



## ATTITUDE OF POST-GRADUATION STUDENTS ON SOCIAL MEDIA: AN EMPIRICAL ANALYSIS

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### **Abstract**

*Social Media has greatly influenced our lifestyles in many ways. It has influenced us in every walk of life like economy, politics, and education. Most students used social sites for study purposes, for social media provides any data they want very easily within a second, and also for entertainment purposes or chatting with friends and family members. Students are more connected than ever before through social media, especially during these difficult times when they are physically distanced from their friends, family, and peers. Social media technology can be both a deterrent and a boost to youths' sense of social well-being. Social media and the internet have proved to be a guide for today's modern-age students. The research work has been carried out to study the impact of Social Media on the Academic Performance and Mental Health of the students in Rayalaseema Region. The findings of the study show that there is low impact of Social Media on academic performance of the surveyed students. However, Social Media is impacting the mental health of students adversely in the study area. Excessive use of social media makes the student feel stressed, anxious, and irritable.*

**Keywords:** *Social Media, Attitude, Academic Performance, Universities.*

### **Introduction**

Social Media has greatly influenced our lifestyles in many ways. It has influenced us in every walk of Life like economy, politics, and education. Most students used social sites for study purposes, for social Media provides any data they want very easily within a second, and also for entertainment purposes or chatting with friends and family members. Students are more connected than ever before through social media, especially during these difficult times when they are physically distanced from their friends, family, and peers. Social media technology can be both a deterrent and a boost to youths' sense of social.

well-being (Smith, Leonis & Anandavalli, 2021). Social media and the internet have proved to be a guide for today's modern-age students. The research work has been carried out to study the impact of Social Media on the Academic Performance and Mental Health of the students in Bhiwani District of Haryana. A sample size of 90 was taken for the study from Postgraduate Students studying at University.

Teaching Departments of Chaudhary Bansi Lal University (CBLU) and its two affiliated Colleges i.e. Rajiv Gandhi College Bhiwani and Vaish College Bhiwani. The findings of the study show that there is low impact of Social Media on academic performance of the surveyed students. However, Social Media is impacting the mental health of students adversely in the study area. Excessive use of social Media makes the student feel stressed, anxious, and irritable.

Social media is a way for people to interact with each other online, where they can create, share, and exchange information and ideas. It is built on the idea of how people know and interact with each other,



and it gives people the power to share, making the world more open and connected. Social media is a vital influence on our lives, as it helps a lot in every field of life, such as the economy, politics, and Education. In other words, social media is a digital platform that allows people to connect and interact with each other online. It is a tool for communication, collaboration, and information sharing. Nesi.

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### **Research Design**

The main goal of the current study was examining the effect of social media sites on the Rayalaseema universities students that are pursuing higher education. The social media behavior, gratifications, uses, use patterns, and association had been systematically evaluated from the perspective of higher education management. The current study was planned and conducted in 3 stages. In the very first stage, a pilot study was done to be able to look at the feasibility and appropriateness of the resources and methods of the study. In the 2nd stage, interview schedules have been designed and mastered to obtain authentic primary details from the Rayalaseema universities students. In the third stage, appropriate scientific statistical analysis methods have been followed to ensure systematic data analysis and interpretation. Overall, the current study approached the issue through a systematic survey method which fits into the context of the existing investigation. Before administering the interview routine to the ultimate respondents of the study, a pretest was done in Ananthapuramu, a non-sample area. Some Rayalaseema universities students and research scholars have been invited for the goal of doing interview and filling the job interview schedule. The contents of the job interview schedule had been subjected to suitable adjustments and modifications to be able to stay away from inconvenience and ambiguity in the light of pre-test.



## Data Collection

### Primary Data Collection

Primary data had been collected through structured, structured and standardized interview schedules which were administered to the Rayalaseema university students. It wasn't feasible to approach all of the SK University, Rayalaseema University, Yogivemana University and SV university research scholars and students that are actually pursuing higher education due to monetary constraints and time. Incidental sampling, stratified sampling and purposive sampling techniques have been implemented in choosing the respondents. These ways of choice as well give significantly appropriate results. Besides survey method, non-participant observation, informal discussions and secondary data analysis were also followed by the researcher. The whole study was exploratory in nature.

### Secondary Data Collection

The current study was also systematically carried out on the foundation of pertinent secondary details offered in various forms like theses, dissertations, books, professional journals, proceedings of international and national seminars and conferences, other publications and media reports connected to the analysis topic.

