Awareness and Utilization of Social Media among Students and Employees

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ABSTRACT

Social media is influenced to the society in manifold. The social media which keeps the people updated and informed about what is happening around them and the world. Here the researcher aim to study the level of awareness and utilization of social media among students and employees. Sociology is defined as "The science of human society". In many if not all cases, human roots, organizational skills and the development of society with regard to technology have been key attributes in the field of sociology. Technology introduces advancements and information that plays an important part in helping a society to achieve its objectives. The study used the convenience sampling method. 100 respondents were selected. Out of 100 respondents, 50 respondents are from private institute students and 50 respondents of them from technical employees working in engineering industries. Well designed structured questionnaire method is adopted for collecting necessary data. In order to test the hypotheses, statistical tools such as t-test, correlation and chi-square test are used. Result found that there is a significant difference in the level of awareness and utilization of social media between students and employees. Also there is a significant relationship and association between the socio demographic variables and their level of awareness and utilization. The result concluded that students have high level of awareness and utilization compared to employees. Whereas employees are little aware thus they use of it also limited.

Key words: Awareness, employees, Social media, students, Utilization.

1.1 INTRODUCTION

Sociology is defined as "The science of human society". In many if not all cases, human roots, organizational skills and the development of society with regard to technology have been key attributes in the field of sociology. Technology introduces advancements and information that plays an important part in helping a society to achieve its objectives. While social media has benefited individuals, organizations, and societies in many ways, there is an increasing awareness of the controversies, risks, and adverse consequences surrounding the social media phenomenon (Fox and Moreland 2015, Mantymaki and Islam 2016). Since the time of Aristotle humans have been described as social beings, and one might state these technologies allow them to act out their crucial feeling of social belonging accordingly (Spitzer, 2012). The use of media has an impact on social relationship, social well being and time available for sleep, school related study and other activities.

"Traditionally, consumers used the internet to simply expend content: they read it, they watched it, and they used it to buy products and services. Increasingly however, consumer are utilizing platforms such as content sharing sites, blongs, social networking and wikis." (Kietzmann, 2011).

1.2 SOCIAL MEDIA

There is no single definition of what is social media. There is more of a kind of description what is the process of social media by underlying the interaction among people in which they are creating, sharing, exchanging, modifying their ideas in virtual communities or networks: "Social media is a group of internet based application that build on the ideological foundations of Web 2.0, and that allow the creation and exchange of user generated content" (Kaplan, A & Haenlein, M., 2010).

Social media may also provide a supportive environment for adolescents to explore romance, friendship, social status and it provides teens the opportunity to share and discuss their musical tastes, knowledge of television and movies, video games and the other aspects of adolescent culture (Ito et.al., 2008).

"Social media encompasses a wide range of online, word-of-mouth forums including blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking websites, (Mangold & Faulds, 2009,).

"Social media is a group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allows the creation and exchange of user generated content." (Kaplan & Haenlein, 2010). The foundation of social media is the social interaction, which gives the participants the possibility to share opinions, thoughts and knowledge in a global forum where time and place are insignificant (Carlsson, 2010).

1.3 SOCIALIZATION AND COMMUNICATION

Social media sites allow teens to meet many online tasks that are relevant to their lives offline: to lie about friends and family, make new friends, share photos, and share ideas (Ito.et.al., 2008). Social media participation can also offer adolescents deeper benefits that extend into their view of self, community, and the world (Boyd D., 2007). Thus young adults to their online friends (APA, 2011). Again, Social media sites allow teens to accomplish many online tasks which are important to them offline: staying connected with friends and family, making new friends, sharing pictures, and exchanging ideas (O'Keeffe, G.S, Clarke-Pearson. K, 2011).

1.4 USES OF SOCIAL MEDIA

Social networks are classified based on how people use them. For instance, Social Networking Sites such as Whatsapp, messenger is a cross platform instant messaging client for smart phone, Pc's and tablets, MySpace, Facebook, Google+, Instagram are used to share and update message, Microblogs such as Twitter is used for short messages, Wikis are mainly used for educational and informational purposes, Blogs are usually personal or collaborative online publishing diary, while Online Forums are interactive space where participants discuss issues which are posted on a discussion board Bilandzic (2012) introduce three main "Social Use of Media" as: Interactivity, Recognition, and Participation. People use social media for either hard

or soft issues or both. For instance, some people use social media to play online games, while others use it to negotiate, establish, maintain, and participate in political and cultural issues. Therefore, the popularity, availability, and accessibility of social media technologies make their usage in almost every aspect of life. Edegoh (2013) assert that many students of higher institutions in Nigeria are assumed to be using social networks.

1.5 FRAMEWORK OF THE RESEARCH

The current research is influenced two Domin. One is social media application knowledge another one is usages of the application. This framework considers the complex interplay between students and employees.

2. BACKGROUND REVIEW OF LITERATURE

Bishop (2007) asserts that online social networks are platforms for bringing together people who share common interests.

Herlle, M., & Astray Caneda, V (2012) the conducted study on impact of social media in the workplace. The researchers used Adams equity theory was chosen to apply to the problem of social media distraction in the workplace, because we were interested in the way that balance could improve employees attitudes towards work. These theory explain relationships include those existing between employees and the organizations for which they work. He conclude training reduces the social media usages in work place. Also improve the productivity its prevent waste of time.

