

## **A STUDY ON HIGHER EDUCATION STUDENTS PREFERENCE OF SOCIAL MEDIA PLATFORM**

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### **ABSTRACT**

*Information and communication technology has changed rapidly over the past 20 years with a key development being the emergence of social media. The pace of change is accelerating. The main aim of this study is to know the preferences of social media platform by higher educational students. The Exploratory research was done by using the data collected from college students through questionnaire, which covers the extent of the usage of social media by the higher educational students, categories of social media platform, benefits of using social media platforms, purposes of using and preferring social media platform and the dangers involved in the use of social media platforms. This study is an attempt to analyze the preferences of social media by using statistical tools such as Correlation Analysis, Regression Analysis, ANOVA, Chi Square Analysis and Descriptive Analysis.*

**KEYWORDS:** *educational students, social media, Cyberbullying, User accounts, online users*

### **INTRODUCTION**

#### **Social Media**

Social media is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time. Most people today define social media as apps on their smart phone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. In fact, 50% of online users never engage social media. The ability to share photos, opinions, events, etc in real-time has transformed the way we do life and it is also transforming the way we do business and education.

#### **Common Social Media Features**

The following list of common features are dead giveaways of a social media site.

- Ñ **User accounts:** If a site allows visitors to create their own accounts that they can log into, then that's a good sign there's going to be social interaction. You can't really share information or interact with others online without doing it through a user account.

- Ñ **Profile pages:** Since social media is all about communication, a profile page is often necessary to represent an individual. It often includes information about the individual user, like a profile photo, bio, website, feed of recent posts, recommendations, recent activity and more.
- Ñ **Friends, followers, groups, hash tags and so on:** Individuals use their accounts to connect with other users. They can also use them to subscribe to certain forms of information.
- Ñ **News feeds:** When users connect with other users on social media, they're basically saying, "I want to get information from these people." That information is updated for them in real-time via their news feed.
- Ñ **Personalization:** Social media sites usually give users the flexibility to configure their user settings, customize their profiles to look a specific way, organize their friends or followers, manage the information they see in their news feeds and even give feedback on what they do or don't want to see.

Ñ **Notifications:** Any site or app that notifies users about specific information is definitely playing the social media game. Users have total control over these notifications and can choose to receive the types of notifications that they want.

Ñ **Information updating, saving or posting:**

If a site or an app allows you to post absolutely anything, with or without a user account, then it's social! It could be a simple text-based message, a photo upload, a YouTube video, a link to an article or anything else.

Ñ **Like buttons and comment sections:**

Two of the most common ways we interact on social media are via buttons that represent a "like" plus comment sections where we can share our thoughts.

Ñ **Review, rating or voting systems:**

Besides liking and commenting, lots of social media sites and apps rely on the collective effort of the community to review, rate and vote on information that they know about or have used. Think of your favorite shopping sites or movie review sites that use this social media feature.

### Issues In Social Media

Social media isn't all just fun and games with your friends, celebrities you admire, and brands you follow. There are lots of common problems that most major social media platforms haven't totally solved, despite their effort to do so.

Ñ **Spam:** Social media makes it easy for spammers – both real people and bots – to bombard other people with content. If you have a Twitter account, you've probably experienced a few spambot follows or interactions. Likewise, if you run a WordPress blog, you may have gotten a spam comment or two caught by your spam filter.

Ñ **Cyberbullying/ Cyberstalking:** Children and teenagers are especially susceptible to cyberbullying because they take more risks when it comes to posting on social media. And now that we all interact on social media via our mobile devices, most major platforms make it possible to share our locations, opening up the doors for cyber stalkers to target us.

Ñ **Self-image manipulation:** What a user posts about themselves on social media only represents a small portion of their life. While followers may see someone who's happy and living it up via their posts on social media in such a way that makes them feel boring or inadequate by comparison, the truth is that users have the power to completely control what parts they do and don't want to broadcast on social media to manipulate their own self-image.

Ñ **Information overload:** It's not unusual to have over 200 Facebook friends or follow over 1,000 Twitter accounts. With so many accounts to follow and so many people posting new content, it's almost impossible to keep up.

Ñ **Fake news:** Fakes new websites promote links to their own totally false news stories on social media in order to drive traffic to them. Many users have no idea that they're fake in the first place.

