SLIIT Students' Attitudes

&

Preferences Regarding Social Media

IT1080-English Academic Purposes

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Terms Of Reference

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Introduction

Background Information

Social media refers to web-based and mobile applications that allow people to share and create content or participate in social networking. Social media platforms have become increasingly popular over the past decade, and they have had a profound impact on the way people interact, communicate, and share information online.

The significance of studying social media usage among university students is that it provides insight into how this group is using these platforms, how they perceive social media, and the impact it has on their academic and social lives. The data collected from the survey can be used to identify patterns and trends, which can help universities and policymakers make informed decisions about how to best support students in navigating the complexities of social media.

Significance of the topic

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns.

Business-to-consumer websites include social components, such as comment fields for users. Various tools help businesses track, measure and analyze the attention the company gets from social media, including brand perception and customer insight.

Social media has enormous traction globally. Mobile applications make these platforms easily accessible. Some popular examples of general social media platforms include Twitter, Facebook and LinkedIn.

Objectives of the topic

- What is social media?
- The necessity of using social media and the positive and negative results of using it
- Discover the challenges facing modern society in using social media
- Identifying opportunities to grow as a business by using social media

Methodology

The data for this report was primarily collected via the internet. Websites, web articles and online resources are mostly updated to gather information , In addition, various sampling and replication techniques were used to collect data.

What are the benefits of social media?

- User visibility. Social platforms let people easily communicate and exchange ideas or content.

- Business and product marketing. These platforms enable businesses to quickly publicize their products and services to a broad audience. Businesses can also use social media to maintain a following and test new markets. In some cases, the content created on social media is the product.

- Audience building. Social media helps entrepreneurs and artists build an audience for their work. In some cases, social media has eliminated the need for a distributor, because anyone can upload their content and transact business online. For example, an amateur musician can post a song on Facebook, get instant visibility among their network of friends, who in turn share it on their networks.

Good and bad results of using social media

Positive Results of Social Media :

1) Increased Connectivity: Social media can help people stay connected with friends and family, regardless of their location. This can be particularly beneficial for people who live far away from their loved ones, or who have busy schedules that make it difficult to maintain regular communication.
2) Access to Information: Social media can provide easy access to a wealth of information, including news, educational resources, and professional networking opportunities.
3) Opportunities for Creativity: Social media platforms provide an outlet for people to express themselves creatively through writing, photography, and other forms of media.
4) Business and Career Advancement: Social media can be an effective tool for businesses to promote their products and services, and for individuals to build their professional networks and advance their careers.
5) Social Activism: Social media can facilitate the spread of information and mobilize people around social and political issues. This can lead to greater awareness, advocacy, and social change.

Negative Results of Social Media:

1) Cyberbullying and Harassment: Social media can create a breeding ground for cyberbullying and harassment, particularly for vulnerable populations such as youth, women, and minorities.
2) Addiction and Distraction: Social media can be addictive and distracting, leading to reduced productivity, poor time management, and in extreme cases, social media addiction.
3) Mental Health Issues: Social media can contribute to feelings of loneliness, anxiety, and depression, particularly when people compare themselves to others online or experience online harassment.
4) Privacy and Security Concerns: Social media companies have come under fire for their collection and use of personal data, and social media users are at risk of identity theft, online scams, and other security breaches.

❖ **It's important to note that while these outcomes are associated with social media use, they don't necessarily apply to everyone who uses social media. Additionally, some of these outcomes can be mitigated through responsible social media use and by taking steps to protect personal information and mental health.**

different types of social media :

social media platforms have evolved significantly over the years, offering various features and catering to different types of content and audience preferences. Here are some of the different types of social media platforms ;

- Social Networking Sites: These platforms focus on connecting people and building online communities. Examples include Facebook, LinkedIn, and Google+ (which has been shut down).
- Microblogging Platforms: These platforms allow users to share short-form content, usually limited to a certain number of characters. Twitter is a popular microblogging platform.
- Media Sharing Networks: These platforms are primarily used for sharing and discovering multimedia content such as photos, videos, and music. Instagram, YouTube, and Snapchat are prominent examples.
- Discussion Forums: These platforms facilitate discussions on various topics. Users can post questions, share knowledge, and engage in conversations. Reddit and Quora are popular discussion forum platforms.
- Bookmarking Sites: These platforms enable users to save and organize links to web pages, articles, and other online resources. Pinterest and Pocket are examples of bookmarking sites.
- Blogging Platforms: These platforms allow individuals or businesses to create and publish their own content in the form of blog posts. WordPress and Blogger are well-known blogging platforms.

