A Study on the Impact of Social Networking Sites on College Student's Consumption Pattern

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Abstract: *Social media are increasingly being used as sources in mainstream news coverage. Yet, while the research so far has focused mainly on the use of social media in particular situations, such as breaking news coverage, during crisis news events or in times of elections, little attention is paid to journalists' routine, day-to-day monitoring of social media platforms. The aim of this study is to examine the use and selection of social media as sources in routine newspaper coverage. First, it presents a quantitative overview of all the articles published between January 2006 and December 2013 in the print editions of two Flemish (north Belgian) quality newspapers, De Standard and De Morgen that explicitly refer to Facebook, Twitter or YouTube. Next, a content analysis is conducted of a sample of newspaper articles published in 2013 that explicitly mention Facebook, Twitter or YouTube as sources of information. The goal of this content analysis is to examine the different appearances and functions of social media references in the news. The study thus provides a first insight into Belgian newspaper journalists' regular sourcing routines in relation to social media.*

Keywords: College Students, Social Networking Sites, Influence, Communication

I. INTRODUCTION

In the last decade of the 20th century world saw the rapid advancement of information and communication technologies. During this era "communication" is perhaps the most popular term. Today the communication revolution has brought us together regardless of geographical boundaries. From time to time, we invented new communication technologies for better individuals as well as mass communication.

First, by invention of the printing technology the mass communication began its history. Then came the invention of wireless communication; Radio was a big leap in the filed of communication. Later, the birth of Television has made an immense impact all over the world. And, recently, internet or world wide web has been perhaps the outstanding innovation in the filed of communication in the history of mankind.

II. REVIEW OF LITERATURE

- **SABITA MAHAPATRA (2016)** The purpose of this paper was to explore the perception, preference and usage of Social network sites among the young population. The data was collected by a Self-administered questionnaire through personal survey. Data analysis revealed Respondents" perception and preference for various social networking sites on Parameters categorized as functional dimension and association dimension.

- **RAVI PRAKASH SINGH (2016)** The social networking sites are nowadays playing an increasing role in people" s Everyday life and the use of the social networking sites has become more and More important as a way of communicating in the last couple of years. Social Networking sites like Twitter, Facebook, YouTube and My Space etc. Have gained More and more popularity.

- **NOOR AZUAN HASHIM ET AL (2016)** The emergence of social media has made it possible for a person with internet Connection to communicate with thousands of other people. Because of the heavy Usage of social media there is substantial interest in making this medium a Commercial site, particularly among entrepreneurs who want to explore the Potential of their businesses.

- **CHIEMELA QUEEN ADAUGO ET AL (2015)** This study examined the Influence of the social media on the Nigeria Youths: Aba Residents Experience. In carrying out this study, the researcher employed survey Method in which she used questionnaire to gather her data. The population of the Study was Aba metropolis from which

a sample of 400 was drawn. The researcher Asked research questions and formulated research hypotheses to guide the study. Relevant literatures were reviewed for the study.

- **INDRAJIT ROY CHOWDHURY AND BISWAJEET SAHA (2015)** An important Social networking Site like Facebook is becoming more popular among The young generation in Kolkata. However this SNS (Social Networking Site) has Become a touchy part of the daily life of the youth's and they are used to access Regularly for a prolong time periods to share their ideas, comments, thoughts or giving Any statement regarding commendable and contemporary situation.

- **ANUJ SHEOPURI AND ANITA SHEOPURI (2015)** This study is focused on student" s academic performance and their behaviour. Secondly this study points will help to know the popularity of social sites among Students, and the effect caused by them on their studies, etc. Lastly it will analyse The pros and cons aspects of social networking on education.

- **KHURANA N (2015)** The study of this research aims to create an immense level of awareness among The youth exposed to such social networking sites and findings will not only bear Results as to how adversely and positively is the youth affected by the usage of These sites but also will help the youth to understand the usage of these Networking sites efficiently.

2.1 Statement of the Problem
Social networking sites become a very important aspect in student's life. Internet use has grown considerably in the last decade ; the majority of young adults use the internet daily. A human being cannot do the same thing for long they tend to boring, but the younger can stay long hours just on the Facebook without complaint. Users around the world, whether they are teens or college students share personal information on Facebook most people disclose personal information on their profiles.

2.2 Significance of the Study
This filed of study is important because sociability is an underlying theme in using forms of social media. Since this media phenomenon is continuing to grow at a fast pace. It is important to understand the effects it has on personal communication. For example ; face book is used primarily by students to maintain relationship with individuals they are acquainted with who live near and far. In the current era most of the students are active participants in the social media networking sites which is why I have decided to conduct a study on the topic.

2.3 Objectives of the Study
- To study the impact of social networking site on college students.
- To investigate the use of social networking Sites by college students on studies.
- To investigate the purpose for which students used social media.
- To find out the impact of use of social networking site on social relationship among college students.

