USE OF SOCIAL MEDIA NETWORKS BY THE COLLEGE STUDENTS IN THE STATE OF HARYANA: A STUDY

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Abstract: The main objective of this study is to know the use and purpose of using social media networks by college students. The majority of respondents, 262 (52.82%), belong to the 21-23 age group. 249 (50.20%) of the respondents are from post-graduation classes. 217 (43.75%) of the respondents use the college library on a weekly basis. The majority of respondents, 339 (68.35%), accessed social media accounts daily. The highest number of respondents use WhatsApp ($\bar{x}$= 4.690 σ= ±0.7967). The purpose of using SMNs was revealed that the highest number of respondents ($\bar{x}$= 4.331 σ= ±1.0596) use SMNs for "Career guidance and industry updates". The maximum number of respondents ($\bar{x}$ = 3.458, σ= ±1.2137) face difficulties in using SMNs from "Slow internet speed and connectivity issues". The positive effects of SMNs on the study, which found that the highest mean $\bar{x}$ = 4.218 (σ= ±0.7528) of respondents agree with the statement "I stay updated with the latest information through social media". The negative effects of SMNs on the study, which found that the maximum number of respondents ($\bar{x}$ = 2.823, σ= ±1.2732) disagree with the statement "Using social media prevents me from reaching my study goals".

Keywords: Social Media Networks, effects of SMNs, use of SMNs, Haryana, college students.
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1.0 Introduction
High-quality education cultivates capable students who contribute significantly to the growth and success of their educational institutions. They have consistently emerged as pivotal contributors to national development and societal well-being. After the evolution of social media networks, communication with friends, family members, and others has become very easy. Social media networking platforms exert both beneficial and adverse influences on students' academic performance; therefore, their use necessitates effective regulation. College students frequently engage with social media networking platforms for a variety of activities, including sharing and retrieving content, accessing academic and career-related information, social interaction, streaming entertainment, posting personal updates, and nurturing interpersonal relationships. Social media networking platforms have emerged as one of the most dynamic Web 2.0 tools, facilitating not only peer-to-peer interaction among students but also enabling direct communication with lecturers (Amutha & John Kennedy, 2015).

2.0 Objectives
The objectives of the present study are as follows:
1. To know the use and purpose of using social media networks by college students.
2. To identify the problems being faced by college students using social media networks.
3. To know the positive and negative effects of SMNs.

3.0 Methodology
This paper attempts to understand the usage of SMNs among college students with the help of empirical data. For this purpose, a survey was conducted among 540 college students in the state of Haryana. This survey was

primarily conducted in the colleges of Hayana state, as the sample size of 496 respondents from the colleges was randomly selected. The surveys were done by personally circulating questionnaires.

4.0 Literature Review

Parveen (2011) in his study "Use of Social Networking Sites (Facebook) in Making Awareness among the library and Information Science Professionals of University libraries of U.P.: A case Study" explores that to find the role of SNS (facebook) in creating awareness among the LIS professionals of University libraries of U.P. was the main objective of the study. the majority of the respondents (58%) were female, 42% of the respondents most often used Facebook, 55% of the respondents were use Facebook everyday, 30% of the respondents were use Facebook to keep abreast of latest news, and the majority of the respondents (53%) were satisfied in the use of Facebook.

Amutha and Kennedy (2015) in their study " Utilization of Social networking Sites in Arts and Science Colleges" examined that the main objective of the study was to find out the utilization of social networking sites college students. 209 students was selected as a sample through simple random sampling method, among them 155 respondents were female and remain 54 was men. 102 respondents were users of Facebook and 75 users use the social networking site occasionally.

Vidyakala and Nithyakala (2016) in their study "An Analysis of Usage of Social Networking Sites among College Students" investigated that to identify the usage and purposes of usage of social networking sites among the college students was the objectives of this study. The majority of the respondents (80%) were in the age group of 19-23 year, majority of the respondents (65.3%) were UG students, the majority of the respondents (92.7%) were feel social networking sites important, 56.7% of the respondents use social networking sites daily, most of the respondents (40.7%) were spent between 1-2 hours daily on SNSs. Most of the respondents use social networking sites for e-learning.

Gahlawat, Mehla, and Girdhar (2017) in their study "A Study of College Students using Social networking Sites and Their relationship with demographic profile" revealed that identify the factors related with the services of social networking sites among students was the main objective of the study. In this study majority of the respondents (52%) were female. 85% of the respondents between the age group of 20-25 years. The majority of the respondents (61%) were post graduation classes. 63% of the respondents were belong to urban areas.