"It's important to note that the social media landscape is constantly evolving, and new platforms may emerge over time.

The influence of social media in the world –

Social media has had a profound impact on the world in recent years. It has changed the way we communicate, consume news, and interact with each other. Social media has also been used to raise awareness about important issues, organize protests, and even overthrow governments.

One of the most significant impacts of social media has been on communication. In the past, if you wanted to stay in touch with friends and family who lived far away, you had to write letters or make phone calls. Now, you can simply send a quick message on Facebook or Twitter. Social media has also made it easier to connect with people who share your interests. You can find groups and communities on social media for just about anything, from knitting to photography to political activism.

Social media has also had a major impact on the way we consume news. In the past, if you wanted to know what was going on in the world, you had to watch the news on TV or read the newspaper. Now, you can get news updates from social media in real time. This has made it easier than ever to stay informed about current events.

SOCIAL MEDIA USE AROUND THE WORLD
THE NUMBER OF PEOPLE WHO ACTIVELY USE SOCIAL NETWORKS AND MESSENGER SERVICES

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	SOCIAL MEDIA PENETRATION (USERS vs. TOTAL POPULATION*)	ANNUAL GROWTH IN THE TOTAL NUMBER OF SOCIAL MEDIA USERS	TOTAL NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES	PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE
3.96 BILLION	51%	+10.5% +376 MILLION	3.91 BILLION	99%

❖ Social media has also changed the way we interact with each other. In the past, if you wanted to talk to someone, you had to meet them in person or call them on the phone. Now, you can simply send them a message on social media. This has made it easier to stay in touch with friends and family, but it has also made it easier for people to connect with strangers. This can be a good thing, as it can help people to build relationships with people from all over the world. However, it can also be a bad thing, as it can lead to cyberbullying and other forms of online harassment.

❖ Social media has also been used to raise awareness about important issues. In recent years, social media has been used to raise awareness about issues such as climate change, gun violence, and police brutality. Social media has also been used to organize protests and other forms of activism. For example, the Black Lives Matter movement was largely organized on social media.

❖ In some cases, social media has even been used to overthrow governments. In 2011, the Arab Spring was a series of revolutions that toppled governments in Tunisia, Egypt, Libya, and Yemen. Social media played a major role in these revolutions, as it was used to organize protests and spread information about the uprisings.

❖ The influence of social media is undeniable. It has changed the way we communicate, consume news, and interact with each other. Social media has also been used to raise awareness about important issues, organize protests, and even overthrow governments. It remains to be seen what the long-term impact of social media will be, but it is clear that it is a powerful force that is shaping the world we live in.
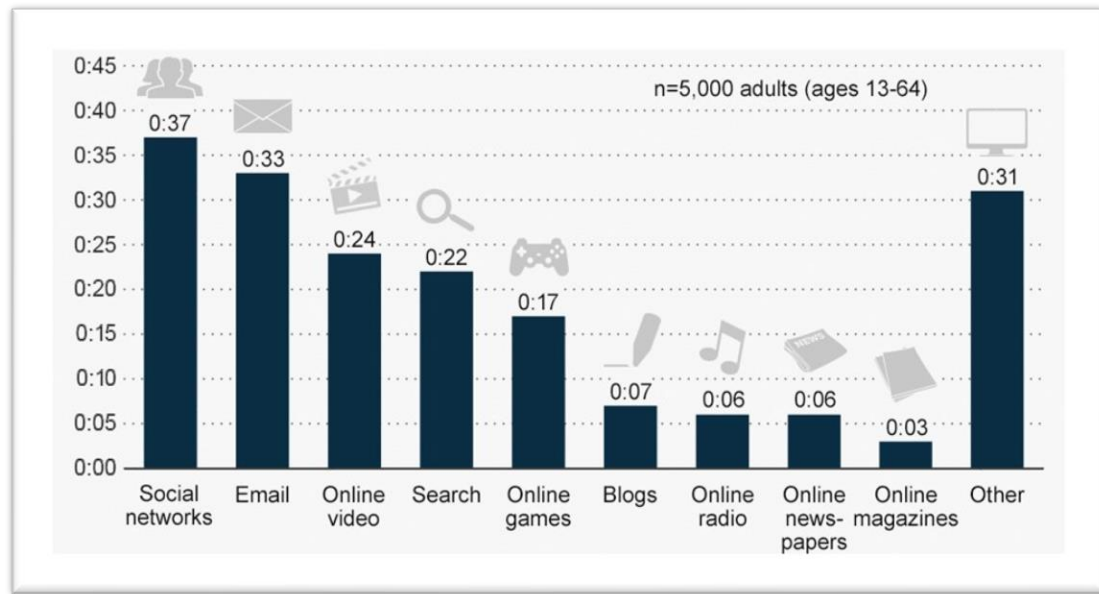
Here are some of the specific ways in which social media has influenced the world:

Communication: Social media has made it easier and faster to communicate with people all over the world. This has led to a more connected and informed global community.

News and information: Social media has changed the way we consume news and information. We are now more likely to get our news from social media than from traditional sources like newspapers and television. This has led to a more fragmented news landscape, with people getting their news from a variety of sources.

Activism: Social media has been used to organize and mobilize people around a variety of causes. This has led to a more engaged and active citizenry.

Business: Social media has changed the way businesses operate. Businesses now use social media to connect with customers, promote their products and services, and build relationships.

Education: Social media is being used in education to connect students with teachers and other learners, share information and resources, and collaborate on projects.

Entertainment: Social media is a major source of entertainment for people all over the world. People use social media to watch videos, listen to music, play games, and connect with friends and family.

Social media has had a profound impact on the world in a relatively short period of time. It is still too early to say what the long-term impact of social media will be, but it is clear that it is a powerful force that is shaping the world we live in.

Types of purposes and main purposes of using social media………………..

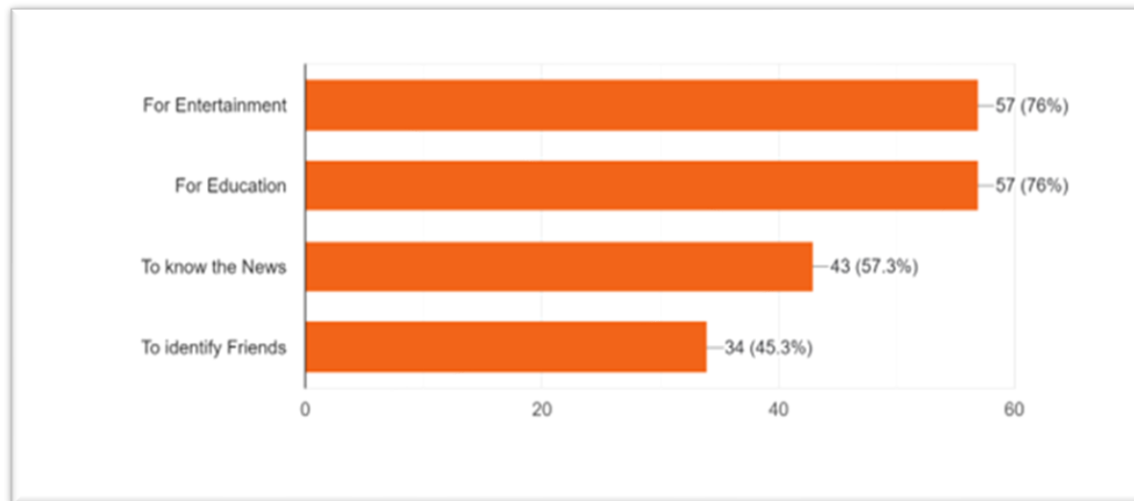**Purposes of students using social media-**