Ñ **Privacy/Security:** Many social media platforms still get hacked from time to time despite having good security measures in place. Some also don't offer all the privacy options that users need to keep their information as private as they want them to be.

### Social Media Platforms considered for this Study

- **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.
- **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- **WhatsApp Messenger** is a cross-platform instant messaging application that allows iPhone, BlackBerry, Android, Windows Phone and Nokia smart phone users to exchange text, image, video and audio messages for free.
- **Instagram** is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app.

### Problem Statement

Social media are gaining in popularity every day.

- The average time spent on social networks per day: 1.72 hours (in 2015).
- The average number of hours a teenager spends online per week: 27 (2015).

Social media have become prominent parts of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative.

This study is an attempt to analyze the preference of higher educational students towards Social media platform.

### Objectives of the Study

- To identify the preference of social media platforms by higher educational students.
- To assess the purpose of preferring social media platform.
- To analyze the dangers associated with usage of social media platforms.

### Scope of the Study

- This study covers the extent of the use of social networking sites by the higher educational students and categories of social networking sites benefits of using social networking sites, purposes of using social networking sites and dangers involved in the use of social networking sites.

## REVIEW OF LITERATURE

The review of literature helps in getting the view of current trends and problems in the social media and its usage.

Hughes, D. J., Rowe, M., Batey, M., & Lee, A says , Social networking sites (SNS) are quickly becoming one of the most popular tools for social interaction and information exchange. Previous research has shown a relationship between users' personality and SNS use. Using a general population sample ( $N = 300$ ), this study furthers such investigations by examining the personality correlates (Neuroticism, Extraversion, Openness-to-Experience, Agreeableness, Conscientiousness, Sociability and Need-for-Cognition) of social and informational use of the two largest SNS: Facebook and Twitter. Age and Gender were also examined. Results showed that personality was related to online socializing and information seeking/exchange, though not as influential as some previous research has suggested. In addition, a preference for Facebook or Twitter was associated with differences in personality. The results reveal differential relationships between personality and Facebook and Twitter usage.<sup>1</sup>

Fogel, J., & Nehmad, E says, Individuals communicate and form relationships through Internet social networking websites such as Facebook and MySpace. We study risk taking, trust, and privacy concerns with regard to social networking websites among 205 college students using both reliable scales and behavior. Individuals with profiles on social networking websites have greater risk taking attitudes than those who do not; greater risk taking attitudes exist among men than women. Facebook has a greater sense of trust than MySpace. General privacy concerns and identity information disclosure concerns are of greater concern to women than men. Greater percentages of men than women display their phone numbers and home addresses on social networking websites. Social networking websites should inform potential users that risk taking and privacy concerns are potentially relevant and important concerns before individuals sign-up and create social networking websites.<sup>2</sup>

Valenzuela, S., Park, N., & Kee, K. F says, This study examines if Facebook, one of the most popular social network sites among college students in the U.S., is related to attitudes and behaviors that enhance individuals' social capital. Using data from a random web survey of college students across Texas ( $n = 2,603$ ), we find positive relationships between intensity of Facebook use and students' life satisfaction, social trust, civic engagement, and political participation. While these findings should ease the concerns of those who fear that Facebook has mostly negative effects on young adults, the positive and significant associations between Facebook variables and social capital were small, suggesting that online social networks are not the most effective solution for youth disengagement from civic duty and democracy.<sup>3</sup>

Ellison, N. B., Steinfield, C., & Lampe, C says, This study examines the relationship between use of Facebook, a popular online social network site, and the formation and maintenance of social capital. In addition to assessing bonding and bridging social capital, we explore a dimension of social capital that assesses one's ability to stay connected with members of a previously inhabited community, which we call maintained social capital. Regression analyses conducted on results from a survey of undergraduate students ( $N = 286$ ) suggest a strong association between use of Facebook and the three types of social capital, with the strongest relationship being to bridging social capital. In addition, Facebook usage

was found to interact with measures of psychological well-being, suggesting that it might provide greater benefits for users experiencing low self-esteem and low life satisfaction.<sup>4</sup>

## RESEARCH METHODOLOGY

This chapter clearly defines the research methods used to conduct the study. It also explains how the necessary data and information to address the research objectives and questions was collected, presented and analyzed.

