

Utilisation and Access of Social Media Websites by Engineering College Students in Trichy City

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Abstract - Social media is crucial for communication and connection in today's digital age. It is an online platform for sharing information, ideas, and material via virtual conversation and networking. College students are frequent users of social networking websites. It helps students receive academic information and develop positive relationships with professors and classmates. The study used convenience sampling with 400 respondents from 10 Engineering institutions. The data was analysed using statistical procedures including percentage analysis, multiple response analysis. The survey found that the majority of pupils are utilising Facebook and YouTube. They are comfortable conversing, texting, and organising group conversations. They spent at least an hour every day on social media websites. The study discovered that demographic parameters such as age and gender had a considerable influence on the total of time spend by social media websites. Furthermore, age has a considerable influence on the frequency of daily access.

Keywords: Digital era, online platform, digital interaction and network

1. Introduction

In modern digital era, social media websites such as Facebook, Twitter, YouTube, Instagram, and others play an important part in societal contact & interface. It provides a digital medium for exchanging knowledge, concepts, and materials via online interactions and a network of links. Young people are active user of social media platforms. College students actively use social media for both individual and educational purposes. It allows

students to receive, share, and update academic material while moreover developing positive relationships with professors and classmates. It encourages kids to spend more time conversing with friends and submitting pictures and photos. utilisation and access of social media websites may be favorable or adversely affect pupils' attitudes. utilisation and access social media websites in moderation improves student communication and academic achievement. In this context, the article focuses on understanding the student community's knowledge of social media sites, as well as analysing the utilisation and access of social media websites by engineering college students.

2. Objectives

- To determine a level of social media website awareness among college students majoring in engineering
- To examine how college students studying engineering utilisation and access social media websites.
- To research the kinds of social media website that students utilise.

3. Research Methodology

The majority of the study's basis is built on primary data. A poll was designed particularly for students who had utilised social media websites. A practical selection strategy was used to choose a sample of 400 respondents for the study, including 40 students from each of Trichy 10 engineering institutes. Furthermore, relevant secondary data were

acquired from websites, books, journals, and magazines.

4. Data Analysis and Interpretation of the Study

The study of obtained data yielded the following findings. The pupils' demographic profile was shown using percentage analysis.

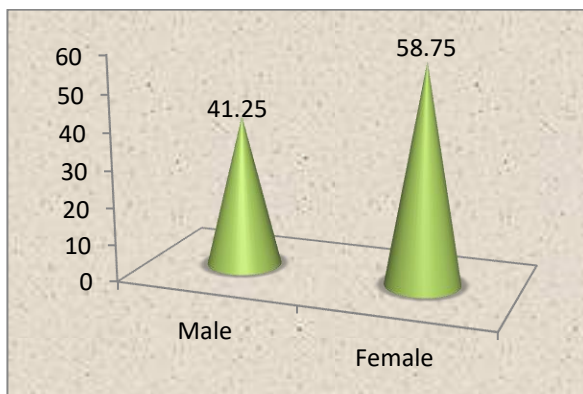
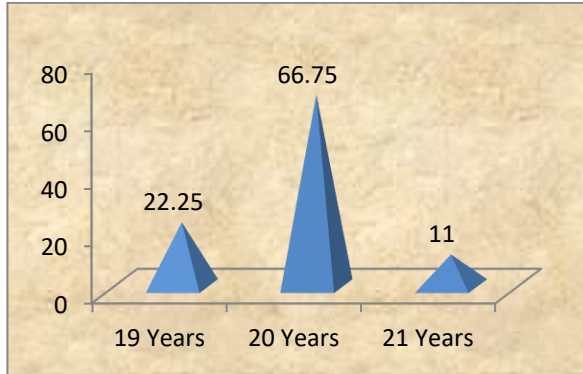


Figure 1&2-Demographic profile

Teenagers are essential for using social media websites. Out of 400 responders, Figures 1 and 2 shows that 58.75 percent of the students are female & 66.75 percent of the students are above the age 20yr.

