

Sri Lanka Institute of Information Technology



BSc (Hons) in Information Technology

Course Code: IT1080 - English for academic purposes

Date: 22.05.2023

Batch: Y1.S2.WD.17.01

Group: MLB_17.01_02

Group Members:

| | Name | Student ID |
|---|---------------------|-------------------|
| 1 | BANDARA H.M.K.M. | IT22562142 |
| 2 | LAKSHAN K.K.C. | IT22560544 |
| 3 | JEESARA K.G.N. | IT22561084 |
| 4 | CHATHURANGA K.K.G.H | IT22638540 |
| 5 | R.L.W.U. RANATHUNGA | IT20039486 |

ABSTRACT:

This study looks at people's preferences and opinions on various social media sites. Understanding user perspectives is essential for businesses, marketers, and legislators given social media's rapid growth and widespread acceptance. The purpose of this study is to provide light on the variables affecting user happiness as well as the changing social media preference landscape.

A mixed-methods strategy was used to collect complete data, integrating qualitative and quantitative methodologies. An extensive sample of participants was given a survey questionnaire to learn what they thought about various social media sites, including user interface, content relevancy, privacy issues, and overall user experience. In order to learn more about a smaller group of participants' motives and perspectives, interviews with them were also held.

The results of this study show interesting patterns and trends in users' choices for social media. On various platforms, users expressed differing levels of satisfaction; some preferred particular features or functionalities, while others placed a higher priority on privacy and data security. In addition, demographic variables including age, gender, and geography seemed to have some effect on platform preferences.

The data analysis also provided insightful information on the causes of these choices. Participants identified a number of elements that influenced their choice of social media platforms, including ease of use, content selection algorithms, interaction with friends and influencers, and the availability of ad-free experiences.

This research offers suggestions for social media platforms, advertisers, and politicians based on the findings in order to improve user satisfaction and address problem areas. Stakeholders may create plans to improve their platforms, customize content offerings, and prioritize privacy measures by recognizing the changing tastes and opinions of users. This will ultimately produce a more favorable social media experience for everyone.

Overall, this study adds to the expanding body of information about social media preferences and offers helpful information for scholars and professionals in the field who are interested in the dynamics of user opinions in the always evolving social media platform landscape.

ACKNOWLEDGEMENT:

We are grateful beyond measure to our lecturers , teachers and our university for providing us with all the resources we required for the project.

They have greatly contributed to our grasp of this topic by being willing to express their views and preferences on social media sites.

In order to complete this research, we would like to sincerely thank all of the study participants whose insightful comments and contributions were important. Our work has become much better thanks to their knowledge and helpful comments

CONTENTS:

1.Introduction

1.1 Background

1.2 Significance of the topic

1.3 Objectives

2.Methodology

2.1 Sample Design

2.2 Questionnaire Design

3.Social Media Usage

4. Social Media Content Preferences

5.Reasons of Using Social Media

6.Social Media Platform Preferences

7.Advantages of Using Social Media

8.Disadvantages of Using Social Media

9.Data Analysis

10.Conclution

1.INTRODUCTION

The way we communicate and interact with people has been changed by social media, which has helped to create a truly global community. It alludes to websites and software programs that let users make, share, and engage with material in real time, promoting collaboration and communication.

Social media platforms have become a crucial part of our everyday lives in the digital age by allowing us to express ourselves, share our experiences, and stay connected with friends, family, and coworkers. The way we communicate, receive information, and interact with brands and communities has changed because of social media, which ranges from well-known platforms like Facebook, Twitter, Instagram, and LinkedIn to up-and-coming ones like TikTok and Clubhouse.

This talk will examine the enormous reach and influence of social media. We will investigate its key features, including setting up a profile, publishing and sharing material, interacting with others through likes, comments, and shares to make it easier to find content and spot trends.

1.1 BACKGROUND

Since its start, social media usage has increased rapidly. With the rise of websites like SixDegrees, Friendster, and Myspace, social media can be dated to the late 1990s and early 2000s. Users were able to exchange material, interact with friends, and create profiles on these networks.

With the introduction of a user-friendly design and cutting-edge functionality by Facebook in 2004, the development of social media accelerated. Facebook paved the path for the emergence of other platforms by gaining popularity swiftly and dominating the social media scene.

In the years that followed, numerous social media platforms appeared, each with its own distinct attributes and target market. Twitter pioneered the idea of microblogging, allowing users to post brief updates and participate in conversations that are happening right now. Instagram prioritized visual content and allowed users to share both still and moving images. Professionals were catered to by LinkedIn, which offered a venue for networking and job advancement.