III. RESEARCH METHODOLOGY
Research methodology is the systematic way to solve research problem. It describes the research procedure which has been used in the research. Research methodology is the back bone of any research. Establishment of a sound research plan and design is an part of good research. The researcher select his sample and sample size, method of data collection, various tools used for studying and analysis problem with certain objectives and goals in view.

3.1 Research Design
Research design is a comprehensive plan of the series of operations that researcher intends to carry out to accomplish the research objective. It is the blue print for the study. The research design adopted here is descriptive research .Descriptive studies, as name implies, are the once designed to describe something. Also this study attempts to obtain a complete and accurate description of a situation

3.2 Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting item for sample. A good sample must be representative of the population. There are two types sample design that is probability sampling and non sampling. In this study researcher used non probability sampling.

3.3 Data Collection

The required data for the conduct of the study was collected from primary sources. In addition to the primary data, information based on secondary data has also been used for the conceptualization of the problem. For collecting the data, a structured questionnaire was prepared and distributed among sample of respondents. The source of information consists of individuals falling under the college students. As sample size of 50 students are considered for sampling. These 50 individuals included both male and female individuals.

3.4 Hypothesis

To test the impact of social networking sites on college students consumption pattern

H0: There is a impact of social networking sites on college students consumption pattern

H1: There is no impact of social networking sites on college students consumption pattern.

Table showing the number of students who using social networking sites.

Options	Number of Users	Percentage
Students use social Networking sites	50	100
Students not use social Networking sites	0	0
Total	50	100

Source: Primary data

The above table shows that,100% of the respondents use social networking sites.

Social Networking Sites	Number	Percentage
Facebook	8	16
WhatsApp	27	54
Instagram	10	20
TikTok	5	10
Total	50	100

Source: Primary data

Table showing the favourite social networking sites.

The above table shows that 16% of respondents use face book,54% use whatsapp,20% use Instagram and 10% use TikTok.

Table showing the time spend daily on social networking sites.

Time	Number	Percentage
1-5 hour per day	6	12
5-10 hour per day	42	84
More than 10 hour	2	4
Total	50	100

Source: Primary data

The above table shows the time spend daily on social networking sites ,12% of students were using social networking sites for less than one hour in a single day,84% of students were using social networking sites 1to 12 hours in a day and 4%of students were using 13 to 24 hours in a day.

Table showing the usage of social networking sites.

Time	Number of Answers	Percentage
Less than month	10	20

1-6 months	17	34
7 months to year	11	22
More than a year	12	24
Total	50	100

Source: Primary data

The above table shows that 20% of the respondents using social networking sites in less than month. 34% use 1-6 months,22% use 7 months than a year and 24% use more than a year.

Table showing the purpose for using social network

Purpose	Number of Answers	Percentage
To find information	6	12
To play games	7	14
To make new friends	15	30
To share experience	12	24
To share video	10	20
Total	50	100

Source: primary data

The above table shows that 12% of the respondents use social networking sites to find information, 14% use play games, 30% use make new friends, 24% share experience and 20% use share video.

Table showing the number of social media websites used by respondents.

Social Networking Sites	Number	Percentage
Facebook	8	16
Instagram	21	42
WhatsApp	11	22
TikTok	10	20
Total	50	100

Source: Primary data

In this table showing the number of social media websites used by respondents. In above question 16% using face book,42% using instagram,instagram22%using What's app and 20% using Tiktok.

IV. FINDINGS

- 100 % of the students have been using social networking sites WhatsApp is the king of engagement. Engagement on WhatsApp grew, but on other networks. It showed no impressive change 54% of WhatsApp users engage with the platform daily.
- 24% of the students have been using social networking sites for more than 1 year.
- 84% of the students are addicted to social networking they use social networking 5-10 hour per day.
- 30% of students using social networking sites for the purpose of making new friends .
- Instagram is the most frequency used social networking sites. 42% of students mostly used social networking sites is Instagram.
- 84% of the students are using social networking sites for doing academic assignment .
- 28% of the students are aware of the privacy issues in social networking Sites.
- 50% of the students have online friendship through social networking sites with people they have not met in the real world.
- 70% of students have been daily communicate with their family and friends.
- WhatsApp is most frequently used social networking are you a women of 60% of students are used social networking sites are you a women of 40% of the students have leads to less emotional bonding in human Relations.

V. SUGGESTIONS

Social networking sites is giant public record. They say nothing posted to the web ever truly goes away, and you might be surprised how quickly and easily your personal data can be shared. Make sure to continue to privatize your social network account. Don't use the social networking sites to communicate with strangers.

VI. CONCLUSION

The research suggests that social networking sites have created a phenomenon over the past decade. Facebook and WhatsApp have emerged as the most popular websites and have continued to grow in popularity. These websites create new ways of communication with friends and family and also influence individuals self concept. Social networking sites also offers new and innovative ways to communicate with other individuals in a quick manner computer moderated communication provides individual with easier and faster ways of communication. In addition, individuals are using social media websites at increasing rates and visiting them quick frequently. This study makes an important contribution in understanding college students use of social networking sites and consumption pattern.

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