### Computation of Data

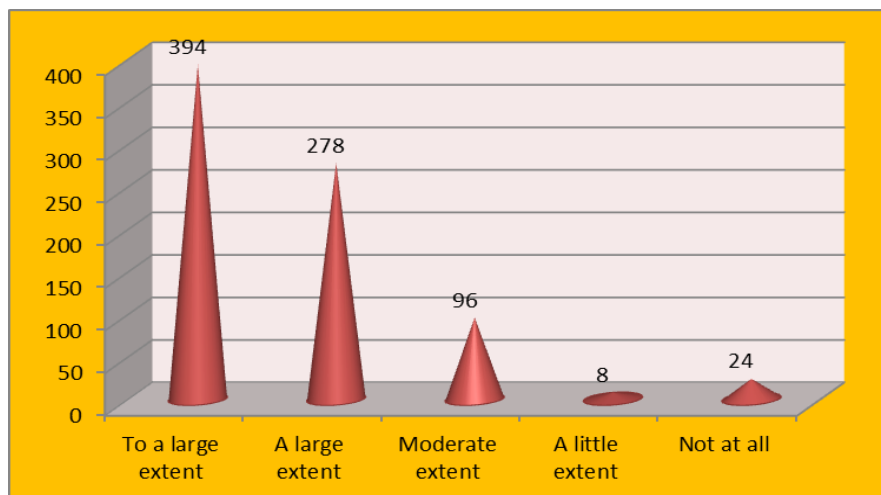
The main information gathered from the survey on the effect of social media on the SK university, Rayalaseema university, Yogivemana university and SV university students that are pursuing higher education. The main information was consolidated and computed by making use of descriptive analysis which consisted of frequency counts and percentage distribution. These methods discovered the connection between the dependent and independent variables considered in the study.

## Results and discussions

**Table 1, Social media reduce cost of purchasing stationary**

S.No	Opinion	Frequency	%
1	To a large extent	394	49.00
2	A large extent	278	10.00
3	Moderate extent	96	12.00
4	A little extent	08	01.00
5	Not at all	24	03.00
	Total	800	100

Source: Primary data

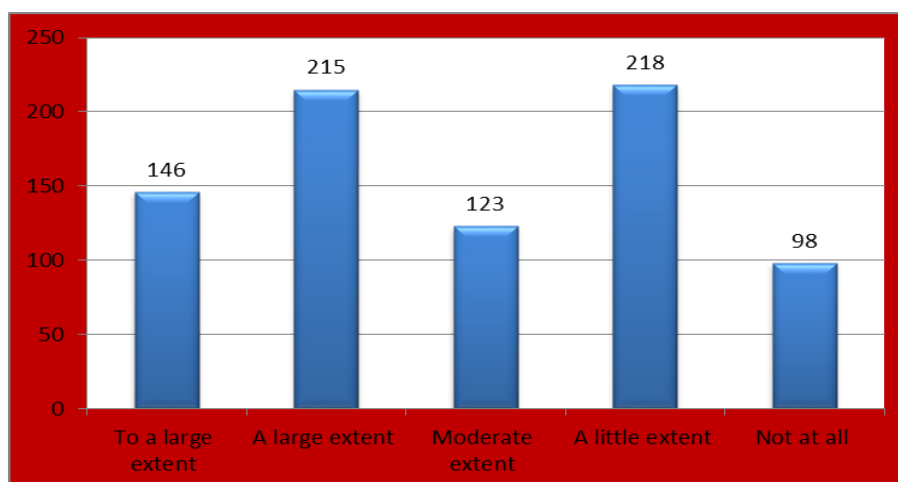


After using mobile phones/laptop majority of the people do not purchase some of the stationary note book, pens, papers, watch, and calculators etc. hence, some of the people did not purchase some of the articles. In this regards, the researcher was put the statement, and collected opinion from the respondents. It can be found that 84 per cent of the respondents have stated from to a very large extent to a large extent about this statement, 12 per cent have expressed that the moderate extent, and only meager percentage of the respondents have expressed not at all.

**Table 2, Opinion of the respondents on Wasting of time while using social media**

S.No	Opinion	Frequency	%
1	To a large extent	146	18.00
2	A large extent	215	27.00
3	Moderate extent	123	15.00
4	A little extent	218	27.00
5	Not at all	98	12.00
	Total	800	100