The introduction of smartphones and better internet connectivity expanded social media use even more. Mobile devices' accessibility and convenience have resulted in a rise in people using social media sites while on the go.

Social media is now ingrained in the daily lives of billions of people around the world. It has altered communication practices and made instantaneous connectedness possible on a global scale. Social media platforms enable the exchange of knowledge, insights, and ideas while fostering the development of online communities and interpersonal connections.

In conclusion, the history of social media use demonstrates how quickly it evolved from the first platforms to the wide range of social media platforms that are available now. Social media has changed how we connect with others, share information, and communicate, impacting both our personal and professional lives.

1.2 SIGNIFICANT

Social media has completely changed how people interact and communicate. It has transcended geographical barriers, enabling people to remain in contact with friends, family, and coworkers wherever they may be. Social media platforms enable instantaneous exchange of views, ideas, and experiences, facilitating real-time contact.

Social media gives people and organizations a forum to exchange knowledge, news, and updates. It has democratized information dissemination, enabling users to access a variety of viewpoints and stay up to date on trending issues, events, and topics of interest.

Platforms for social media provide chances for networking and teamwork on both a personal and professional level. Users can interact with others who share their interests, join communities, and participate in conversations and knowledge exchange. Social media can be used by professionals to network, advance their careers, and widen their network of colleagues.

Social media is now a crucial tool for brands and companies. It enables businesses to establish an online presence, interact with their target market, and advertise their goods or services. A cost-effective method of reaching a large audience, increasing brand awareness, and generating leads is social media marketing.

Social media promotes understanding across cultural boundaries. It enables people from all cultures and backgrounds to interact, share knowledge, and acquire understanding of various viewpoints. Social media platforms encourage cross-cultural dialogue, diversity celebration, and a greater understanding of social, environmental, and humanitarian issues worldwide.

The variety of information available on social media, including films, images, memes, and live streams, makes it a great place to pass the time. Users can find and consume content that is specific to their interests, which offers enjoyment, ideas, and chances for innovation.

The use of social media has, in conclusion, significantly impacted connectedness, communication, information sharing, branding, and several other facets of both personal and professional life. It has changed how we communicate, consume information, and interact with the outside world, opening up new avenues for individual expression, collaboration, and empowerment.

1.3 OBJECTIVES

- ❖ Understanding how social media has changed how individuals communicate, share information, and make connections.
- ❖ Understanding the benefits of greater connectedness, informational accessibility, and chances for self-expression and potential threats including privacy problems, cyberbullying, and false information.
- ❖ To investigate social media's use in business. This involves being aware of how businesses can use social media platforms for branding, market research, consumer involvement, and marketing.
- ❖ To comprehend how influencers create their individual brands, interact with their audience, and work with companies to promote their products.
- ❖ To assess how social media use affects society. This includes looking at how it affects activism, social movements, and the creation of online communities. It also entails examining how social media affects societal norms, trends, and attitudes.
- ❖ To Understanding how people and organizations produce interesting and shareable content, develop content strategy, and use a variety of media formats, including text, photographs, videos, and live streams, is necessary for this.
- ❖ To Understanding user data collection and analysis for insights, engagement metrics, and data-driven marketing and customer relationship management decisions.

We may develop a thorough grasp of the importance, consequences, and opportunities related to social media usage in many circumstances by addressing these objectives.

2 . METHODOLOGY

2.1 Sample design

The process of choosing a portion of people or things from a wider population to take part in a survey is known as sample design. For more accurate generalizations and inferences based on the survey results, the sample design helps to guarantee that the selected participants reflect the characteristics of the target population.

The sampling method used for this research is a fixed process. We used the online survey method to conduct the survey. Google form online platform was used to distribute the questionnaire among the target group. The target group is university students.

2.2 Questionnaires design

The 'quantitative research' methodology was used for this study because students were the primary focus. The quantitative component of the study

effort involved using a questionnaire to gather the necessary data. A survey on students' opinions about the use of social media was undertaken

expressly to gather the primary and secondary data used in this study. To investigate the elements influencing students' happiness with using

social media, secondary data were employed. The factors from the secondary data are then employed by listing them in a questionnaire form that

will be used to obtain primary data from the respondents. There are 18 items in all in the questionnaire survey that was used for this study.

3 . Social Media Usage

The results of the survey show that all of the students admitted to using social media. This shows that in the digital age, social media has largely replaced other forms of connection and participation in these people's lives. The widespread use of social media among students is a testament to its acceptance and influence on daily life.