### Research

Research is a scientific and systematic search for pertinent information on a specific suggested solution, collecting, organizing and evaluating data, making deduction and reaching conclusions to and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

### Research methodology

Research Methodology is a way to systematically solve the research problem. This would include the procedure and techniques used to perform the research as well as any of the terminology and explanation of how these methods will be applied effectively.

### Research design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design specifies the method of studying research is design is prepared after formulating the research problem. Descriptive research design is used in this study to carry out the process.

### Exploratory Research

The Exploratory Research Design is known as formulative research design. The main objective of using such a research design is to formulate a research problem for an in-depth or more precise investigation, or for developing a working hypothesis from an operational aspect. The major purpose of such studies is the discovery of ideas and insights. Therefore, such a research design suitable for such a study should be flexible enough to provide opportunity for considering different dimensions of the problem under study. The in-built flexibility in research design is required as the initial research problem would be transformed into a more precise one in the exploratory study, which in turn may necessitate changes in the research procedure for collecting relevant data. Usually, the following three methods are considered in the context of a research design for such studies. They are (a) a survey of related literature; (b) experience survey; and (c) analysis of 'insight-stimulating' instances.

### Sampling

Sampling is a process of selecting a number of units for a study in such a way that the units represent the larger group from which they are selected.

### Sampling design

Sampling is the process of obtaining information about an entire population by examining only a part of it. Sampling plan calls for the decisions.

1. Sampling unit
2. Sampling size
3. Sampling procedure/techniques

### Population

The Population considered for the study is around 6000 BIT Students.

### Sample size

Sample size refers to the numbers of respondents selected for the survey. The sample size selected for the study is 150 (10 Samples from each departments)

### Sampling unit

Individual Customers are taken as the Sampling unit.

### Sampling method

The type of sampling is Random sampling. In simple random sampling each member of population is equally likely to be chosen as part of the sample.

### Collection of data

Data can be defined as the quantitative or qualitative values of a variable. Here the Data is collected using Questionnaire method. Data is thought to be the lowest unit of information from which other measurements and analysis can be done. Data can be numbers, images, words, figures, facts or ideas. Data in itself cannot be understood and to get information from the data one must interpret it into meaningful information. There are various methods of interpreting data. Data sources are broadly classified into primary and secondary data.

### Source of data

1. Primary data
2. Secondary data

### Primary data

The primary data is original research data in its raw form without any analysis or processing. This provides a wealth of information for researchers. Primary data collected through survey from the respondents by using questionnaire.

### Secondary data

This source is containing data which has been collected for another purpose. The secondary data has been collected through books, journals, records at the company and through internet.

### Instrument for data collection

In this study Questionnaire is used for data collection

### Questionnaire

Questionnaire is a data collection instrument. It is a list of questions to be asked from the respondents. It also contains a suitable space where the answers can be recorded.

There are two types of questions of Close ended with multiple choice single selection and multiple choice multiple selections.

### Close ended Questionnaire

Questions which restrict the interviewee's answers to pre-defined response options, are called close ended questions with five point likert scale.

### Tool for Data analysis

The following statistical tool are used to analysis the data

- Correlations Analysis
- Regression Analysis
- ANOVA
- Chi Squire Analysis
- Descriptive Statistics

### DATA ANALYSIS AND INTERPRETATION

#### Correlation Analysis:

The **Correlation Analysis** is the statistical tool used to study the closeness of the relationship between two or more variables. The variables are said to be correlated when the movement of one variable is accompanied by the movement of another variable. The correlation analysis is used when the researcher wants to determine the possible association between the variables and to begin with; the following steps are to be followed:

- Determining whether the relation exists and then measuring it (The measure of correlation is called as the **Coefficient of Correlation**).
- Testing its significance
- Establishing the cause-and-effect relation, if any.

In the correlation analysis, there are two types of variables- **Dependent and Independent**. The purpose of such analysis is to find out if any change in the independent variable results in the change in the dependent variable or not. Pearson's correlation coefficient ( $r$ ) is a **measure of the strength of the association** between the two variables. Pearson's correlation coefficient ( $r$ ) for continuous (interval level) data ranges from -1 to +1. Positive correlation indicates that both variables increase or decrease together, whereas negative correlation indicates that as one variable increases, so the other decreases, and vice versa.

