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IMPACT OF SOCIAL MEDIA ON INFORMATION SOURCES AMONG UNDER GRADUATE STUDENTS: SPECIAL REFERENCE TO ST. JOHN'S COLLEGE, PALAYAMKOTTAI - A STUDY

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Abstract

The purpose of the study is to use social media applications in the day to day life among the under graduate students in the view of academic activities in St. John's College, Palayamkottai at Tirunelveli district. Questionnaire is used to collect the required data. The sample consists of 130 students randomly selected from 2 arts and 2 science faculty. 109 duly filled-in questionnaires were in analysed. The findings of the study revealed that: Most of the male under graduate students using the social media for getting more information sources for their studies and mostly the arts students highly commended using the social media application for getting more information sources for their studies. It was suggested that college management and academicians to provide the orientation to use social media applications in educational related among female students and science graduate students.

Keywords: Social Media, Information Sources and Under Graduate Students

Introduction

Kaplan & Haenlein, (2010) concerns social media applications have not only gained incredible popularity in the online sector, but have also transformed the lives of those who are using them. Tools such as blogs and wikis are the products of significant shift in online activity and agency from developer to the user. Aimee deNoyelles (2014) discuss on recognizing the power of social media to transform learning, educators are now integrating an instruction. Certainly, the features of social media complement the constructivist philosophy of teaching and learning, allowing learners to create, co-create and share knowledge with a global audience beyond classroom walls. This paper we discuss about the role of social media on getting useful information sources for their studies among the undergraduate students in various categories.

Review of Related Literature

Westerman (2014) discussed the paper on social media are increasingly being used as an information source, including information related to risks and crises. The current study examines how pieces of information available in social media impact perceptions of source credibility. Specifically, participants in the study were asked to view 1 of 3 mockTwitter.compages that varied the recency with which tweets were posted and then to report on their perceived source credibility of the page owner. Data indicate that recency of tweets impacts source credibility; however, this relationship is mediated by cognitive elaboration. These data suggested many implications for theory and application, both in computer-mediated communication and crisis communication. These implications are discussed, along with limitations of the current study and directions for future research.

Kyung-Sun Kim (2014) analysed that the social media have become increasingly popular among different user groups. Although used for social purposes, some social media platforms (such as Wikipedia) have been emerging as an important information sources. Focusing on undergraduate students, a survey was conducted to investigate the following: (1) which social media platforms are used as information sources; (2) what are the main reasons for using these social media platforms for information seeking; and (3) what kinds of actions to be taken to evaluate the quality of information gained from such sources. The study provides a snapshot of current trends in terms of the use of social media as information sources. It also sheds lights on the actions that the undergraduate students took to evaluate information from social media, including social networking and video sharing sites that have rarely been studied previously. Based on the findings, suggestions are made for information literacy programs and roles of librarians and educators

Research Methodology

Sample of the Study

The data is collected from St. John's College, Palayamkottai, and Tirunelveli district.

The researcher had distributed 130 questionnaires to the arts and science undergraduate students from the same college. Among the returned questionnaires, the

researcher selected duly completed and filled-in 109 questionnaires for analysis and interpretation.

Objectives of the Study

- To find out the category wise participation in this study
- To find out gender wise distribution of students among usage of social media on information resources
- To find out religion wise distribution of students among usage of social media on information resources
- To find out location wise distribution of students among usage of social media on information resources
- To find out residence wise distribution of students among usage of social media on information resources
- To find out subject wise distribution of students among usage of social media on information resources

Hypothesis of the Study

- There is no significant difference between males and females students using the social media on information sources
- There is no significant difference between Hindus and Christians students using the social media on information sources
- There is no significant difference between arts and science students using the social media on information sources
- There is no significant difference between day scholars and hostellers using the social media on information sources
- There is no significant difference between rural and urban students using the social media on information sources

Scope and Delimitations of the study

This study focuses its attention only on under graduate students of arts and science departments. It is within the geographical area of St. John's College, Palayamkottai, and Tirunelveli District.

Data Analysis and Interpretation

Table – 1 Category wise participation in this study

Category	Variable	Frequency	Percentage
Gender	Male	51	46.8
	Female	58	53.2
Religion	Hindu	76	69.7
	Christian	33	30.3
Location	Rural	69	63.3
	Urban	40	36.7
Residence	Day Scholar	101	92.7
	Hosteller	8	7.3
Subject	Arts	42	38.5
	Science	67	61.5

Table 1 shows that, 53.2 % (58) of the female students were participated in this study, followed by 46.8% (51) of the male students, 69.7 (76%) of the Hindu students, 30.3 % (33) of the Christian students, 92.7 % (101) of the day scholar students, 7.3% (8) of the hostel students, 63.3 % (69) of the rural students , 36.7% (40) of the urban students, 61.5% (67) of the science students and 38.5 % (42) of the arts students were participated in this study.