Given that every student uses social media, it is likely that these sites operate as a shared platform for students to connect, communicate, and engage with one another. It gives individuals the chance to interact with numerous online communities and networks as well as opportunities to stay in touch with friends, family, and acquaintances.

Furthermore, the widespread use of social media among students implies that it has a big impact on their leisure and amusement activities. It gives kids access to a variety of material, such as games, music, films, and other forms of entertainment, enabling them to unwind, have fun, and pursue their hobbies.

Even while social media use among students is prevalent, individual tastes and experiences may differ. Some students might use social media simply for making personal connections and having fun, while others might use it to further their education, advance their careers, or achieve other particular goals.

Overall, the data shows that social media has permeated students' lives and has a significant impact on the way they communicate, get information, pass the time, amuse themselves, and interact with others in both personal and professional settings.

4. Social Media Content Preferences

- **Educational:**
Materials and resources created to offer audience members knowledge, information, and learning opportunities are referred to as educational content. It might consist of tutorials, tutorial videos, online classes, documentaries, and educational websites. Students who interact with educational content on social media probably want to learn more, obtain new perspectives on particular topics, improve their skills, or complete any gaps in their official education. This kind of information can be helpful for learning, developing oneself, and growing personally.
- **Gaming Content:**
Videos and streams about video games, gaming culture, and gameplay experiences are included in the category of gaming content. Various gaming genres, platforms, and games are covered in live broadcasts, playthroughs, reviews, lessons, and conversations. Students that engage with gaming-related content on social media are probably avid gamers who enjoy watching others play, following gaming trends, picking up tips, or just looking for entertainment and interaction with other gamers.
- **Fashion:**
Fashion content focuses on issues such as attire, taste, trends, and apparel. Fashion shows, outfit ideas, style advice, hauls, product reviews, and discussions on recent fashion industry news are all included. Students who follow fashion-related content on social media may be interested in fashion as a form of self-expression, personal style, or simply wanting to stay current on the latest trends.
- **Art:**
Visual arts such as painting, drawing, sculpture, photography, and digital art are all included in the definition of art. It might consist of exhibitions, talks on art, time-lapse videos, tutorials, and artist showcases. Students who interact with art-related content on social media may be interested in artistic expression, looking for ideas for their own creative projects, or just enjoying discovering and experiencing various types of art.

- **Music:**
The term "music content" refers to a broad range of musical styles, performers, events, music videos, interviews, and debates about music. Students who consume music-related content on social media are probably music fans who take pleasure in learning about new musicians, listening to music, viewing music videos, and keeping up with trends and industry news.
- **News:**
Information and updates on current affairs, politics, the global economy, and other such subjects are included in news material. It consists of news reports, analysis, opinion pieces, and news stories. Students who read news articles on social media can be interested in remaining current on regional and international problems, political changes, and other important events taking place across the world.
- **Health:**
Health-related content emphasizes topics such as fitness, diet, self-care, and general health-related issues. It features workout plans, wholesome foods, wellness advice, mindfulness exercises, and mental health conversations. Students who interact with health-related content on social media may be interested in leading a healthy lifestyle, finding exercise motivation, discovering self-care techniques, or investigating methods to enhance their general well-being.
- **Films & TV Programmes:**
Movie trailers, reviews, discussions, behind-the-scenes footage, and suggestions for movies and TV series from all genres are all included in the content of films and TV programs. Students who watch movies and TV shows on social media may be interested in cinema and television, love discussing and analyzing various films and TV episodes, or they may just be looking for fun and suggestions for what to watch.

5. REASONS FOR USING SOCIAL MEDIA:

For entertainment:

Social media platforms offer a wealth of amusing stuff to students, including videos, memes, games, and interesting postings. It gives a means of decompressing and taking a break from the demands of school, serving as a source of entertainment and relaxation. In order to reduce stress and promote enjoyment, students can find comedy, creative outlets, and interesting content that relates to their interests.

To Make Friends:

Social media gives students a way to widen their social networks and get in touch with people who have interests similar to their own. It gives you the chance to interact with peers from various areas and backgrounds, meet new people, and join online groups. Students can develop new friendships, learn about various viewpoints, and develop a feeling of belonging in virtual places by connecting with like-minded people.

For Education:

Students can access helpful learning resources, participate in debates, and work together on projects by using social media platforms as teaching tools. Traditional teaching methods can be supplemented with instructional content from sources like educational channels, internet courses, and informative postings. The educational experience of students is improved by the platforms provided by social media for connecting with teachers, posing queries, and seeking advice outside of the classroom.