**Correlation Matrix**  
**Correlation Matrix of Variables**

		Age	Gender	Education	Nativity	Use social media	Rate the social media platform - Whatsapp
Age	Pearson Correlation	1					
	Sig. (1-tailed)						
Gender	Pearson Correlation	-.117	1				
	Sig. (1-tailed)	.078					
Education	Pearson Correlation	.023	.708**	1			
	Sig. (1-tailed)	.388	.000				
Nativity	Pearson Correlation	.104	.019	-.029	1		
	Sig. (1-tailed)	.104	.408	.361			
Use social media	Pearson Correlation	.138*	.157*	.073	.123	1	
	Sig. (1-tailed)	.046	.028	.189	.067		
Rate the social media platform - Whatsapp	Pearson Correlation	-.155*	-.015	-.128	.107	.123	1
	Sig. (1-tailed)	.030	.430	.059	.095	.066	
Rate the social media platform - LinkedIn	Pearson Correlation	-.117	-.039	-.035	.220**	.051	-.158*
	Sig. (1-tailed)	.076	.317	.334	.003	.268	.026
Rate the social media platform - Facebook	Pearson Correlation	-.119	.127	.121	-.078	.350**	.281**
	Sig. (1-tailed)	.073	.060	.071	.171	.000	.000
Rate the social media platform - Instagram	Pearson Correlation	.067	-.118	-.154*	.109	.329**	.092
	Sig. (1-tailed)	.208	.076	.030	.093	.000	.132
Education is Purpose of preferring that social media platform	Pearson Correlation	.081	-.029	-.056	-.040	.079	.105
	Sig. (1-tailed)	.162	.364	.246	.312	.169	.101
Communication is Purpose of preferring that social media platform	Pearson Correlation	-.217**	.124	.026	.017	.111	.196**
	Sig. (1-tailed)	.004	.065	.376	.420	.088	.008
Entertainment is Purpose of preferring that social media platform	Pearson Correlation	-.043	.088	.027	.083	.080	.119
	Sig. (1-tailed)	.299	.143	.372	.157	.166	.073
Search for information is Purpose of preferring that social media platform	Pearson Correlation	-.006	-.015	-.060	.074	.078	.184*
	Sig. (1-tailed)	.472	.428	.233	.183	.170	.012



**Correlation Matrix of Variables .....cont.**

		Age	Gender	Education	Nativity	Use social media	Rate the social media platform - Whatsapp
The reasons to choose that particular social media platform is Privacy	Pearson Correlation	.019	.050	-.005	-.008	-.021	.050
	Sig. (1-tailed)	.410	.272	.476	.463	.398	.273
The reasons to choose that particular social media platform is Updates	Pearson Correlation	.021	-.011	-.003	.134	.079	.038
	Sig. (1-tailed)	.397	.448	.486	.051	.167	.321
The reasons to choose that particular social media platform is Group sharing	Pearson Correlation	.017	.151*	.159*	-.103	.247**	-.018
	Sig. (1-tailed)	.417	.033	.026	.106	.001	.414
The reasons to choose that particular social media platform is Sharing of pictures and videos	Pearson Correlation	.035	-.079	-.076	.059	.193**	.070
	Sig. (1-tailed)	.337	.167	.177	.238	.009	.198
The reasons to choose that particular social media platform is Networking	Pearson Correlation	.109	.034	-.021	.050	.362**	.211**
	Sig. (1-tailed)	.092	.339	.397	.270	.000	.005
Dangers associated with that social media platform - E-crime	Pearson Correlation	-.032	.056	-.016	-.019	.117	.010
	Sig. (1-tailed)	.349	.247	.421	.407	.078	.454
Dangers associated with that social media platform - Internet addiction	Pearson Correlation	.137*	.131	.094	.060	.266**	.110
	Sig. (1-tailed)	.048	.055	.126	.233	.001	.090
Dangers associated with that social media platform - Laziness	Pearson Correlation	.124	.008	-.020	.051	.176*	.048
	Sig. (1-tailed)	.066	.461	.403	.268	.015	.280
Dangers associated with that social media platform - Lack of privacy	Pearson Correlation	.009	.113	.071	.109	.191**	.127
	Sig. (1-tailed)	.457	.085	.193	.093	.010	.061
Dangers associated with that social media platform - Cyber bullying	Pearson Correlation	-.050	.148*	.103	-.088	.200**	.116
	Sig. (1-tailed)	.270	.035	.106	.143	.007	.078
Dangers associated with that social media platform - Waste of time	Pearson Correlation	-.146*	.114	-.084	.078	.046	.147*
	Sig. (1-tailed)	.038	.082	.153	.171	.288	.036
Gadgets preference in using social media platform	Pearson Correlation	-.110	-.072	-.115	-.058	-.064	.032
	Sig. (1-tailed)	.090	.190	.080	.241	.218	.349