Source: Primary data



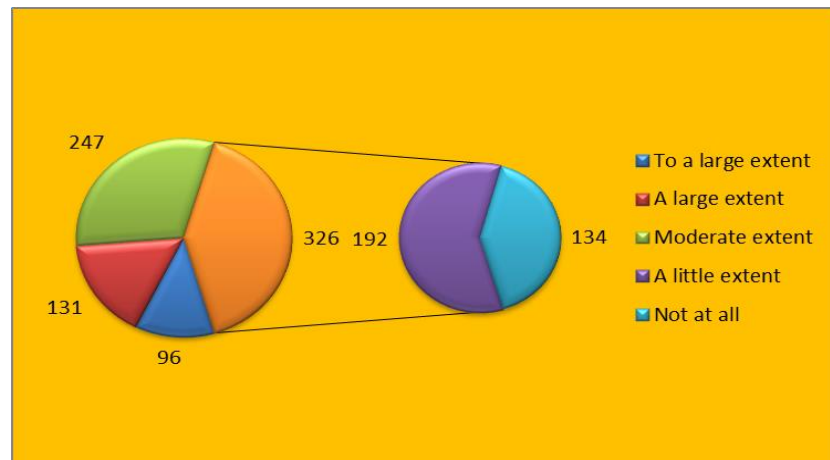


The table 2 reveals that the opinion of the sample PG students on wasting of time through social media. It is found from the table that 18 per cent represent 146 respondents have stated that to a very large extent, 27 per cent of them a large extent, 18 per cent have expressed their opinion like moderate extent, 27 per cent have stated that a little extent, and rest of them stated that there is no wasting any time through social media.

**Table 3, Opinion of the respondents on social media make people lazy and lethargy**

S.No	Opinion	Frequency	%
1	To a large extent	96	12.00
2	A large extent	131	16.00
3	Moderate extent	247	31.00
4	A little extent	192	24.00
5	Not at all	134	17.00
	Total	800	100

Source: Primary data

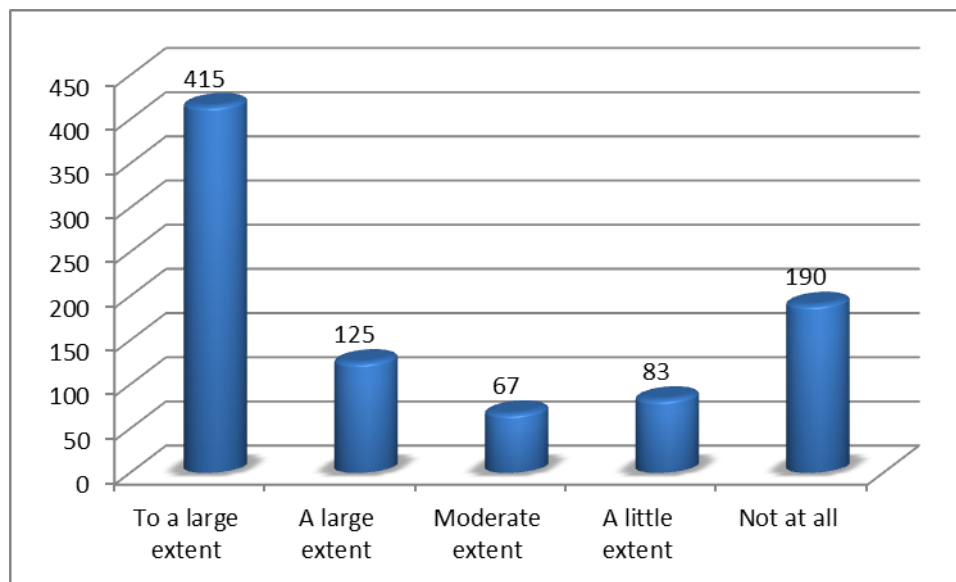


Social media is also save amount, some time; save energy etc are positive dimensions. It also noticed that some of the negative points like laziness, and lethargy. According to this, the researcher put a statement like “Social media make people lazy and lethargy. In this dimensions 28 per cent of the sample PG students were expressed and the range from to a large extent, 31 per cent of the respondents were stated that moderate extent, and 17 per cent not agreed on this statement.

**Table 4, Social media enable latest issues and eliminate boredom among individuals**

S.No	Opinion	Frequency	%
1	To a large extent	415	52.00
2	A large extent	125	16.00
3	Moderate extent	67	08.00
4	A little extent	83	10.00
5	Not at all	190	24.00
	Total	800	100