Uplaonkar and Badiger (2018) in their study "Awareness on Social media among the LIS professionals in the University of Agricultural Sciences, Dharwad, Karnataka: A Study reavealed that, to find out the rolw of social media in creating awareness among the LIS professionals of university libraries of UAS, Dharwad was the main objective of the study. further revealed that the majority of the respondents (58%) were female. Most used social media was Facebook (23%). The majority of the respondents (55%) used social media every day. 30% of the respondents were used social media to keep abreast of latest news. The majority of the respondents (53%) were satisfied in the use of social media. 36% of the respondents face the problem of lack of time to use of social media.

5.0 Findings

TABLE 1: GENDERWISE DISTRIBUTION

Gender	Number	Percentage
Male	208	41.94
Female	288	58.06
Total	496	100

Table 1 shows that 55.06% of the respondents are females and 41.94% are males.

TABLE 2: AGE-WISE DISTRIBUTION OF USERS

Age	Number	Percent
17-20	203	40.93

21-23	262	52.82
24-26	31	06.25
Total	496	100

Table 2 shows that the majority of users, 262 (52.82%), belong to the 21-23 age group. The respondents between the age groups 17-20 are 203 (40.93%), the second largest number, the least number of respondents, 31 (06.25%) of the age group between 24-26.

TABLE 3: COURSE/CLASS WISE DISTRIBUTION OF RESPONDENTS

Course/Class	Number	Percent
Undergraduate	247	49.80
Postgraduate	249	50.20
Total	496	100

Table 3 shows that 249 (50.20%) of the respondents are from post-graduation classes and 247 (49.80%) are from undergraduate.

TABLE 4: FREQUENCY OF USING THE COLLEGE LIBRARY BY THE RESPONDENTS

How frequently do you use the college library?	Number	Percent
Daily	131	26.41
Weekly	217	43.75
4-5 times in a month	63	12.70
Rarely	85	17.14
Total	164	100.0

Table 4 shows that 217 (43.75%), of the respondents, use the college library on weekly, followed by 131 (26.41%) who use it daily, 85 (17.14%), and 63 (12.70%) who use it rarely and 4-5 times in a month, respectively.

TABLE 5: FREQUENCY OF ACCESSING SOCIAL MEDIA ACCOUNTS BY THE RESPONDENTS

Frequently	Number	Percent
Daily	339	68.35
1-2 times per week	97	19.56
2-3 times per month	12	02.42
Rarely	48	09.68
Total	496	100

Table 5 reveals that the majority of the respondents 339 (68.35%) were accessing social media accounts daily, 97 (19.56%) respondents were accessing the social media accounts 1-2 times in a week, 48 (09.68%) respondents were accessing the social media accounts rarely and only 12 (02.42) respondents were access the

social media accounts 2-3 times in a month.

TABLE 6: FREQUENCY OF USING SOCIAL MEDIA NETWORKS (SMNS)

Social Media Networks (SMNs)	N	MEAN	STDEV	Rank
WhatsApp		4.690	0.7967	1
YouTube		4.563	0.8552	2
Instagram		3.909	1.4063	3
Snapchat		3.661	1.5063	4
Telegram	496	3.107	1.5592	5
Twitter		2.655	1.6206	6
Facebook		2.645	1.6682	7
Pinterest		2.645	1.4958	8
LinkedIn		2.583	1.4789	9
Myspace		2.476	1.4282	10

Table 6 shows that the highest number of respondents use WhatsApp, YouTube, and Instagram, which have been ranked 1st, 2nd, and 3rd with mean values of 4.690, 4.563, and 3.909, respectively. Use of Pinterest, LinkedIn, and Myspace which have been ranked 8th, 9th, and 10th, with the mean value of 2.645, 2.583, and 2.476, respectively.

TABLE 7: PURPOSES OF USING SOCIAL MEDIA NETWORKS (SMNs)

Purposes	N	MEAN	STDEV	Rank
Career guidance and industry updates		4.331	1.0596	1
Entertainment, relaxation, and fun activities		4.234	1.1145	2
Solving challenges and troubleshooting		4.149	1.1746	3
Instant messaging and real-time conversations		4.044	1.2926	4
Sharing media like videos, photos, and audio	496	4.036	1.2660	5
Idea exchange and discussions		3.887	1.3086	6
Job postings and employment-related news		3.817	1.4073	7
News and trends in your professional fiel		3.778	1.4225	8
Building and expanding your social network		3.752	1.4288	9
Academic insights and knowledge sharing		3.692	1.3823	10

