

A Sociological Analysis On Usage Pattern, Purposes And Impact Of Social Media On College Students With Special Reference To Mumbai City

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ABSTRACT:

Social media and mobile technology together form a lethal duo that has made relationships and communication increasingly virtual. It creates the illusion of presence, despite not actually being present. Actually, it is more of an awareness of the other's existence than any meaningful dialogue. Even in everyday situations like homes, playgrounds, workplaces, and social gatherings, as well as while traveling or shopping, the same is repeated. In this article, a sociological analysis on usage pattern, purposes and impact of social media on college students with special reference to Mumbai city has been discussed.

Keywords: Social, Media, College, Students, Mumbai

INTRODUCTION:

According to psychological studies, social media might have a narcissistic effect. [1-2] This has resulted from people using social media to project a false image of themselves in order to look important and exceptional, obtain attention and status, and boost their self-esteem. Such individuals can be easily recognized since they publish multiple gorgeous images of themselves and tag them in an effort to garner attention, likes, comments, and stickers. [3-6] Updates and status changes occur frequently as well. This characteristic encourages voyeurism. [7-8] It is a rise in superficial friendship and self-image obsession. [9] Social media

dependence can be described by the way users feel some form of reward, which eventually leads to addiction. [10]

RESEARCH METHODOLOGY:

Social media plays a bigger part in raising awareness and making it simple to sway public opinion. It can potentially serve as a base for learning exercises. Despite the fact that social media's reach is currently only extended to a small portion of the population, this extension will undoubtedly continue to happen quickly as a result of the availability of internet-enabled mobile devices at affordable prices. The way social media is altering young people's mindsets is one of its biggest problems. Adolescence is a vital intermediate stage in the process of developing into a person. Social media's internet connection is becoming a death switch that forces users to connect via a virtual platform and, as a result, waste time. Social media profiles provide additional information about an individual, including their personal space. This pattern may be both intriguing and concerning. It draws attention since getting to know people is developing into a habit akin to a hobby, increasing social engagement and interpersonal interactions, but it is also risky because private information is exposed to the use of random strangers.

Operational Definitions:

Social Media:

In social media, people produce, share, or exchange data, concepts, and private messages in online communities and networks based on mobile and web-based technologies. It is a type of electronic communication and a tool for social engagement. In the present study Social Media is referred to the online interactivity using internet on any mobile devices or computer used for communication and transfer of information.

College Student:

Adolescence, a stage of ebbs and flows brought on by psychological, physiological, and social circumstances, typically characterizes college students. After successfully

completing 12 years of schooling—by which time, on average, the student would have turned 16—they can enroll in college.

Study Area: Mumbai city.

Null Hypothesis:

1H_0 : There is a no relationship between type of course pursued by the respondent and social media usage.

1H_A : There is a relationship between type of course pursued by the respondent and social media usage.

2H_0 : There is a no relationship between both parents working and high social media usage by the respondents.

2H_A : There is a relationship between both parents working and high social media usage by the respondents.

3H_0 : There is a no relationship between increased social media usage and decreased quality family time.

3H_A : There is a relationship between increased social media usage and decreased quality family time.

4H_0 : There is no a relationship between gender and use of Social Media for different purposes.

4H_A : There is a relationship between gender and use of Social Media for different purposes.

5H_0 : There is a no relationship between the socio economic status and the Social Media consumption by the college students.

5H_A : There is a relationship between the socio economic status and the Social Media consumption by the college students.

Research Design:

The features of college students who reside in urban society are described in this study. Their social media usage patterns and circumstances are described. It is employed to establish the relationship between the general profile, socioeconomic factors, usage pattern, and purposes.

Additionally, it covers the results of social media use, its effects on social groups, and the societal change it causes. The current study collects as much data as is feasible from the respondents while minimizing bias and maximizing reliability in order to quantify social media consumption and its results. A descriptive research design is therefore recognized and chosen as the best research design for the investigation.

