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# Awareness and Use of Social Media among Undergraduate Students of Colleges of Bundelkhand University, Jhansi

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## Abstract

This study explores the social media impact among the students of colleges of Bundelkhand University. Social media provides information and communication but distraction is a major drawback. With the help of social media most things are easily available with least time but reading habit, concentration , killing time, laziness, copy pasting, easily convinces others without any proof and professes thought to others. Social media platforms have emerged as pivotal tools in the lives of college and university students, impacting their academic, social, and personal interactions. This study examines the awareness and usage of social media among undergraduate students at colleges of Bundelkhand University, Jhansi. A survey of 210 students assessed their familiarity with various platforms, frequency of use, and the purposes for which they engage with these platforms. The results show that WhatsApp, Instagram, and Facebook are the most popular platforms, used primarily for socializing and entertainment, with limited academic applications. The findings highlight the dual role of social media as a beneficial resource and a potential distraction, emphasizing the need for promoting its effective use in education.

**Keywords:** Social Media, Awareness, Undergraduate Students, Bundelkhand University, Academic Use, Digital Trends

## INTRODUCTION

Many types of social media platforms are available in the world. In the world the X (Twitter), WhatsApp, Instagram, YouTube, Facebook, Wechat, Threads, Pinterest, Geocities, Weibo, Qzone, Baidu Tieba, Sharechat, VK, Koo, JOSH, Tumbir, Linkedin, Discord, Letterboxd, Wikis, Signal, LINE, Quora, Snapchat, Telegram, Classmates.com, Reddit and others social media platforms are scattered. Social media platforms are the online socializing platforms by the help of internet connection. people connected

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to others for sharing of self contents such as audio, video, text, animated content and others expressing methods, comments to others contents, and use as form of live chatting. Most popular social media platforms are WhatsApp, Instagram, YouTube and Facebook among students. This is a quick transferring and reachable media for information and communication among students and others. Social media has revolutionized communication and knowledge-sharing across the world. Most social media platforms are open access and available as free of cost for its use should only internet connection and account in social media platforms. Among university and its college students, it has become an integral part of their daily routine, shaping how they connect, learn, and interact. Bundelkhand University, located in Jhansi, Uttar Pradesh, is a prominent institution with students from diverse socio-economic and cultural backgrounds. This study explores the level of awareness and the patterns of social media usage among undergraduate students of colleges of the Bundelkhand University. SixDegrees is the first social media site introduced in 1991.

## OBJECTIVES

- To examine undergraduate students of colleges of Bundelkhand University, Jhansi, knowledge and understanding of various social media platforms.
- To investigate how often and for what purposes students engage with social media.
- To determine the effects of social media usage on students academic performance and personal growth.

## REVIEW OF LITERATURE

Many research and studies express that people spend 22% of time on social media platforms. Which are very thinkable problems. The study of (Adekonojo, O., Ajiboye, B. A. & Adekonojo, T. D. 2019) find the undergraduate students use social media platforms for his use. Many students take its help for group discussion , tutorials and make social contacts with friends and relatives. Many students take help for his preparation of examinations. Most students spend a lot of time engaging with social media. Astleitner, H., & Schlick, S. (2024) studied social media platform work, a very disruptive pattern because all social media's have different purposes and goals. In one time students use different social media and reach the particular targeted goals of social media then the time of student is more disruptive. According to a report of https://www.statista.com, the number of worldwide users of WhatsApp have been about 3 billion in June 2024. According to a report of https://www.statista.com, India is the top most country in the world which are uses the WhatsApp social media app. In the study of (Subair, S. et. al. 2019) found the most popular social media platforms among undergraduates are WhatsApp (97%), Facebook (85%), Instagram (65%), and YouTube (62%). They impact daily lives by facilitating socialization, information sharing, and academic engagement, but also contribute to distractions and internet addiction. This study focused on the impact of social media on undergraduate students with usage, influences among students. The study includes many literature reviews and talks about internet addiction, distraction, antisocial behavior, cyber bullying, writing and spelling skills deficiency in targeted students. The method of data collection and sampling is a descriptive questionnaire method. According to this study (M., Ambika, 2020) the most popular social media platform among undergraduate students is WhatsApp, used frequently by 87.64% of respondents. Social media helps them stay in touch with friends and family but negatively impacts academic productivity due to extensive usage. Damola, Olugbade. (2023) study explores all age groups and university students are affected by social media. Social media is a most engaging platform to all age groups with mobile data packs. According to this study 98% of

participants used social media platforms. The method of study is questionnaire based and data analyzed with a chi-square test. In this study 71% of students declared that the particular time using the social media platform is a bad time.

# METHODOLOGY

The study employed a descriptive survey design, targeting 210 undergraduate students across various disciplines of colleges of Bundelkhand University. A structured questionnaire was used to collect data on demographics, awareness, usage patterns, and perceptions of social media. The questionnaire was distributed between January 2024 to October 2024. Data was analyzed using descriptive statistics such as frequencies and percentages.

