

Use of selected social media among youth of Assam

■ Pritismita Gogoi

Received: 30.08.2019; Revised: 09.10.2019; Accepted: 23.10.2019

■ **ABSTRACT** : The growing dimension of the use of social media among the youth of today cannot be overlooked. The main objectives were as to explore the reasons of using selected social media by the respondents, to find out the extent of using selected social media by the respondents. The study was conducted in Jorhat and Sivasagar districts of Assam. From the study it was found that majority of the youth used WhatsApp (94.17%) followed by Facebook (74.17%), YouTube (59.17%), Instagram (25.00%), Twitter (4.17%) and only 0.83 per cent respondents used LinkedIn. Findings revealed that the youth used social media for communication with friends was ranked I followed by entertainment, chatting, academic work, sharing information, building knowledge, skill learning. It was found that education related area was discussed with teachers by 89.17 per cent youth, general discussion was held with relatives by 67.50 per cent, entertainment with friends by 73.33 per cent and national issues generally discussed with different organization officials by 40.99 per cent youth. It also found that they used social media on daily basis and spent more than two hours on social media.

■ **KEY WORDS**: Social media, Youth

■ **HOW TO CITE THIS PAPER** : Gogoi, Pritismita (2019). Use of selected social media among youth of Assam. *Asian J. Home Sci.*, 14 (2) : 304-308, DOI: 10.15740/HAS/AJHS/14.2/304-308. Copyright@ 2019: Hind Agri-Horticultural Society.

Author for correspondence: →

Pritismita Gogoi

Department of Home Science,
Hemo Prova Borbora Girls
College, Golaghat (Assam) India
Email : pritismitagogoi@gmail.
com

Human are social being by nature and communication is the vital aspects of all the living human being. More importantly, communicating over long distances is something that people once struggled with, but thanks to recent advances in technology. The common people used to exchange ideas through traditional media. But in modern times, with the help of science and technology, the traditional media have been enhanced and different social media have been developed. The exchange of ideas has become easier which takes only a few seconds to convey message. The term 'social media' means collection of applications and websites that link people to share information and make aware about any event through social networking.

Social media network have created a phenomenon in communication and gained popularity over the last decade. Social networks are the main application under the umbrella of social media. New development in the technological world have made social media an innovative way for individuals, families and communities to communicate without delay. Social media usage is increasing rapidly because of easy access to device such as smart phones, i phones, i pads, tablets, laptops and other handheld devices which can be connected to the internet. Social media have many facilities like communicating, texting, image sharing, audio and video sharing, fast publishing, direct connecting and linking all over world. People belonging to different age groups use

social media. It plays a vital role in the communication scenario. Information Technology (IT) has changed the living standard. The world has become global village due to emergence and use of social media. People of different culture can also talk on any issue. People not only use social media to discuss or comment on any issue but also get information about different countries, culture and the people.

Social media usage is increasing day by day with high rate in all over the world. A report published in *expandedramblings.com* depicts that there is 1.7 billion active users of Facebook per month and 900 million messages sent daily; 1 billion monthly user of Whatsapp and 60 billion messages sent daily and YouTube is used by 1 billion daily and 4 billion views per day all over world in 2016.

Social media have become prominent part of life for many young people today. It has come to the notice that in today's time, the youth spent more time in social media instead of seating static in front of television or listening radio and participating in the face to face discussions.

Objectives:

- To explore the reasons of using selected social media by the respondents.
- To find out the extent of using selected social media by the respondents.

RESEARCH METHODS

The study was conducted in Jorhat and Sivasagar districts of Assam. From each of the selected districts two sub-division namely Jorhat and Sivasagar were selected randomly. From each of the sub-division six colleges were selected randomly. Equal number of respondents was selected from each of the selected colleges through simple random sampling. Thus total number of respondents was 120. Data were collected using structured interview schedule and analysed using appropriate statistical techniques *viz.*, frequency, percentage, mean, standard deviation and chi-square.

RESEARCH FINDINGS AND DISCUSSION

The result obtained from the present investigation as well as relevant discussions have been summarized under following heads:

Reasons of using social media by the respondents:

Reasons of using social media included primary reasons of using social media and most commonly discussed area with different groups.

Primary reasons of using social media:

Sharing information, academic work, building knowledge, job checking, building confidence, building connection, business information, skill learning, communication with friends, meeting new people, recreation, entertainment, watching movies, becoming popular, chatting, religious propagation were the reasons enlisted for finding out which is the primary reasons of using social media.

