



RESEARCH PAPER

Constraints in utilization of social media by PG students of SKRAU and RAJUVAS, Bikaner and invite suggestions to overcome the constraints

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Abstract : Social media has gained high popularity among the students; there are millions of students who have account on one or the other social media platform. The study was being undertaken in the constituent campus colleges of SKRAU and RAJUVAS, Bikaner. Under SKRAU, Bikaner three colleges were selected for the present study which is situated in SKRAU, Bikaner campus. One college under the RAJUVAS, were selected for the present study which is situated in RAJUVAS, Bikaner. To have an appropriate proportion of representation from both the universities, the technique of proportionate random sampling was applied. The total numbers of 160 respondents (109 Master level students and 51 Ph.D. level students) were selected. Thereafter, data were collected by using interview method and statistically analysed by applying appropriate and required statistical parameters and lead to following results : Constraints faced by postgraduate students in using social media. The overall data revealed that the “technical constraints” was perceived as most important constraint by the master level students and perceived as most important constraint by the Ph.D. students which were rank first. Last category observed the majority of specific problems faced by the students were “Time spending” got overall rank 1st with master level and Ph.D. students. All the given suggestions by the students were calculated by mean per cent score and assigned ranks accordingly. Revealed that “Students may be educated to use social media for academic communication” as suggested by the majority of the master level students were rank first and “More research work is required on use of social media for academic use by students” by the overall Ph.D. students were rank.

Key Words : Social media, SKRAU, RAJUVAS, Master level students, Ph.D. level

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