significant difference between rural and final year urban undergraduate engineering students in awareness and usage of social media applications on information sources.
- There is no significant difference between day scholar and Hostetler final year undergraduate engineering students in awareness and usage of social media applications on information sources.
- There is no significant difference between CSE / IT subject and other subjects final year undergraduate engineering students in awareness and usage of social media applications on information sources.
- There is no significant difference among Hindu, Muslim, and Christian final year undergraduate engineering students in awareness and usage of social media applications on information sources.

CONCLUSION

This study revealed that female final year undergraduate engineering students, hostellers, Muslims final year undergraduate engineering students and urban area undergraduate engineering students used the social media applications for getting the information sources frequently through Facebook, Whatsapp, professional groups, Twitter and other specific social

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media tools. This study concludes that overall 72.7 % (109) of the final year undergraduate engineering students are at the moderate level in awareness and usage of social media applications on information sources. So the final year undergraduate engineering students are in awareness and usage of social media applications for getting the information sources.

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INTRODUCTION

Social media pla According to the communities in t as a tool for th developed count countries utilized resources among less demand for : the users. They s rather than inno be affected in im obstacles which (

¹ Senior Assistant L