Source of Data and Unit of Analysis:

Both primary and secondary sources have been used to acquire the data. The attempt was made to gain a deeper understanding of the entire concept of social media from secondary sources such as magazines, books, newspapers, journals, research articles, daily newspapers, and online content such as blogs and e-articles because it is a topic that has recently gained prominence and popularity and is also related to the field of media and communication. Through a questionnaire and focus groups, the college students of Mumbai city served as the main source of data and the analysis's unit. It combines quantitative and qualitative data and is used to gain a comprehensive understanding of how college students use social media.

Methodology:

Description of the Universe:

All items in any field of inquiry constitute a universe. The topic of the study clearly states the target group i.e. College students. This group of college students even within the geographic territory of Mumbai city are bound to be more in number due to the large number of colleges existing in Mumbai.

Sampling Techniques:

Selection of Area – Purposive

Selection of Colleges - Simple random after Stratification

Selection of Respondents - Purposive & Voluntary Sample

Selection of Colleges:

The present study utilizes Probability Sampling. For infinite population of college students in Mumbai city, the Sampling technique followed for the study is Stratified Random Sampling. As the population is not homogeneous (includes arts, science, commerce, medicine, engineering college students) stratified sampling technique is generally applied in order to obtain a representative sample. The college students' population is divided into several sub populations that are individually more homogeneous than the total population (strata), then items are selected from each stratum to constitute a sample. This helps to get more precise estimates for each stratum and by estimating more accurately each of the component parts, we get a better estimate of the whole which is more reliable.

Proportional allocation and selection through simple random sampling was carried out from each stratum. The reason for choosing this method is that the study could not include representation from all the city colleges as they are many in numbers and their locations are scattered in all extremes. Hence to manage the data collection this simple scientific procedure was adopted. The colleges of Mumbai city are stratified into the categories of Medical College, Engineering College and Arts and Science College.

The study has covered Professional Colleges (Medical Colleges and Engineering Colleges) and Arts, Science Colleges as broad category. Out of which stratified groups were created and simple random selection based on lots method was used to choose college as unit for sample selection.

For Medical colleges, 3 colleges were randomly selected.

For Engineering colleges, 23 colleges were randomly selected.

For Arts and Science Colleges, 27 colleges were randomly selected.

Selection of Respondents for the Study:

From the randomly selected 27 Arts and Science colleges, 342 respondents participated in the study among them 293

are female and 49 are male students. From the randomly selected 3 Medical colleges, 45 respondents participated and among them 24 are female and 21 male students. Similarly, from the 23 randomly selected Engineering Colleges 291 respondents participated among them 159 are female and 132 male students.

Sample- 678 respondents (476 female and 202 male).

Data Collection Method:

The task of hunting for permission and access into college for response from 678 college students was an interesting and experience gaining one. The data collection was completed after titanic amounts of work. Although there were many departments in the chosen colleges that were approached, not all of them were eager to give permission or details or were willing to let students express their opinions on their respective online presence for fear that their comments might compromise the reputation of the college. It took a long time to explain that this subject was purely intellectual and would not provide any difficulties for the student or college at any level.

After hearing about the poll, some departments simply refused to cooperate. Due to their busy schedules and extensive course load that needed to be completed, they were unable to even take the time to listen to the student's explanation. It was really difficult to schedule any free time. Some departments, however, were helpful and provided good support for the data collection. Finding all kinds of odds before effectively finishing the data collection was incredibly difficult.

Research Tools:

The study uses two tools of data collection namely Questionnaire and Focused Group Discussion.

The questionnaire includes data that reveals pertinent information about the respondent's social, economic, and educational background. In order to prevent deviation, confusion, and harm to the respondents, the necessary data were framed in accordance with the study's objective and

goal. With the exception of several standards, the format was primarily closed-ended. The questionnaire was kept straightforward, with brief questions in a logical order that progressed from easy to more challenging ones, as well as a few control questions to double-check the validity. English was the language used.