Table 1-Awareness of Social Media Websites

Social Media Websites	Rank	%
Facebook	366	91.5

Access and usage of social media websites

Twitter	203	50.8
Instagram	325	81.3
Google Plus	136	34.0
YouTube	342	85.5
LinkedIn	136	34.0
Pinterest	96	24.0
Snap chat	203	50.8
Others	65	16.3

Table 1 shows that the following percentages of students are aware of social media websites: 91.5 % are aware of Facebook, 85.5 % are aware of YouTube, 81.3 % are aware of Instagram, 50.8 % are aware of Twitter and Snap Chat, 34 % are aware of Google Plus and LinkedIn, and 24 % are aware of Pinterest , 16.3% are aware of other social media websites.

Source of awareness of college students

Figure 3 shows that 60 percent of students learned about social media websites from friends, 22.3% from themselves, 11.3% from television and radio, 3.8% from relatives, and 2.8% from newspapers and magazines.

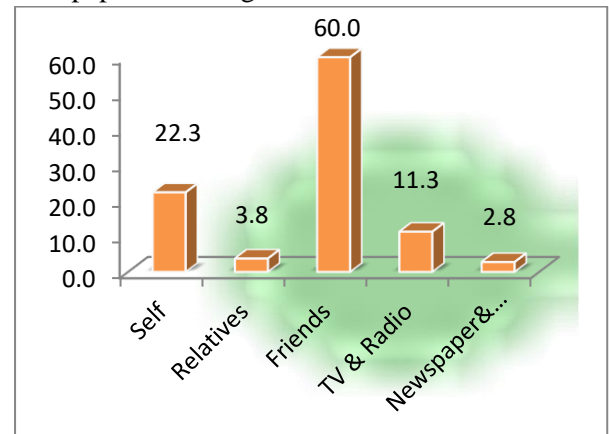


Figure 3- Awareness of the students

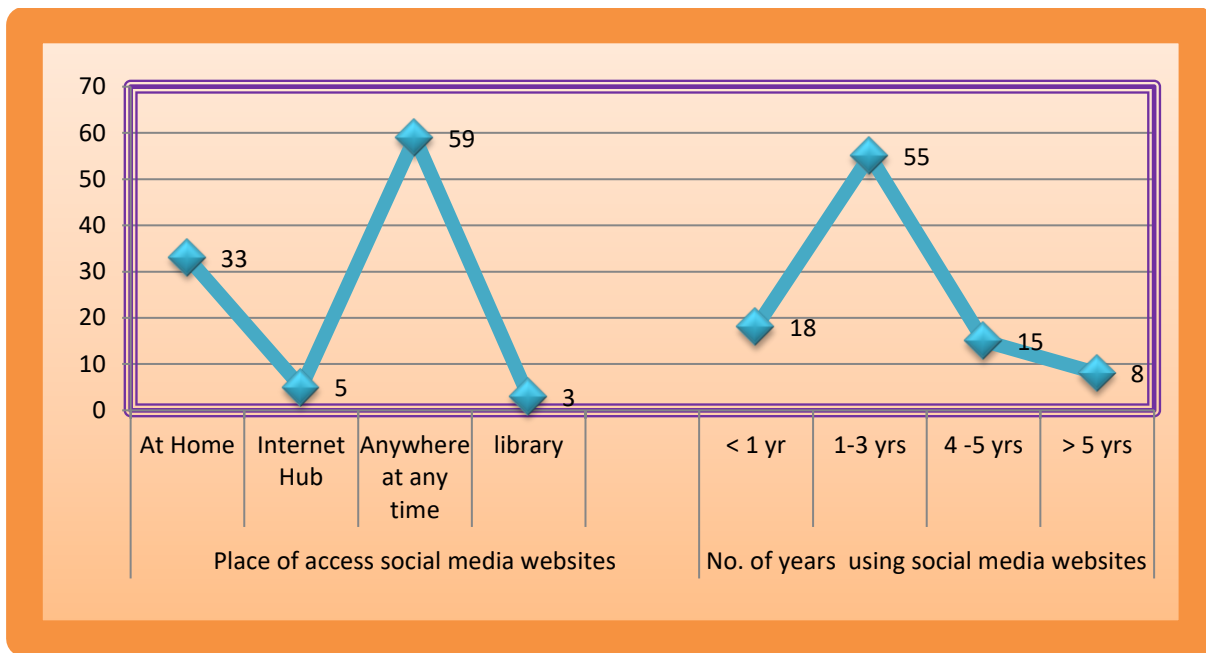


Figure 4- Place of access and years of using social media websites

Figure 4 shows that 55% of students have used social media websites for 1 to 3 yrs, 18% for < a yr, 15% for 4 to 5 yrs, and 8% for > 5 yrs.