Source: Primary data

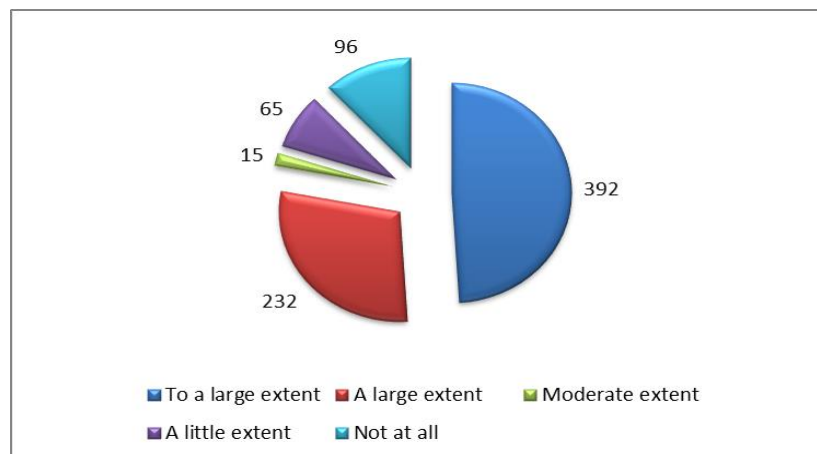


Social media enable me to keep up with latest issues and eliminate boredom among individuals. It can be found that 52 per cent of the respondents have been stated to a very large extent, 16 per cent of the PG students were stated that to a large extent, 8 per cent of the respondent shave moderate extent, little extent by the 10 per cent of the respondents, and 24 per cent of the respondents have stated not at all.

**Table 5, Social media improve social skills and enhance level of confidence**

S.No	Opinion	Frequency	%
1	To a large extent	392	49.00
2	A large extent	232	29.00
3	Moderate extent	15	02.00
4	A little extent	65	08.00
5	Not at all	96	12.00
	Total	800	100

Source: Primary data





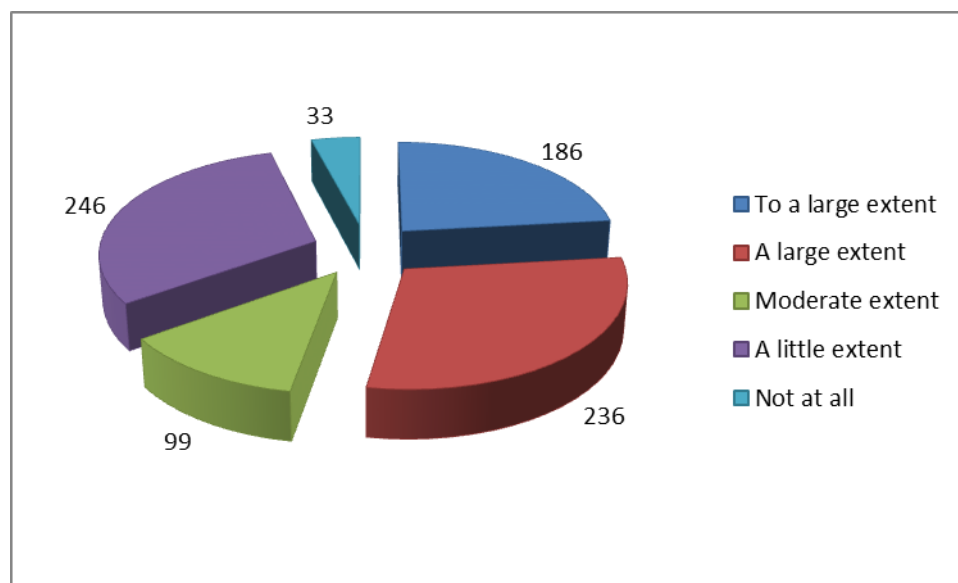
Social media improve the social skills and enhance the level of confidence of any individuals. Especially, post-graduate students have been learning social skills through chatting, seminars, webinars, youtube etc. according to the above statement, PG students were given responses. It can be found from the above table that 78 per cent of the respondents response ranges from to a very large extent to a large extent, 12 per cent of them did not agreed, 8 per cent of the respondents have stated that a little extent and only two per cent of the respondents have stated moderate extent.

**Table 6, Social media help to enhance own knowledge**

S.No	Opinion	Frequency	%
1	To a large extent	186	23.00
2	A large extent	236	29.00
3	Moderate extent	99	12.00
4	A little extent	246	31.00
5	Not at all	33	04.00
	Total	800	100

Source: Primary data

The researcher put a statement like “familiarity with and use of social media enhances once own knowledge. According to the above statement, 23 per cent of the respondents have stated that to a very large extent, 29 per cent of the respondents have stated to a large extent, 12 per cent of them stated moderate extent, 31 per cent of the sample PG students have a little extent, and only four per cent of them not agreed on above statement.



## Conclusion

The social media will helps to the every one –when using right way. In case any people addict, it will collapse the every individual’s life. So, the present focusing on how the social media affected on post graduates in higher learning institutions in all universities in Rayalaseema districts. It can be concluded from the study that the social media helps to contact old friends & also create new friends, enhancing





the knowledge, skills, save the cost on travelling to see the family and friends and career also buildup a systematic manner.

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