The data revealed that communication with friends was ranked one according to the mean score (2.57) of the primary reasons of using social media by the respondents. Social media allows communicating instantly and freely with distant friends as well as sharing their personal thoughts, pictures, videos, blogs and links which can be attributed as contribution of social media towards personal and social development of respondents.

Entertainment was ranked two according to the mean score (2.39) of the primary reasons of using social media by the respondents. This might be due to today's generation spends much of their time on using social media for watching full-length television shows, movies,

Table 1 : Ranking of primary reasons of using social media by the respondents

Sr. No.	Reasons	Mean score	Rank
1.	Sharing information	2.08	V
2.	Academic work	2.36	IV
3.	Building knowledge	2.05	VI
4.	For job checking	2.02	VIII
5.	Building confidence	1.68	XI
6.	Building connection	1.61	XII
7.	Business information	0.93	XV
8.	Skill learning	2.03	VII
9.	Communication with friends	2.57	I
10.	Meeting new people	1.56	XIII
11.	Recreation	1.70	X
12.	Entertainment	2.39	II
13.	Watching movies	1.85	IX
14.	Becoming popular	0.98	XIV
15.	For chatting	2.38	III
16.	For religious propagation	0.92	XIV
17.	Making friends	0.36	XVII

YouTube. Moreover, it is considered to be a linking device which allows multitasking, sharing their opinions and experiences during the entertainment programme. Entertainment using social media also saves time rather than going to movie hall and shows, as result the saved time may be used for taking up of academic and other activities. Social media is considered as an avenue for communication and source of entertainment by the respondents. Similar findings were reported by Wang *et al.* (2011); Khan (2013) and Kumar and Kumar (2013) found that respondents mostly use social media for entertainment.

The result revealed that chatting was ranked third according to the mean score (2.38) of the primary reasons of using social media by the respondents. This might be due to the fact that it facilitates interaction with others, live chat, status updates, image as well as video sharing and get frequent updates which might be considered as leading improvement in communication skill and social development as well.

Academic works was ranked as fourth important reasons according to the mean score (2.36) of the primary reasons of using social media by the respondents. This might be due to easy access to academic information, resources and convenient way of communication and in a convenient way via social media. It also gives an opportunity to discuss with their teachers which results in improvement in academic matters of the respondents. The findings are in the line of findings of Acheaw and Larson (2015) and Thanuskodi (2015).

Most commonly discussed area:

The data on most commonly discussed area with different groups such as friends, classmates, relatives, parents, siblings, teachers, organization and institution officials through social media was generated.

The findings indicated that education related area was mostly discussed with teachers by 89.17 per cent

respondents followed by classmates (78.33%) and institution officials (75.83%). It might be due to the fact that it gives opportunity to discuss exchange and collect detail information about academic work and it allows to clarify doubts from the teachers too.

Entertainment related issue was mostly discussed with friends by 73.33 per cent respondents followed by classmates and siblings with 36.67 and 35.83, respectively. It might be because the respondents found it easy to share entertaining, recreational contents without hesitation with these groups. General discussion was done mostly with relatives by 67.50 per cent respondents followed by parents (54.17 %) and siblings (41.67%). This might be due to the fact that many topics can be shared and discussed with their cousins due to some commonness in family background. Moreover, in case of parents and siblings, there come some restrictions due to the age gap.

National issue was mostly discussed with different organization officials by 40.99 per cent respondents which might be due to the fact that they can keep themselves updated with national issues and also offer their opinion and views for taking action by the concerned authority and link with prospective employers and recruiter.

Extent of using selected social media by the respondents:

Extent of using selected social media included number of times of use of social media per day, time spent on social media per day and type of internet packages used by the respondents in the present study.

Number of times of use of social media per day:

The data on frequency of use of social media per day revealed that all the respondents use social media on daily basis. This might be due to the fact that they can stay in touch with others, stay up-to-date with news

Area	Groups															
	Friends		Classmates		Relatives		Parents		Siblings		Teachers		Organization officials		Institution officials	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Education	64	53.33	94	78.33	13	10.83	36	30.00	15	12.50	107	89.17	22	18.33	91	75.83
Entertainment	88	73.33	44	36.67	22	18.33	28	23.33	43	35.83	6	5.00	2	1.67	5	4.17
General discussion	68	56.67	41	34.17	81	67.50	65	54.17	50	41.67	18	15.00	27	22.50	18	15.00
National issue	12	10.00	6	5.00	3	2.50	6	5.00	5	4.17	4	3.33	48	40.00	12	10.50

and current events, fill up spare time, find funny and entertaining content, share opinions. Further, the data presented in Table 3 revealed that 40.83 per cent of the respondents used social media 2-4 times per day followed 5-10 times per day by 35.83 per cent and 19.17 per cent used more than 10 times per day. Only 4.17 per cent of the respondents used social media once in a day.