Furthermore, Figure-4 demonstrates that 236 (59%) of students choose locations at anywhere at

any time; 132 (33%) prefer places at home; 20 (5%) prefer places in the internet hub; and 12 (3%) prefer places in the library.

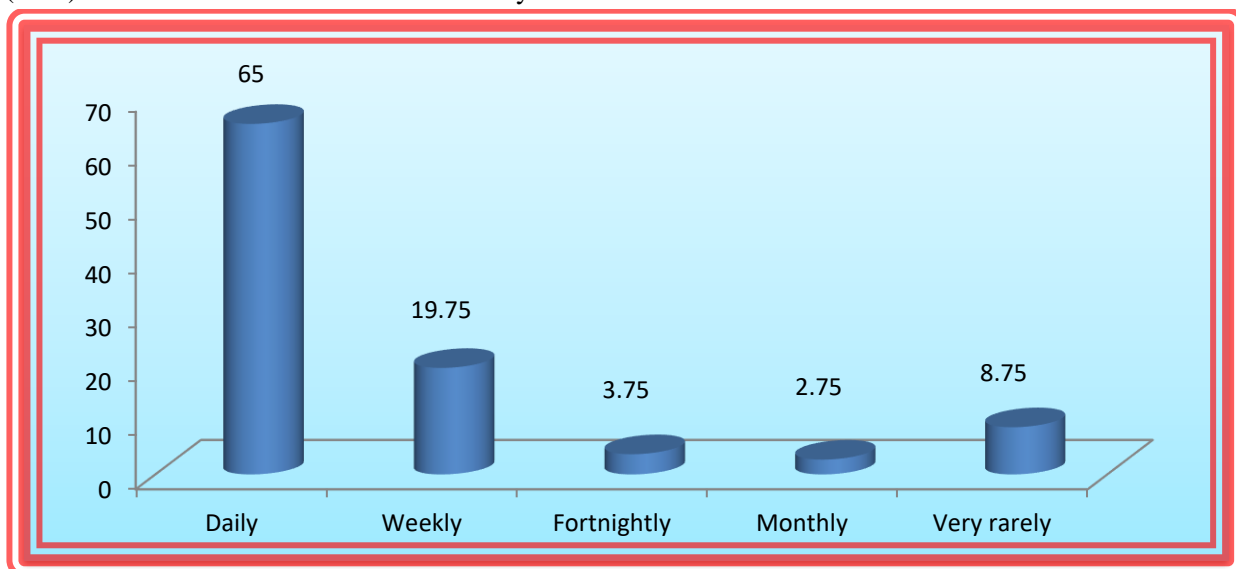


Figure 5- Usage of Social media websites

Figure 5 shows that 65 percent of students use SMW on a every day base 19.75 percent on a weekly basis, 8.75 percent on a very rare basis, 3.75

percent on a fortnightly basis, and 2.75 percent monthly.

Table 2-Time of usage in Social media websites

Study factors (Per day)		No.	%
Access of social media websites (Hours)	< 1	92	23
	1	98	24.5
	2	75	18.75
	3	41	10.25
	>3	94	23.5
Number of Times accessing social media websites	1-5	185	46.25
	6-10	108	27
	11- 15	32	8
	<15	75	18.75

Table 2 demonstrates that 24.5% of students browse social media websites within one hour, 23.5% during more than three hours, and 23% within less than one hour all at once. 46.25% of students use social media websites one to five times each day, with 27% using them six to ten times.

5. Conclusion

The study found that social media websites are an effective mode of communication and social interaction in the twenty-first century. It supports the student body in gathering information for academic and personal needs. Adequate utilisation and accessibility to social media platforms may improve students' viewpoints. The poll revealed that the majority of students use Facebook and YouTube. They are familiar with communicating, messaging, and arranging group conversations. They used to be able to access social media websites at any time and from any location for at least an hour each day, with the majority of students visiting their accounts once to five times every day. It has also been observed that demographic parameters such as age & gender have a substantial relationship with the number of years spent using social media websites, whilst age has a strong link with the number of times spent using social media websites every day.

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