## Correlation Matrix of Variables .....cont.

		Rate the social media platform - LinkedIn	Rate the social media platform - Facebook	Rate the social media platform - Instagram	Education is Purpose of preferring that social media platform	Communication is Purpose of preferring that social media platform	Entertainment is Purpose of preferring that social media platform
Age	Pearson Correlation						
	Sig. (1-tailed)						
Gender	Pearson Correlation						
	Sig. (1-tailed)						
Education	Pearson Correlation						
	Sig. (1-tailed)						
Nativity	Pearson Correlation						
	Sig. (1-tailed)						
Use social media	Pearson Correlation						
	Sig. (1-tailed)						
Rate the social media platform - Whatsapp	Pearson Correlation						
	Sig. (1-tailed)						
Rate the social media platform - LinkedIn	Pearson Correlation	1					
	Sig. (1-tailed)						
Rate the social media platform - Facebook	Pearson Correlation	.027	1				
	Sig. (1-tailed)	.370					
Rate the social media platform - Instagram	Pearson Correlation	.010	.316**	1			
	Sig. (1-tailed)	.452	.000				
Education is Purpose of preferring that social media platform	Pearson Correlation	.107	-.071	.034	1		
	Sig. (1-tailed)	.097	.193	.341			
Communication is Purpose of preferring that social media platform	Pearson Correlation	.152*	.176*	.116	.404**	1	
	Sig. (1-tailed)	.031	.016	.079	.000		
Entertainment is Purpose of preferring that social media platform	Pearson Correlation	-.111	.185*	.288**	-.121	.256**	1
	Sig. (1-tailed)	.089	.012	.000	.069	.001	
Search for information is Purpose of preferring that social media platform	Pearson Correlation	.045	.078	.034	.300**	.358**	.283**
	Sig. (1-tailed)	.292	.173	.341	.000	.000	.000

**Correlation Matrix of Variables .....cont.**

		Rate the social media platform - LinkedIn	Rate the social media platform - Facebook	Rate the social media platform - Instagram	Education is Purpose of preferring that social media platform	Communication is Purpose of preferring that social media platform	Entertainment is Purpose of preferring that social media platform
The reasons to choose that particular social media platform is Privacy	Pearson Correlation	-.004	.017	.062	.208**	.088	.035
	Sig. (1-tailed)	.481	.418	.225	.005	.142	.334
The reasons to choose that particular social media platform is Updates	Pearson Correlation	.121	.189*	.231**	.067	.142*	.207**
	Sig. (1-tailed)	.069	.010	.002	.209	.041	.005
The reasons to choose that particular social media platform is Group sharing	Pearson Correlation	.146*	.230**	.070	.003	.184*	.162*
	Sig. (1-tailed)	.037	.002	.198	.484	.012	.024
The reasons to choose that particular social media platform is Sharing of pictures and videos	Pearson Correlation	-.020	.034	.011	-.057	-.028	.082
	Sig. (1-tailed)	.404	.342	.447	.245	.368	.159
The reasons to choose that particular social media platform is Networking	Pearson Correlation	-.019	.217**	.061	.045	.195**	.096
	Sig. (1-tailed)	.409	.004	.228	.290	.008	.121
Dangers associated with that social media platform - E-crime	Pearson Correlation	.235**	.040	.031	.124	.132	-.054
	Sig. (1-tailed)	.002	.314	.352	.065	.054	.257
Dangers associated with that social media platform - Internet addiction	Pearson Correlation	-.017	.088	.093	.069	-.037	-.063
	Sig. (1-tailed)	.416	.143	.129	.201	.328	.222
Dangers associated with that social media platform - Laziness	Pearson Correlation	-.104	.092	.107	-.048	-.091	.046
	Sig. (1-tailed)	.103	.132	.096	.279	.135	.288
Dangers associated with that social media platform - Lack of privacy	Pearson Correlation	-.058	.207**	.023	-.079	-.101	-.006
	Sig. (1-tailed)	.241	.005	.390	.168	.109	.472
Dangers associated with that social media platform - Cyber bullying	Pearson Correlation	.029	.190*	-.014	-.052	.014	.115
	Sig. (1-tailed)	.362	.010	.432	.263	.431	.081
Dangers associated with that social media platform - Waste of time	Pearson Correlation	.101	-.006	-.275**	-.143*	.031	.096
	Sig. (1-tailed)	.109	.469	.000	.040	.351	.121
Gadgets preference in using social media platform	Pearson Correlation	.081	-.011	.114	.170*	.039	.058
	Sig. (1-tailed)	.162	.447	.082	.019	.316	.240