For Online Shopping:

Students now frequently use social media as a platform to research and participate in online shopping. It provides a practical way to read peer reviews, receive discounts, and learn about new products. By following their favorite brands, students can keep up with new product releases and make wise purchases. A seamless purchasing experience is frequently offered by social networking platforms, allowing students to make purchases immediately from the app or website.

Staying in Touch with Family and Friends:

Social media helps people who live far apart stay in touch. This enables students to do so. Through texting, video calls, and group conversations, it enables in-the-moment contact and offers a platform for sharing updates, pictures, and experiences. Students can retain deep connections, get emotional support, and stay in touch with loved ones virtually using social media platforms, especially while they are geographically separated.

In Order to stay current with news:

For students to keep up with current events and news, social media platforms have become important resources. They offer up-to-the-minute information, breaking news, and various

viewpoints on a variety of subjects. To stay up to date on national and international happenings, students can follow news organizations, journalists, and specialists in their fields of interest. Social media gives students the opportunity to participate in debates, share news stories, and deepen their grasp of the world, encouraging a knowledgeable and proactive mindset.

6. Social Media Platform Preferences

YouTube:

- A large number of participants mentioned using YouTube, demonstrating how widely used it is as a medium for watching video material. Users get access to a wide variety of videos, including tutorials, music videos, fun videos, and instructive material.

Facebook:

- A sizable portion of participants indicated using Facebook, demonstrating the social networking site's ongoing usefulness. Users can connect with friends on Facebook, share updates, join groups, and interact with a variety of material types, including images, videos, and articles.

LinkedIn:

- A few participants mentioned using LinkedIn, showing that its popularity is mostly among those who want to network professionally and further their careers. Users can promote their professional accomplishments on LinkedIn, interact with peers and business leaders, and look for career possibilities.

Telegram:

- The popularity of Telegram as a messaging tool renowned for its privacy features and group communication capabilities was demonstrated by the fact that it was referenced by a number of participants. Users of Telegram can send messages, hold voice and video calls, send files, join channels, and participate in groups of interest.

Messenger:

- Participants mentioned utilizing Messenger, a chat service linked to Facebook. Users of Messenger can send and receive messages, hold phone and video conversations, and share media files with friends and acquaintances.

Viber:

- Some people highlighted Viber as a social networking tool. Viber allows users to communicate with friends and family by providing texting, audio and video chatting, and other capabilities similar to those found in other messaging apps.

TikTok:

- A number of participants mentioned utilizing this well-known video-sharing website, which is well-known for its brief films. Users of TikTok may make and share funny videos with a variety of audio and visual effects.

Instagram:

- Participants identified Instagram as a medium for sharing images, videos, and stories. In order to interact with others and explore visual content, it offers users a variety of filters, editing tools, and social features.

WhatsApp:

- Participants mentioned WhatsApp as a popular messaging app. Users may stay in touch with friends, family, and coworkers thanks to its messaging, phone, and video calling, and group chat features.

7. ADVANTAGES OF SOCIAL MEDIA:

Connectivity:

Social media platforms offer an unheard-of degree of connectedness, enabling people and organizations to get in touch with friends, family, coworkers, and clients throughout the world. It eliminates geographical obstacles and allows for quick communication, promoting connections and teamwork that were previously hindered by distance.

Education:

The way we learn and access educational resources has changed as a result of social media. Through online courses, webinars, instructional videos, and instructive articles, it provides a plethora of knowledge. Students and professionals can use social media to improve knowledge and skills by participating in discussions, accessing research materials, participating in discussions, and learning from industry experts.

Information and Updates:

Social media acts as an immediate news source, providing current information and updates on a variety of subjects. It enables users to keep up with current affairs, business trends, product introductions, and advancements in their areas of interest. Professionals are able to make prompt decisions and maintain an edge in their areas because to this immediate access to information.

Awareness:

The use of social media platforms to spread awareness of social, environmental, and humanitarian issues is effective. It gives people, groups, and causes a forum to tell their stories, advance awareness campaigns, and rally support. This enables professionals to participate in crucial discussions, back causes they care about, and have a beneficial influence both within and outside of their communities.

Share Anything with Others:

Social media makes it easy to distribute a wide range of things, including thoughts, beliefs, experiences, and artistic creations. Professionals can use this feature to highlight their accomplishments, initiatives, and expertise, promoting networking opportunities. Additionally, it enables the sharing of useful data, assets, and best practices with a larger audience.