# RESULTS AND DISCUSSION

### Demographic Profile

The sample data was collected by 210 respondents of undergraduate students, including 123 males (58.57%) and 87 females (41.42%).

**Table 1:** Gender Distribution of Respondents.

| Gender | Number of Students | Percentage (%) |
|---|---|---|
| Male | 123 | 58.57 |
| Female | 87 | 41.42 |
| Total | 210 | 100 |

### Awareness of Social Media Platforms

The study disclosed the level of awareness is very high with popular social media platforms among students. WhatsApp (97.61%), Instagram (92.85%), and Facebook (90.95%) were the most recognized platforms. Awareness of professional and academic platforms like LinkedIn (15.23%) and ResearchGate (10%) was lower.

**Table 2:** Awareness of Social Media Platforms.

| Social Media Platforms | Number of Students Aware | Percentage (%) |
|---|---|---|
| WhatsApp | 205 | 97.61% |
| Instagram | 195 | 92.85% |
| Facebook | 191 | 90.95% |
| You tube | 185 | 88% |
| X | 99 | 47.14% |
| Research Gate | 21 | 10% |
| LinkedIn | 32 | 15.23% |

### Frequency of Social Media Usage

A majority of students (82.5%) reported daily use of social media, with 70% spending 1-3 hours per day on these platforms. WhatsApp was the most frequently used platform for communication, followed by Instagram for sharing content and Facebook for connecting with friends.

**Table 3:** Frequency of Social Media Usage.

| Frequency | Number of Students | Percentage (%) |
|---|---|---|
| Less than once a week | 15 | 7.14% |
| 4-5 times a week | 21 | 10% |
| Daily | 174 | 82.5% |

### Purpose of Social Media Use

The purpose of use of social media is very clear. For most of the students and other mobile take with you as like of wearing of clothes in his body. Mobiles and social media platforms are very dangerous for all because any activity affects every student and other user. So keep in mind the mobile and social media can't remote control me, instead they should be controlled by me. Students generally used social media for social communication (80%) and academic purpose (75.71%) including accessing study materials, tutorials. About 53.80% and 44.76% utilized social media for news and updates and entertainment. Generally find the lack of traditional reading and writing habits among students.

**Table 4:** Purpose of Social Media Use.

| Purpose | Number of Students | Percentage (%) |
|---|---|---|
| Social Communication | 168 | 80% |
| Academic Purpose | 159 | 75.71% |
| News and Updates | 113 | 53.80% |
| Entertainment | 94 | 44.76% |

### Perceived Impact of Social Media

The positive impacts reported included improved communication skills (62%) and access to educational content (68%). On the negative side, 75% felt that social media usage often distracted them from studies, and 55% reported experiencing increased screen time-related fatigue. If we compare the ancient period with the current social media age we find that in ancient times there was no distraction, living a long time, high learning capacity, high reading, writing capacity and peaceful atmosphere but today find totally opposite and adverse conditions. The availability of all types of resources such as reading materials, facilities are easily available and more distraction.

**Table 5:** Perceived Impact of Social Media.

| Impact | Positive (%) | Negative (%) |
|---|---|---|
| Improved Communication | 62% | - |
| Access to Knowledge | 68% | - |
| Distraction | | 75% |
| Fatigue | | 55% |

## CONCLUSION

The study indicates that social media platforms are widely apprehend and used by undergraduate students of colleges of Bundelkhand University, Jhansi. While its primary use remains socializing and entertainment, its role in academic pursuits is growing. However, challenges such as distractions

and overuse must be addressed. Universities and colleges can attach the potential of social media by integrating it into academic activities and promoting its responsible use. This study indicates a decrease in reading habit, concentration. After class most of the time students used social media for social communication, academic purposes, news and updates and entertainment. The study finds that very little time remains for book reading. Many agencies such as National and International want to increase the habit of book reading among students but today social media is very attractive and time killing with distraction media. Many studies revealed that 70% and above of students distracted and killed the golden time of your career. In this study 75% of students were distracted by social media. 68% of students take advantage of different social media platforms for academic learning purposes.

**Recommendations**

i. Academic Social Media Integration: Organize instructional programs to enhance scholarly engagement with digital platforms, such as LinkedIn, ResearchGate, and YouTube, for professional networking and research dissemination purposes.

ii. Digital Literacy Programs: Educate students regarding responsible social media utilization to mitigate distractions and excessive usage.

iii. Curriculum integration: Incorporating social media tools into pedagogical methodologies to enhance student engagement and learning outcomes.

iv. Training: The college should organize a training program for use of social media platforms. This training should be how you search the contents, content search in which website, familiar to applicable websites and platforms which are most usable for students.

**Declaration of conflicting interests**

The author declared no potential conflicts of interest with respect to the research, study, authorship, and/or publication of this article.

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