Table 7 shows the purpose of using SMNs. It was revealed that the highest number of respondents use SMNs for "Career guidance and industry updates", "Entertainment, relaxation, and fun activities" and "Solving challenges and troubleshooting", which have been ranked 1st ($\bar{x}$= 4.331 σ= ±1.0596), 2nd ($\bar{x}$ = 4.234 σ= ±1.1145), and, 3rd ($\bar{x}$ = 4.149 σ= ±1.1746) respectively. whereas the lowest number of uses of SMNs for "Academic insights and knowledge sharing" with mean the value, i.e. ($\bar{x}$ = 3.692 σ= ±1.3823) at the last rank.

TABLE 8: DIFFICULTIES FACED WHILE USING SOCIAL MEDIA NETWORKS

Difficulties	N	MEAN	STDEV	Rank
Slow internet speed and connectivity issues		3.458	1.2137	1
Overload of advertisements on social media		3.369	1.4781	2
Time constraints and poor time management		3.298	1.3617	3
Compromised security and privacy	496	3.202	1.4170	4
Risk of viruses and malware from social networks		3.153	1.3650	5
Negative health effects from excessive use		3.149	1.3948	6

Insufficient knowledge of social media platform	3.081	1.4542	7
Online financial scams and fraud	2.990	1.4432	8
Limited IT skills and access to digital tools	2.956	1.4006	9
Language barriers in communication	2.702	1.5161	10

Table 8 represents the difficulties faced by using SMNs. It shows that the maximum number of respondents face difficulties in using SMNs from "Slow internet speed and connectivity issues" which has been ranked 1st ($\bar{x}$ = 3.458 σ= ±1.2137) followed by "Overload of advertisements on social media" and "Time constraints and poor time management" with ranked 2nd ($\bar{x}$ = 3.369 σ= ±1.4781) and 3rd ($\bar{x}$ = 3.298 σ= ±1.3617) respectively.

TABLE 9: POSITIVE EFFECTS OF SOCIAL MEDIA NETWORKS

Positive effects of social media networks	N	MEAN	STDEV	Rank
I stay updated with the latest information through social media		4.218	0.7528	1
Motivational videos I come across inspire me to focus on my studies	496	3.976	1.0422	2
Social media provides an effective platform for studying collaboratively with friends		3.851	0.9713	3
I've received valuable guidance and support from seniors online		3.778	0.9530	4

Table 9 represents the positive effects of SMNs on the study, which found that the highest mean $\bar{x}$ = 4.218 (σ= ±0.7528) of respondents agree with the statement "I stay updated with the latest information through social media" which has been 1st followed by "Motivational videos I come across inspire me to focus on my studies", "Social media provides an effective platform for studying collaboratively with friends" and "I've received valuable guidance and support from seniors online" which have been ranked 2nd, 3rd, and 4th with the mean value 3.976 (σ= ±1.0422), 3.851 (σ= ± 0.9713) and 3.778 (σ= ± 0.9530) respectively.

TABLE 10: NEGATIVE EFFECTS OF SOCIAL MEDIA NETWORKS

Negative effects of social media networks	N	MEAN	STDEV	Rank
Using social media prevents me from reaching my study goals		2.823	1.2732	1
I have experienced frequent health issues due to social media usage		2.722	1.1561	2
It creates a disconnect from academic focus	496	2.552	1.1640	3
I have encountered misinformation about my study multiple times		2.528	1.0727	4
Social media affects my concentration, making study more difficult		2.208	1.0633	5

Table 10 represents the negative effects of SMNs on the study, which found that the maximum number of respondents ($\bar{x}$ = 2.823 σ= ±1.2732), and ($\bar{x}$ = 2.722 σ= ±1.1561) disagree with the statement "Using social media prevents me from reaching my study goals" and "I have experienced frequent health issues due to social media usage" which has been ranked 1st and 2nd and at the last rank "Social media affects my concentration, making study more difficult" with the mean value 2.208 (σ= ±1.0633).

6.0 Conclusion

The present study focuses on the use of Social Media Networks by college students in Haryana state. SMNs provide various ways for students to interact with each other. College students keep themselves updated by surfing profiles of each other, posting messages, videos, and photos, and sharing professional and personal information at international online platforms. In the present era, SMNs have become one of the largest online platforms in the world for sharing real-time information. WhatsApp, YouTube, and Instagram have emerged as the most popular SMNs and have continued to grow in popularity. Describe the positive and negative effects of SMNs.

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