Helps in Building Communities:

Social media platforms give professionals the ability to start and join communities that have similar interests, objectives, or professional affiliations. By encouraging cooperation, knowledge sharing, and mentoring, these communities enable people to connect with other like-minded professionals, get counsel, and share insights. Building communities on social media and participating in them can advance professional development and offer invaluable support networks.

Noble Cause:

Social media platforms provide a strong platform for supporting and promoting noble causes. Social media's extensive audience and ease of use can be used by individuals and organizations to spread awareness of critical social, environmental, and humanitarian concerns. They can

advocate for positive change by sharing tales, pictures, and films that highlight the difficulties communities confront. People may mobilize support, collect donations, and participate in fundraising activities using social media, having a real impact on worthy causes. A more compassionate and equitable world can be created by utilizing the combined power of social media users to promote good causes, start discussions, and motivate action.

Mental health:

Social media can help promote mental health by giving people a forum for candid conversations, lowering stigma, and linking them to helpful resources. Sharing experiences, difficulties, and victories allows people to build a sense of support among one another. Social media platforms provide places where people may connect with and interact with mental health specialists, groups, and communities. This enables them to obtain knowledge, ask for advice, and get emotional support. Social media can also provide inspiration, encouragement, and self-care advice, enhancing mental health. To ensure that social media continues to be a useful tool for supporting mental health, it is crucial for users to maintain a healthy balance and be aware of any negative impacts, such as comparison or cyberbullying.

8. DISADVANTAGES OF SOCIAL MEDIA:

Depression:

Excessive social media use has been associated with a higher risk of developing depression. Everybody else looks to be having better, more successful lives as a result of frequent exposure to well edited highlight reels of others' lives, which can lead to a warped perception of reality. This may result in low self-esteem, inadequacy sentiments, and self-comparison. Additionally, social isolation and fewer face-to-face interactions, which are essential for preserving good mental health, may result from social media's addictive nature. Professionals should use caution when using social media and take part in activities that foster real relationships, self-care, and a realistic outlook on life.

Anxiety:

Use of social media has been linked to higher levels of anxiety. Overwhelm and information overload can result from the constant barrage of information, notifications, and pressure to show oneself in a certain way. People who experience FOMO, or the fear of missing out on social events or chances, can feel this way more strongly on social networking platforms. Anxiety and a persistent desire for approval can be exacerbated by the worry that one will not be as successful, popular, or socially active as others. Professionals must be careful of how much time they spend on social media, set limits, and prioritize offline activities that encourage balance, self-care, and meaningful connections. Utilizing the assistance of mental health specialists can help you manage social media-related anxiety.

Lack of Productivity:

In the workplace, social media may be a significant source of distraction and lower productivity. Constant notifications, reading feeds, and participating in online discussions can cause us to lose focus on crucial work and deadlines. To guarantee that social media does not interfere with their ability to accomplish their jobs, it is essential for professionals to maintain a balance and establish boundaries.

Cyber-harassment:

Social media platforms are not immune to online bullying, trolling, or cyber-harassment. These unprofessional actions can hurt people both personally and professionally. These activities, which can have a harmful effect on mental health, reputation, and professional relationships, thrive in social media because of how simple it is to remain anonymous and how widely it is used.

Comparison to Others:

Social media frequently promotes comparison to others, which can result in low self-esteem and feelings of inadequacy. On social media, people frequently highlight their finest experiences and

accomplishments, giving the impression that everything is perfect. By focusing on perceived flaws rather than personal accomplishments, constant comparison to other people's ostensibly perfect lives can undermine self-confidence and obstruct professional development.

Lack of Sleep:

Social media's addictive nature can interfere with sleep cycles and negatively impact general wellbeing. Inability to get enough sleep can result in weariness, impaired cognitive function, and lower productivity. Late-night scrolling, notifications, and the need to stay connected can also make it difficult to get enough sleep. Professionals must establish boundaries with social media in order to maintain a healthy work-life balance.

Spending Money:

Social media sites frequently feature adverts and sponsored content that tempt users to buy things on the spur of the moment. Constantly being exposed to influencer marketing and targeted advertising might result in impulsive spending patterns, which could have an adverse effect on personal finances and take time and money away from professional objectives.

9. DATA ANALYSIS

The main and most crucial step in this research is to create the findings from the data collected. In this section, tables and graphs will be used to highlight the study's respondents' most important characteristics. The questionnaire survey's findings include as shown below,

Gender:

According to the survey results, 58% of respondents were women, making up the majority of the participants. In contrast, 42% of the survey respondents were male students.