Four of these focus group discussions involving both male and female college students in the arts, sciences, and professional fields were conducted for the current study. The volunteer students gave their permission for the talk to be videotaped, transcribed, and carefully noted. Important themes and aspects were discovered through this dialogue, which served to enhance the study process.

Data and Statistical Analysis:

For the Analysis of the data the statistical measures like simple percentage, Karl Pearson Co-efficient of Correlation and Chi-square test are used in the study to derive inferences. Statistical Package for Social Sciences (SPSS version 16) and MS Excel was used for the various calculations, tabulations and the application of statistics.

DATA ANALYSIS, INTERPRETATION, RESULTS AND DISCUSSION:

General Profile of the Respondents:

By examining the social, economic, religious, and family backgrounds of the young social media users, the current study has attempted to identify their socioeconomic background. These factors have a very specific function in determining attitudes and behavioral patterns, which in turn influence a person's perception and behavior. Thus, it is essential that the socio-economic variables be thoroughly researched before evaluating the data, correlating the variables, and drawing conclusions because these would influence the pattern among respondents who use social media.

Young adolescent college students made up the sample for the current study. Given the enormous variation among college students as a group, it is crucial to start by getting to

know the respondents, which is what the current study has done.

Any sociological investigation must begin with a relevant introduction of the respondents. It is important to establish the respondents' identities as well as their social, economic, and familial backgrounds. Furthermore, it is methodologically impossible to make accurate generalizations without being aware of the background characteristics of the respondents under consideration. This is primarily due to the fact that generalizations with different types of respondents are more likely to vary. For instance, without knowing whether they come from wealthy families or poor ones, whether their parents are media literate, educated, or illiterate, as well as other criteria, it is impossible to link social media consumption among college students with their familial and social surroundings. Making generalizations is aided by the identification of such factors. The socio-economic profile includes an analysis of the respondents' ages, family structure, religion, community, educational background, parental occupation, and other relevant information.

Social Networking Consumption (Usage Pattern and Craze):

The youngsters of today are tech-savvy. As a result, they are able to quickly adapt to new advancements in the information age. Their use of social media has been integrated into their regular everyday tasks. They do it first thing in the morning and last thing before bed (if they do it at all). Consumption relates to the usage pattern, time spent, goal served, and tool used and is used to comprehend the theory of uses and gratification. Young people nowadays have more access than ever before to cutting-edge technologies. With communication being sent instantly in nanoseconds, pigeon posts and pen pals communicating via letters seem to be a thing of the past. They use laptops and tablets, as well as mobile phones and iPads, for a variety of tasks. These devices also appear to be appealing to today's youth. The study's next section is methodically examined to learn more about college students' social media usage habits.

Social Media Consumption:

The overall assumption that prevails is that "technical competence is central to the dominant cultural ideal of masculinity, and its absence is a key feature of stereotyped femininity" (Wazeman, 1991). The cultural variations in how men and women socialize can be traced to this technical reluctance. While many technologies of power and choice are viewed as male, many technologies of service are viewed as female. It is typically assumed that women rely on their male family members to use technology, whether it be an ATM card or an online account login.

The avoidance of technology when dealing with technology, women could feel inadequate and incapable. This dread of technology can make people feel forlorn and helpless. Men never feel inferior, despite the fact that they might not be as skilled at using microwaves, food processors, or vacuum cleaners as women are. Even in the age of technology, this distinction shows that males are for the outside world and women are for the house.

Although the respondents in the current study are contemporary women, it is important to determine whether the respondents' traditional patriarchal upbringing had any impact on their responses. Parental connections are typically conservative. They are frequently severe regarding academics and evening arrival times, and they disapprove of internet chatter that is ongoing constantly.

