Chapter 10

Impact and Usage of Social Media Among the Post Graduate Students of Arts in Alagappa University, Karaikudi, India

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ABSTRACT

This chapter tries to analyse the impact and usage of social media among the postgraduate students of arts in Alagappa University, Karaikudi, under survey method for the study. The study identified the majority (69.79%) of the respondents under female category, and 72.92% of the respondents belong in the age group between 21 and 23 years. It is observed that 32.29% of the respondents use the social media, preferably YouTube. The plurality (48.96%) of the respondents use smartphone/mobiles compare to iPod, desktop, laptop, and others. 35.42% of the respondents’ spent between 1 and 5 hours weekly using social media. Further, the study also observes the positive and negative aspects of using social media in postgraduate students of arts disciplines in the university.
INTRODUCTION

According to P.S. Jeesmitha (2019), the word social media means collection of applications (Facebook, Twitter, Whatsapp, LinkedIn, YouTube, etc.) and websites that link people to share information and aware people about any event through social networking. From the beginning of the 21st century, social media is in progress. People belonging to different age group use social media. Social media plays a vital role in life. Information technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through worldwide. The world becomes a global village due to social media. Users can connect with other people within seconds and share their ideas and give comments by video conferencing. People of different culture can also talk on any issue. Social media links the people to their culture by showing different documentaries. People also use social media to get information about other countries. Social media influence adolescent’s life it has both positive and negative impacts situation.

REVIEW OF LITERATURE

According to Shivarama Rao, K. Subangi, M. C. and Malhan (2019), social software in the Web 2.0 world not only enhances the practical usability in the library but also helps the diminishing librarian’s role through value addition to profession itself. In this paper, select cases of social academic networks are described and different perspectives have been given on how academic libraries are participating in this massive social networking drive. Also, an attempt has been made to analyze social media presence of select Indian academic libraries.

A new information landscape is evolving where people largely access information and share ideas from hand held devices and making increasing use of mobile apps and social media tools for their convenience. This new information landscape is shaped by emergence of new web technologies, a variety of knowledge management and data analytic tools and content management software. It offers more convenience and saving of time for new generation of information users. Generation ‘Y’ is now using Facebook as an alternative to email (E Botha, M Farshid & L Pitt, 2011). And “social networks are now growing with mobile technology that has significantly changed the way in which people stay connected” (Shim et al., 2011). Worldwide, there are over 2.32 billion monthly active users (MAU) of Facebook as of December 31, 2018. This is a 9 percent increase in Facebook MAUs year over year1.52 billion people on average log onto Facebook daily and are considered daily active.
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