Table – 2 Category wise distribution of students among impact of Social Media on Information Sources

Background Variable	Category	N	Low		Moderate		High	
			N	%	N	%	N	%
Gender	Male	51	1	2	40	78.4	10	19.6
	Female	58	12	20.7	45	77.6	01	1.7
Religion	Hindu	76	09	11.8	61	80.3	06	7.9
	Christian	33	03	9.1	25	75.7	05	15.2
Residence	Day Scholar	101	12	11.9	78	77.2	11	10.9
	Hosteller	08	01	12.5	07	87.5	00	00
Location	Rural	69	11	15.9	53	76.8	05	7.3
	Urban	40	02	05	32	80	06	15
Subject	Arts	42	00	00	34	81	08	19
	Science	67	13	19.4	51	76.1	03	4.5

Source: Primary Data

Table shows that, 78.4% (40) of the male students among impact of social media on information sources at moderate, followed by 19.6% (10) at high level and 2 % (1) at low level. 77.6 % (45) of the female students among impact of social media on information sources at moderate, followed by 20.7% (12) at low level and 1.7 % (1) at high level. 80.3 % (61) of the Hindu students among impact of social media on information sources at moderate, followed by 11.8 % (10) at low level and 7.9 % (06) at high level. 75.75 % (25) of the Christian students among impact of social media on information sources at moderate, followed by 15.15 % (5) at high level and 9.10 % (03) at low level. 77.2 % (78) of the day scholar students among impact of social media on information sources at moderate, followed by 11.9 % (12) at low level and 10.9 % (11) at high level. 87.5 % (07) of the hostel students among impact of social media on information sources at moderate and 12.5 % (01) at low level. 76.8 % (53) of the rural area students among impact of social media on information sources at moderate, followed by 15.9 % (11) at low level and 7.3 % (05) at high level. 80 % (32) of the urban area students among impact of social media on information sources at moderate, followed by 15 % (06) at high level and 5 % (02) at low level. 81 % (34) of the arts subject students among impact of social media on information sources at moderate, followed by 19 % (08) at high level. . 76.1 % (51) of the arts subject students among impact of social media on information sources at moderate, followed by 19.4 % (13) at low level and 4.5 % (3) at high level.

Table - 3 Significant Difference between 1) Male and Female 2) Hindu and Christian 3) Rural and Urban 4) Day Scholar and Hosteller 5) Arts and Science students among impact of Social Media on Information Sources

Background Variable	Category	N	Mean	S.D	Calculated 'T' Value	Remark at 5% level
Gender	Male	51	42.43	2.062	5.540	S
	Female	58	39.10	4.012		
Religion	Hindu	76	40.83	3.481	0.732	NS
	Christian	33	40.27	4.010		
Location	Rural	69	40.26	3.791	1.573	NS
	Urban	40	41.35	3.294		
Residence	Day Scholar	101	40.72	3.669	0.683	NS
	Hosteller	8	39.88	3.357		

Subject	Arts	42	42.67	1.762	5.896	S
	Science	67	39.40	3.947		

(At 5% level significance, the table value is 1.96)

Table-3 shows that there is no significant difference between (i) Hindu and Christian (ii) Rural and urban (iii) Day scholar and hostel students in their impact of social media on information sources. Hence the respective hypothesis is accepted. But there is significant difference between (i) male and female (ii) Arts and science students in their impact of social media on information sources. Hence the respective hypothesis is rejected.

Major Findings of the Study

1) Descriptive Analysis

- 53.2 % (58) of the female students were participated in this study.
- 69.7 (76%) of the Hindu students were participated in this study.
- 92.7 % (101) of the day scholar students were participated in this study.
- 63.3 % (69) of the rural students were participated in this study.
- 61.5% (67) of the science students were participated in this study.
- 78.4 % (40) of the male students among impact of social media on information sources at moderate level.
- 80.3 % (61) of the Hindu students among impact of social media on information sources at moderate level.
- 87.5 % (7) of the hostel students among impact of social media on information sources at moderate level.
- 80 % (32) of the urban area students among impact of social media on information sources at moderate level.
- 81 % (34) of the arts subject students among impact of social media on information sources at moderate level.

2) Differential Analysis

- Male students are better than female students in their impact of social media on information sources
- Arts students are better than Science students in their impact of social media on information sources.

Tenability of Hypotheses

- There is significant difference between male and female students in their impact of social media on information sources. Null hypothesis is rejected.
- There is no significant difference between Hindu and Christian students in their impact of social media on information sources. Null hypothesis is accepted.
- There is no significant difference between rural and urban students among impact of social media on information sources. Null hypothesis is accepted.
- There is no significant difference between day scholar and hostel students in their impact of social media on information sources. Null hypothesis is accepted.
- There is significant difference between arts and science subject students in their impact of social media on information sources. Null hypothesis is rejected.

Conclusion

This paper concludes that most of the male students are using the social media applications in relates to education and getting more information sources. Arts under graduate students also using social media very effectively and getting more information related to their studies. It was suggested that college management and academicians to provide the orientation using social media applications in educational related among female students and science graduate students.

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