The results of the survey on the purpose of using social media by students in our university's faculty are as follows:
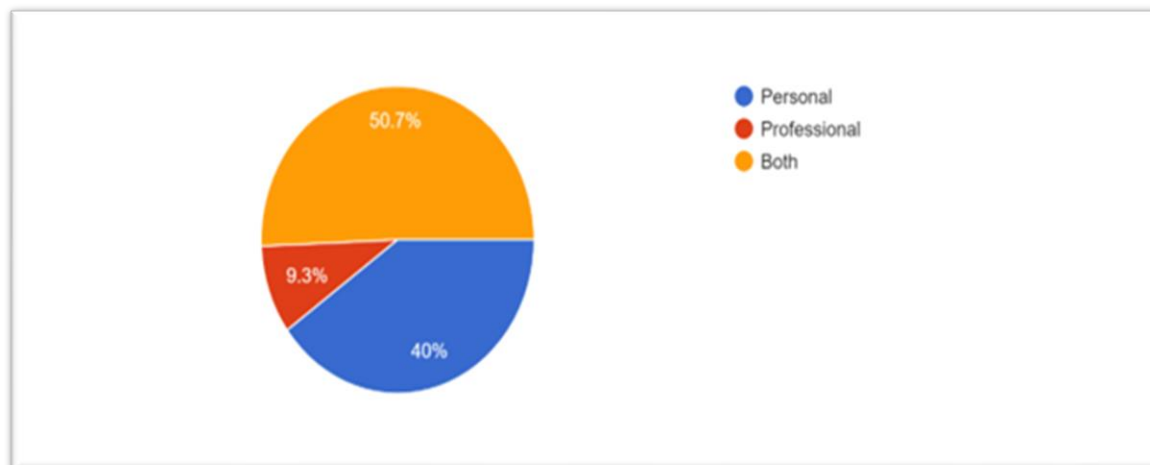
According to the pie chart, just over half of students are using social media for both professional and personal purposes.40% of students are using for that for only personal purposes. A small minority of students are using for their professional purposes.

There are many kinds of purposes for use social media.The following are the ways in which these purposes of the students have been formed in the students.

Methodology to be used according to objectives -

This bar graph shows education and entertainment are the purposes of using social networks in equal and largest amounts for 76% of students .Above 57% of students using social networks to know the news. Nearly a half of students like to use social networks for identifying new friends.

Globally,people use social networks to achieve a large number of other goals through the two types of goals mentioned above.Some people use social networks for professional networking and finding carrer opportunities.Some people run their own businesses,promote them, etc., and do everything on social media.

In today's world,achieving any goal of people has become easier and faster through social media.Social network organizations are also working to bring these services closer to people through artificial intelligence.

Social Media Usage Patterns and Objectives in IT Organization According to Survey –

Findings

The survey found that 98.7% of SLIIT students use social media. The most popular social media platforms for SLIIT students are Facebook, Instagram, WhatsApp, and YouTube.

The survey also found that most students use social media at night. This is likely because they have more free time at night, and they can use social media to relax and unwind. However, it is important to note that using social media at night can disrupt sleep, so it is important to be mindful of how much time you spend on social media before bed.

Finally, the survey found that most students believe that social media has both positive and negative sides. On the positive side, social media can help students stay connected with friends and family, learn new things, and express themselves creatively. On the negative side, social media can be addictive, it can lead to cyberbullying, and it can be a distraction from school and work.

Recommendations

- Based on the findings of the survey, here are some recommendations for how SLIIT students can use social media in a healthy way:
- Set limits on your social media use. Decide how much time you want to spend on social media each day, and stick to it.
- Be mindful of what you post. Think about how your posts might make others feel, and avoid posting anything that is hurtful or offensive.
- Take breaks from social media. If you find yourself spending too much time on social media, take a break for a few days or even a week.
- Talk to someone if you are struggling with social media use. If you find that you are addicted to social media or that it is interfering with your life, talk to a trusted friend or family member or seek professional help.
- Social media can be a great tool, but it is important to use it in a way that is healthy and productive. By following these tips, you can use social media to stay connected with friends and family, learn new things, and express yourself creatively, without letting it take over your life.

Some additional recommendations for SLIIT:

Provide students with information about the positive and negative effects of social media use. This information can be provided through lectures, workshops, or online resources.

Create a social media policy for students. This policy should outline the expectations for student behavior on social media, and should include information about cyberbullying and online harassment.

Offer support to students who are struggling with social media use. This support can be provided through counseling services, peer support groups, or online resources.

By taking these steps, SLIIT can help students use social media in a healthy and productive way.

In addition to the above recommendations, SLIIT can also take the following steps to promote the positive use of social media on campus:

Encourage students to use social media to connect with their peers and professors. Social media can be a great way for students to stay connected with their classmates and professors outside of the classroom. Students can use social media to ask questions, get help with assignments, and collaborate on projects.

Use social media to promote student engagement. SLIIT can use social media to promote student engagement on campus. For example, SLIIT can use social media to announce events, share news, and provide updates on campus activities.

Use social media to raise awareness about important issues. SLIIT can use social media to raise awareness about important issues such as mental health, bullying, and sexual assault. By raising awareness about these issues, SLIIT can help to create a more supportive and inclusive campus environment.

By taking these steps, SLIIT can help to ensure that social media is used in a positive way on campus.

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