Since there will likely be a generational divide between the young people and their parents, they wish to keep their private lives hidden from them. They typically come up with an excuse to leave the house and devise strategies to maintain their control. As a result, when individuals are unable to satisfy their wants and socioemotional needs in the actual world, they may turn to the virtual world. In such a situation, a generation that is becoming more and more computer literate can easily turn to the quick, simple, anonymous, convenient, easily accessible, and inexpensive medium of the internet for socializing, interacting, or connecting with peers and others their own age.

CONCLUSION:

The results of the study have been extremely helpful in highlighting the advantages and disadvantages of college students' use of social media.

College students have become addicted and have lost a lot of their real-world social group characteristics, but they have also used social media to change the world by expressing their opinions, taking part in conversations that are relevant to society, and bringing about positive social change. They have also made use of social media's ability to raise awareness of a wide range of contemporary and national topics, such as the elections and the importance of voting. Young people have embraced social media to not only support various social movements and revolutions but also to overcome calamities.

Furthermore, social media has proven to be a viable instrument for social change for the suppressed feminine gender. Women are gaining unprecedented freedom, autonomy, control, liberty, and empowerment through their online presence on social media. They can attempt things that they would not have been able to do in the actual situation. Social media is enabling women to become creators, curators, and influential users, and it can also raise their political consciousness.

The advancement of the internet, women who were previously isolated may now connect with well-known figures in their industry, create a visible and approachable platform for self-promotion, and no longer rely on others to fulfill their needs. Social media provides answers to all of her queries and ideas for remedies to every problem she might run into. It may indeed prove to be a friend after all, providing her with emotional and intellectual companionship without requiring her to give up her identity.

A woman will get more from social media the more she uses it. Women may conquer social media by connecting with friends, followers, and others across the nation and even the globe. She might begin to follow, like, tweet, share, and

become associated with a new wave of technological dynamism and empowerment.

The foundation of societal transformation is youth. Regretfully, the thoughts of today's youth are primarily consumed with what to write for a status update, images that must be promptly uploaded and tagged, 140 characters for tweeting, and likes to be added to news feeds.

Social media has revolutionized communication in this age of information technology. Families are interacting as well, but not with each other. Everyone exhibits intense affection for an electronic device, even the grandparents and children. It is somewhat peculiar that despite everyone having a cell phone, there isn't any face-to-face communication inside the family. Traditional values and familial bonding may be impacted by parenting and instruction provided via these gadgets.

Younger people appear to be comfortable with gadgets. Whether using a mobile device, iPad, tablet, laptop, or sophisticated PC, they are well-equipped to function and can browse and update the always-changing features with ease.

Based on the current study, it can be said that social media has had a big impact on college students' lives and will continue to do so. College students find it extremely difficult to get by without their devices and the various apps that are placed on them to allow them to access the virtual world. Overuse of social media can keep young people disconnected from society and authentic social relationships, even though it is advantageous for them. This could lead to the development of a brand-new idea for a virtual island where people live apart from one another but continue to converse and share in an online forum without getting to know one another and being dependent on the flimsy imaginary world. The adage that states that no person is an island and that they are dependent on others is contradicted by this. Individuals who are not familiar with the technology may encounter issues due to its novelty and the pace at which a large number of people can be reached in a brief amount of time.

Social media is indispensable and crucial for development and context. Parents can monitor their children's activity on social media, raise awareness, and provide online support as ways to treat overindulgence and addiction. It is more important than ever for parents to educate their kids about the advantages and disadvantages of social media. In order to encourage teenage children to open up to them about their experiences on social media, parents should provide a welcoming environment at home. This would unintentionally reduce the addiction to social media on the internet because it is not illegal but instead encourages moderately beneficial use.

Regarding how social media will be used in the future, it can be said that while traditional communication channels will still be used, teenagers' daily lives will increasingly involve social media use.

Although a plethora of self-help books advocate for their own best ways to deal with the drawbacks of social media, the first step in finding a solution is to learn how to use it appropriately and to keep in mind that wealth is not only mental but also physical.

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