**Correlation Matrix of Variables .....cont.**

		The reasons to choose that particular social media platform is Privacy	The reasons to choose that particular social media platform is Updates	The reasons to choose that particular social media platform is Group sharing	The reasons to choose that particular social media platform is Sharing of pictures and videos	The reasons to choose that particular social media platform is Networking	Dangers associated with that social media platform - E-crime
Search for information is Purpose of preferring that social media platform	Pearson Correlation						
	Sig. (1-tailed)						
The reasons to choose that particular social media platform is Privacy	Pearson Correlation	1					
	Sig. (1-tailed)						
The reasons to choose that particular social media platform is Updates	Pearson Correlation	.350**	1				
	Sig. (1-tailed)	.000					
The reasons to choose that particular social media platform is Group sharing	Pearson Correlation	.163*	.346**	1			
	Sig. (1-tailed)	.023	.000				
The reasons to choose that particular social media platform is Sharing of pictures and videos	Pearson Correlation	-.019	.207**	.350**	1		
	Sig. (1-tailed)	.408	.006	.000			
The reasons to choose that particular social media platform is Networking	Pearson Correlation	.156*	.332**	.497**	.402**	1	
	Sig. (1-tailed)	.028	.000	.000	.000		
Dangers associated with that social media platform - E-crime	Pearson Correlation	.133	.102	.100	-.090	.195**	1
	Sig. (1-tailed)	.053	.107	.111	.137	.009	
Dangers associated with that social media platform - Internet addiction	Pearson Correlation	-.005	.260**	.079	.084	.282**	.402**
	Sig. (1-tailed)	.478	.001	.168	.153	.000	.000
Dangers associated with that social media platform - Laziness	Pearson Correlation	.088	.082	-.104	-.057	.110	.317**
	Sig. (1-tailed)	.142	.159	.102	.244	.091	.000
Dangers associated with that social media platform - Lack of privacy	Pearson Correlation	.000	-.024	-.079	.034	.151*	.262**
	Sig. (1-tailed)	.498	.385	.170	.341	.033	.001
Dangers associated with that social media platform - Cyber bullying	Pearson Correlation	.059	.088	.214**	.076	.386**	.237**
	Sig. (1-tailed)	.237	.142	.004	.178	.000	.002
Dangers associated with that social media platform - Waste of time	Pearson Correlation	-.280**	-.038	.066	.079	.238**	.133
	Sig. (1-tailed)	.000	.322	.212	.168	.002	.052
Gadgets preference in using social media platform	Pearson Correlation	.089	-.114	-.157*	-.428**	-.233**	.119
	Sig. (1-tailed)	.139	.082	.027	.000	.002	.074