Aisar Salihu Musa (2015) conducted a study on awareness and usage of social media: a study of mass communication students. The use of social networks among students in higher institutions is becoming popular and widely celebrated amidst criticisms. This is because, these social networks change the way people communicate, interact, investigate, and socialise. The purpose of this paper is to explore the students' awareness and usage of social networks. Mixed method research was applied using survey questionnaire and focus group discussion. 111 final year diploma students of mass communication were purposively selected. Statistical Package for Social Sciences (SPSS) and Atlastti software were used to analyse the data. Quantitative findings reveal that majority of the respondents (98.2%) is aware of social networks, have access to the

International Journal of Research

Available at https://edupediapublications.org/journals
Special Issue on Research World

e-ISSN: 2348-6848
p-ISSN: 2348-795X
Volume 05 Issue 08
March 2018

internet and regularly use mobile phones for social networking. Less than half (37.8%) of them report and share news or information on social media. Qualitative results show that participants use social networks purposely for academic purpose, self-expression, and establishing a global friendship.

3. OBJECTIVE OF THE STUDY

❖ To know the level of awareness of social media.

❖ To examine the level of utilization of social media.

❖ To determine the difference in awareness and utilization based on the profession of the respondents.

❖ To study the association between respondents profession and level of utilization.

❖ To study the relationship between level of awareness and level of utilization.

4. METHODOLOGY OF THE STUDY

4.1 Research design

Descriptive research design was used for conducting this study.

4.2 Sampling Method:

100 respondents are selected in the basis of convenience sampling technique. Out of 100 respondents, 50 respondents are from private institute students and 50 respondents of them from technical employees working in engineering industries.

4.3 Tools of the study

The tools used in the study is structured set of questionnaire which are to be provided personally by the respondents.

4.4 Tools of Analysis

The following statistical tools were used to analyse the data . They were

➕ t-test

➕ Chi square test, were used

4.5 Limitation of the study

❖ In this study the samples age ranges from above 18 years to below 35 years and both male and female are included. Geographical area is limited to Coimbatore district Urban, ward no 60.

❖ In this type of sampling the respondents are selected without making any particular criteria.

5. HYPOTHESIS

The Following hypothesis has been formulated to test some attributes of the respondents. They are:

❖ Respondents do not differ in their level of awareness of social media.

❖ Respondents do not differ in their level of utilization of social media.

❖ There is no association between level of utilization and type of respondents.

6. RESULT AND DISCUSSION

The various findings derived from this study are as follows:

Table: 1. Showing the respondents level of awareness and Utilization of

social media

	Category			
	Awareness		**Utilization**	
	Student	**Employee**	**Student**	**Employee**
Very High	7	3	10	6
High	14	10	8	3
Average	22	27	22	32
Low	4	7	5	7
Very low	3	3	5	2
Total	50	50	50	50

The Table 1 depicts that 21 percent of the students were having high level of awareness on the social media and 13 percent of the employees had high level of awareness on social

media. The table also reveals that 18 percent of the students had high level of utilization and 9 percent of the employees had high level of utilization of social media.

Table: 2 Showing t-test for respondents level of awareness of social media based on profession

Group	N	Mean	S.D	t-value	p-value
Students	50	46.3	3.64	6.992	0.05* Significant
Employee	50	31.4	4.12		

Ho: Respondents do not differ in their level of awareness of social media based on profession.

It is inferred from the table:2 that the calculated t-value is significant. So, the null hypothesis rejected and alternate hypothesis is accepted. Therefore it is concluded that students have high level of awareness than employees.

Table: 3 Showing t-test for respondents level of utilization of social media based on profession

Group	N	Mean	S.D	t-value	p-value
Students	50	43.8	2.72	11.471	0.05* Significant
Employee	50	27.3	1.98		

Ho: Respondents do not differ in their level of utilization of social media based on profession.

It is evident from the table:3 that the calculated t-value is significant. So, the null hypothesis rejected and alternate hypothesis is accepted. Therefore it is concluded that students have high level of utilization than employees.

Table: 4 Respondents profession and level of utilization of social media

Chi square	df	p-value
10.961	4	0.05 Significant

Ho: There is no association between profession and level of utilization of respondents.

From the table:4 is noted that among the students only 10% of them used very high, 14% used high level. But 36% average. In the case of employee 16% very high, 40% high and 16% average. Therefore employee used social media high level for their profession. The calculated chi square value is significant. So the null hypothesis is rejected.

Table: 5 Respondents profession and level of utilization of social media

r	p-value
0.372	0.05 Significant

Ho: There is no relationship between level of awareness and level of utilization of respondents.

The table 5 depicts that there is a significant relationship between level of awareness and level of utilization. Higher the level of awareness higher is the level of utilization and vice versa.

7. FINDINGS

- ✓ Result shows that the calculated t-value is significant. So, the null hypothesis rejected and alternate hypothesis is accepted. Therefore it is concluded that students have high level of awareness than employees.

- ✓ Survey exhibits that the calculated t-value is significant. So, the null hypothesis rejected and alternate hypothesis is accepted. Therefore it is concluded that students have high level of utilization than employees.

- ✓ The r value shows that there is a significant relationship between awareness and utilization.

8. Recommendations

Future research related to social media usage may provide a more in depth understanding of social media applications in several ways. The social media which help a person gain more knowledge and social skills but the usage needs to be timely and appropriate and effective.

9. Conclusion

The result concluded that students have high level of awareness and utilization compared to employees. Whereas employees are little aware thus they use of it also limited. Therefore the study suggested that employees necessary training is to be given and also to create knowledge related to the real application of social media. From that the students applied for their academic and employees used for their job effectively and they have to improve further. Also in school and workplace settings reports that use of social media reduces the students attentions and low productivity of employee.

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