

## PERCEPTION OF SOCIAL MEDIA ON UNDERGRADUATE STUDENTS

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**Abstract:** Technology is as integral part of mankind. Every day to fulfill our daily needs we depended on the new technology. In particular, very depended on communication technology. When we see the development of the communication technology man has made numerous inventions. Apart from Printing, Radio, TV the effective communication technology is the computer communication. The invention of Computer and the internet made communication very easy. We can easily communicate with any person in anytime with this computer technology. The convergence of media made the world very small. With the social media everyone are connected in a single network. It helps to share the information and get in touch with others. It is very easy to discuss the problems of the society and get the solutions for the social problems in social media. We the human beings are very much addicted to these internet medium. As per the Statista report 2017, there are 3.58 billion people are using internet. In India that reached almost 420 million people in the same year. As per the Report of 2011 Census, Indian population crossed 121 crore. More than 40% in total population are youth. For the development of any country well educated youths are very important. Hence, it is very essential to discuss and analyse the participation of youth in social media. It is an small effort to understand the impact of social media on the youth particularly the degree students.

**Keywords:** Social Media, Internet, Youths.

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**Introduction:** In that the invention of print, electronic, new media have got its own importance as per the availability. In 15<sup>th</sup> Century Gutenberg invented printing technology. It took digital feather in 1991. The invention of Radio in 1921 made a big footprint in circulating the information with wide reach. As report says radio have reach of 92% geographically and 99.19% of total population. Later in 1959 TV was the booming audio-visual medium. With its various kinds of programmes it was very popular within the short term of period. It had main objectives like Educating, Informing and Entertainment. And it was very success to reach its goals. The invention of computer by Charles Babbage in 1837 it took different turn in communication technology with the help of internet. In 1989 Tim Burners Lee introduced World Wide Web. With this it destroys the distance among the society. The Internet helps for communication as per the individual requirements. With its various kinds of services it was attracted by the mass. India is in the second place in the world, which has the highest internet users after China. One of the best product of internet is Social Media. It is a network where the society is connected to share their thoughts, ideas, experiences etc. As per the Statista report 2017, around 269 million internet user are in India. Around 40% internet users are youth. Hence, they can get the present information about the world and get ready for the future.

**Literature Review:** In simple sense, Communication is sharing of thoughts, experience and ideas from one person to another or many. It can be verbal and non-verbal form. Communication can be Intra-communication, Inter-communication, Group Communication and Mass Communication. Mass media has become an integral part of our lives and cannot be separated from our life. Particularly for the urban people, the need for information is more important than ever. Our values and way of life in the society strongly influenced by the mass media like Newspapers, Magazines, Radio, TV and the internet based media. Mass media's influence on people's lives is even greater and deeper than many kinds. The full range of unfiltered media is now available to most of us by using a parabola and satellite transmission.

As we know "Man is a Social Animal". He can not live without the society. Every moment he defended on the society one or the other way. Hence, he has developed many tools for the communication. In the beginning man was expressing his feelings, expression, expectation, ideas, information by body moments and sounds. Later, after the invention of the language it has become very easy to communicate effectively. Presently, we have more opportunity to Entertain, Educate and Give Information to the mass audience with the help of these Mass Media. In these Television is more effective and cheaper medium. And with its various kinds of programmes attracted different kind of its own audience. The latest communication technology have provided more support for the television broadcasting with the help of Internet based application.

We can not forgot the development of the media. In 1440, Johannes Gutenberg's Invention of printing technology has made it easy to communicate huge number of people. The first newspaper started in India is "The Bengal Gezzette" in 1984 by James Augustus Hickey. The first paper also has fought for the freedom and to release the society from the corruption. And also newspapers was used for providing developments and changes of the society and government. After John Baird invented television in 1920s and British Broadcasting Company(BBC) has provided the first television service in Britain. BBC is the world's oldest television service provider. In 1939, television entered United States. The First color programme broadcast in 1953 by Columbia Broadcasting System(CBS), USA. Later 1950s television service expanded to other countries of the world. But when we see other countries television service have taken long time to enter India. In 1959 television service started in India that too on experimental basis around Delhi. Education and Agriculture development programmes has got more importance in the beginning. In 1970, television service has expanded to other states of the country. 1982 first time Doordarshan have given national coverage of Ninth Asian Games transmission was in color. During 80s almost 75% population reached by the television service.

**Statement of the Problem:** Social Media is a very essential tool for the for the development of any country. For developing country like India it helps to educate the society. The development of any country defended on the healthy and educated youth of the nation. To give their own contribution to the society they need to understand the present society. For understanding the society youths need the proper education, information and knowledge. That is only possible with the social media. But presently the social media has its own impact on youth. So, it is very important to understand what kind of impact these social media has on youth.

#### **Objectives:**

- To understand the latest communication technology.
- To know the usage of internet and social media among youth.
- To analyse the impact of social media on youth.
- To understand different kind of youths activities in social media.