**Correlation Matrix of Variables .....cont.**

		Dangers associated with that social media platform - Internet addiction	Dangers associated with that social media platform - Laziness	Dangers associated with that social media platform - Lack of privacy	Dangers associated with that social media platform - Cyber bullying	Dangers associated with that social media platform - Waste of time	Gadgets preference in using social media platform
The reasons to choose that particular social media platform is Privacy	Pearson Correlation						
	Sig. (1-tailed)						
The reasons to choose that particular social media platform is Updates	Pearson Correlation						
	Sig. (1-tailed)						
The reasons to choose that particular social media platform is Group sharing	Pearson Correlation						
	Sig. (1-tailed)						
The reasons to choose that particular social media platform is Sharing of pictures and videos	Pearson Correlation						
	Sig. (1-tailed)						
The reasons to choose that particular social media platform is Networking	Pearson Correlation						
	Sig. (1-tailed)						
Dangers associated with that social media platform - E-crime	Pearson Correlation						
	Sig. (1-tailed)						
Dangers associated with that social media platform - Internet addiction	Pearson Correlation	1					
	Sig. (1-tailed)						
Dangers associated with that social media platform - Laziness	Pearson Correlation	.471**	1				
	Sig. (1-tailed)	.000					
Dangers associated with that social media platform - Lack of privacy	Pearson Correlation	.293**	<b>.505**</b>	1			
	Sig. (1-tailed)	.000	<b>.000</b>				
Dangers associated with that social media platform - Cyber bullying	Pearson Correlation	.113	.276**	.467**	1		
	Sig. (1-tailed)	.084	.000	.000			
Dangers associated with that social media platform - Waste of time	Pearson Correlation	.130	.246**	.275**	.336**	1	
	Sig. (1-tailed)	.057	.001	.000	.000		
Gadgets preference in using social media platform	Pearson Correlation	-.053	.001	-.003	-.084	-.063	1
	Sig. (1-tailed)	.259	.496	.487	.152	.223	

Correlation analysis has been carried out between all the seventeen variables and the result is listed in the table 4.1 above. Out of the combinations of all the correlation, the highlighted combinations of “Dangers associated with that social media platform - Lack of privacy” and “Dangers associated with that social media platform – Laziness” (positive) has correlation.

**Correlation between** “Dangers associated with that social media platform - Lack of privacy” and “Dangers associated with that social media platform – Laziness”

**Table 4.2 Correlation Analysis**

	Dangers associated with that social media platform - Laziness	Dangers associated with that social media platform - Lack of privacy
Pearson Correlation	1	.505**
Dangers associated with that social media platform - Laziness Sig. (1-tailed)		.000
N	150	150
Pearson Correlation	.505**	1
Dangers associated with that social media platform - Lack of privacy Sig. (1-tailed)	.000	
N	150	150

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### Interpretation:

The correlation analysis between “Dangers associated with that social media platform - Lack of privacy” and “Dangers associated with that social media platform – Laziness” was carried out and the result is depicted in the table 4.2 The significance difference between the variables “Dangers associated with that social media platform - Lack of privacy” and “Dangers associated with that social media platform – Laziness” is calculated as 0.000, which is less than the stipulated P Value of 0.05. So, it is statistically significant to conduct correlation test. The result indicates that, the Pearson correlation co-efficient of 0.505 between the variables. This indicates there is a positive and has closer relationship between these variables. This infers that the variables “Dangers associated with that social media platform - Lack of privacy” and “Dangers associated with that social media platform – Laziness” are impacted unidirectional.

### FINDINGS AND CONCLUSIONS

#### Findings

- It has been observed that there is a positive correlation between the dangers associated with social media platform- lack of privacy and laziness.

#### Suggestions

- It is preferable to have business in social media, may take a note that above findings and conclusions for the business development.
- Social media platforms can improve their standards to provide education and job facilities to the students.
- The students from various categories can be unified by proper social media platform for education as well as social projects.

#### Conclusion

Respondents have rated similarly for the dangers associated with Laziness and Lack of privacy. There is significant difference between the independent variable that Gadgets preference in using social media platform. There is significant difference between the variables ‘Education is Purpose of preferring that social media platform’, ‘The reasons

to choose that particular social media platform is Updates’, ‘The reasons to choose that particular social media platform is Sharing of pictures and videos’, ‘The reasons to choose that particular social media platform is Networking’, ‘Dangers associated with that social media platform - Lack of privacy’, ‘Dangers associated with that social media platform - Cyber bullying’ and ‘Dangers associated with that social media platform - Waste of time’. Respondents have similar degree of preference for Facebook and LinkedIn.

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