Use of social media per day	Frequency	Percentage
One time	5	4.17
2-4 times	49	40.83
5-10 times	43	35.83
More than 10 times	23	19.17

Total time spent on social media per day:

Table 4 shows that 40.00 per cent of the respondents spent more than 2 hours on social media per day followed by 30 minutes-1 hour (27.50%), 1 hour-2 hours by 26.67 per cent and only a small number of respondents, *i.e.* 5.83 per cent spent 30 minutes on social media per day. The findings indicated that the respondents spent more than 2 hours on social media per day. This might be due to the fact that now-a-days almost every student owns a smart phone which comes with many applications and easy and cheap availability of internet packages. The similar findings was reported by Khurana (2015), where

Time spent per day	Frequency	Percentage
Upto 30 minutes	7	5.83
30 minutes -1hour	33	27.50
1hour- 2hours	32	26.67
2 hours and more	48	40.00

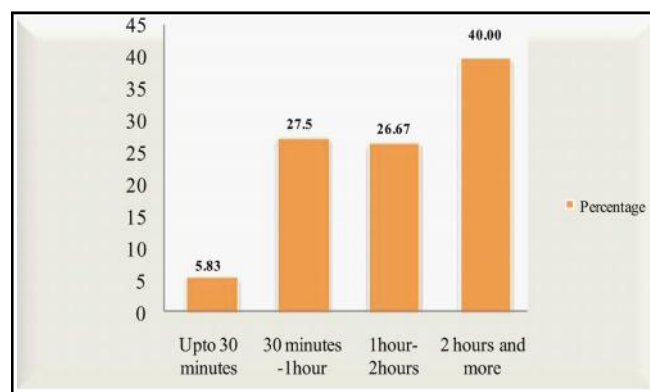


Fig. 1 : Distribution of respondents according to total time spent on social media

he found that 45 per cent of the respondents spent more than 2 hours.

Use of internet package:

The Table 5 reveals that a high majority (96.67%) of the respondents used monthly internet packages whereas only 3.33 per cent of the respondents used weekly internet packages. This might be due to profitability of monthly packages over daily and weekly packages. The findings can be supported with the findings of Khan *et al.* (2015) where it was reported that majority of the respondents used monthly internet packages.

Category	Frequency	Percentage
Weekly	4	3.33
Monthly	116	96.67

Conclusion:

Now-a-days, social media has been playing an important role in ones' life specially the youth from shopping, exchanging information to collecting information on jobs, education, business and personal development. It plays a vital role in transforming peoples' lifestyle. Most frequently used social media were WhatsApp, Facebook and YouTube. The finding of the present study helps us to draw the conclusion that the youth mostly used social media for communication with friends and they used social media on daily basis and spent more than two hours per day.

REFERENCES

- Acheaw, M.O. and Larson, A.G. (2015).** Use of social media and its impact on academic performance of Territory institute students. *J. Education & Practice*, 6(6): 94-101.
- Khan, A.W, Anand, M., Gilani, M.F. and Tariq, M. (2015).** Social media and youth- A study of uses and impacts. *Internat. J. IT & Engg.*, 3(1): 58-82.
- Khan, S. (2013).** Impact of social networking websites on students. *Abasyn J. Soc. Sci.*, 5(2): 56-77.
- Khurana, N. (2015).** The impact of social networking sites on the youth. *J. Mass Communication & Journalism*, 5(12).
- Kumar, A. and Kumar, R. (2013).** Use of social networking sites: a study of Maharishi Dayanand University, Rohtak India. *Library Philosophy and Practice (e-journal)*: 1000.
- Thanuskodi, S. (2015).** Usage of social media among Library Information Science students in India. Publishing The

Congress of Southeast Asian Librarians (CONSAL).

Wang, J.L., Jackson, L.A. and Zhang, D.J. (2011). The mediator role of self-disclosure and moderator roles of gender

and social anxiety in the relationship between Chinese adolescents' online communication and their real-world social relationships. *Computers Human Behavior*, **27**(6) : 2161–2168.

14th
Year
★★★★★ of Excellence ★★★★★