**Methodology:** This paper has adopted the Interview and Questionnaire method to get the data from the youth about the social media usage and impact on them. The primary and secondary data collected through observation and referring various books and journals.

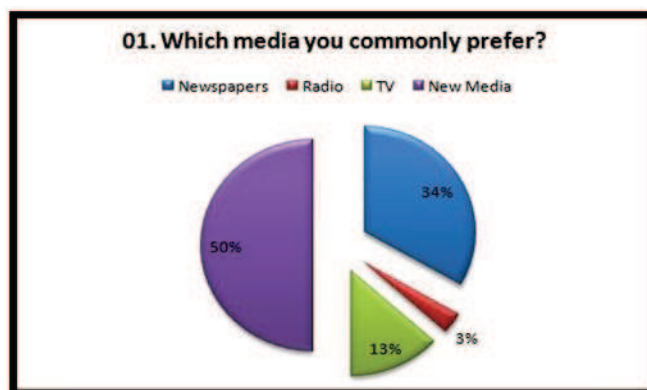
**Samples:** For collecting data I have selected 30 degree students. Irrespective of gender, class I have selected 30 respondents from Davangere University, Davangere, Karnataka.

**Data Analysis:** The present youth are very comfortable with the social media and internet usage. It is the best medium to share their thoughts, information as per their expectations. Social media also helps the youth for education and get in touch with the experts in which they have clarifications. Also it helps for the youth to understand the society and its problems. As per the study I can easily analyse the impact of the social media on youth as per the following responses.

With various questions I have got that youth are positive opinion in using the social media and it helps them for the overall development.

### Which media you Commonly Prefer?

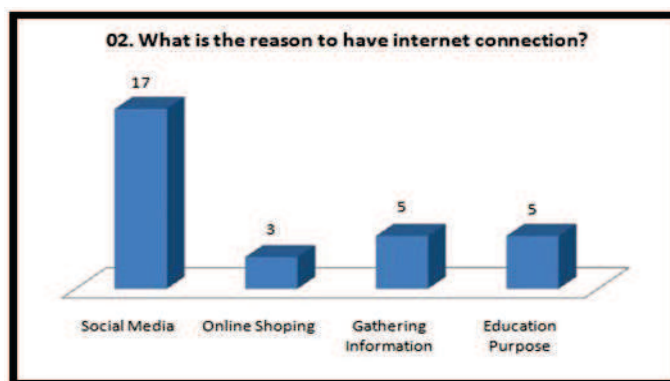
Media	Responses	%age
Newspapers	10	34%
Radio	01	3%
TV	04	13%
New Media	15	50%
Total	30	100%



As we see the usage of media among the youth is most preferable for New Media. Newspaper some what have attracting its own young readers but the radio have failed to attract their own listeners. And television have got less attracted to the youth. May be the various features of social media is the reason for these differences.

### What is The Reason to have Internet Connection?

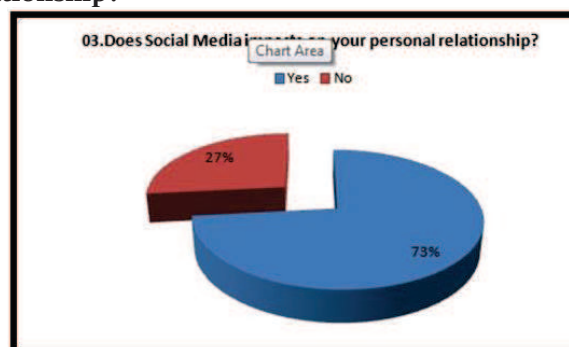
Reason	Response/ %age
Social Media	17(56.66%)
Online Shopping	03(10%)
Gathering Information	05(16.66%)
Education Purpose	05(16.66%)
Total	30(100%)



As per the responses from the respondents the social media use the major reason for having internet connection. And it shows that youth have given less importance to other activities in the internet. But we can see youth have not given more importance for the education and information preference.

### Does Social Media impacts on your personal relationship?

Response	Numbers	%age
Yes	22	73%
No	08	27%
Total	30	100%



As youth responds the Social Media have its own impact on youth's personal relationship. But it is not clarified weather it has positive or negative impact on their lives. Totally this social media impacts on youth.

**Findings**

- Social media is the most preferable media for the youth.
- The major reason for youth for having internet is for using social media.
- Social media is affecting on education of the youth.
- Social Media have its own impact on the personal relationships of the young generation.

**Conclusion:** Social media helps for developing good understanding among the society. Especially, for the youth it helps for the overall development by providing information, education and entertainment. Apart from all these social media have provided best platform to discuss the social issues of the present society. With this they can involve themselves in the development of nation. Social media makes the youth creative and active towards the future challenges. Hence, they need some what good guidance to use these social media in positive way. So that we can have a healthiest youth with a strong country. Finally we can say social media fulfills all the expectations of youth with its objectives Education, Entertainment and Information.

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