These gender ratios imply that female students were slightly more represented in the survey. It's crucial to keep in mind that this distribution might be a result of the characteristics of the particular group questioned and may not accurately reflect the gender distribution of students as a whole.

Age:

The survey respondents' ages were spread out among several age groups as follows:

- **Ages 20–22:** With 58% of the respondents, this age range makes up the majority of participants. These people are probably young adults who are either attending college or starting off in their careers. They may actively participate in numerous online activities and are likely to have a significant online presence on social media platforms.
- **Ages under 18:** This age range included a tiny number of participants (1.2%), indicating that some respondents were under the legal drinking age. These people tend to be youngsters who may be using social media platforms for pleasure, education, and socializing. In order to secure their online experiences, it's crucial to make sure that the proper safeguards and regulations are in place.
- **Ages 22–24:** Around 34.6% of the participants were between the ages of 22 and 24. These people are probably recent college grads or young professionals with some experience in their respective areas. They are likely to be frequent users of social media

sites, using them for a variety of activities like networking, career advancement, and maintaining relationships with peers.

- Ages 18–20: Only 6.2% of the participants were between the ages of 18 and 20. These people are often making the transition from adolescent to early adulthood, and many of them are pursuing higher education or attending college. They probably utilize social media platforms frequently, using them for socializing, getting access to educational materials, and engaging with different kinds of content.

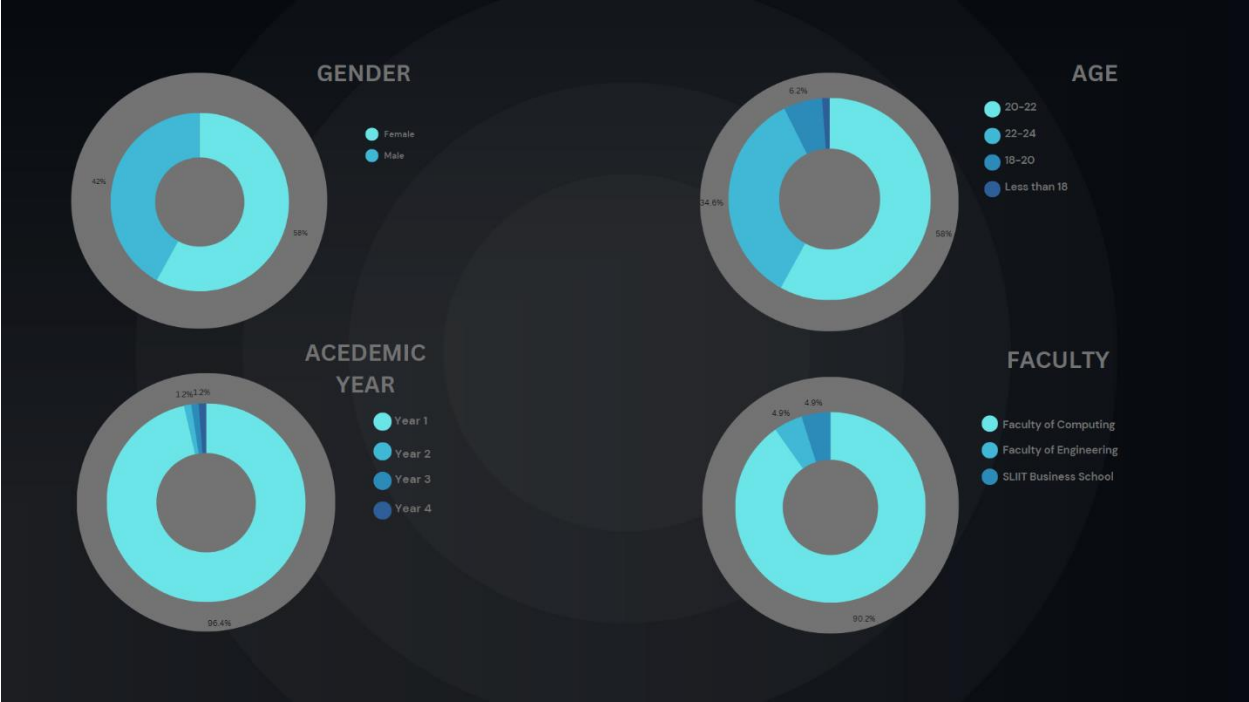
Faculty:

Participants in the survey were divided into the following faculties:

- Faculty of Computing: The vast majority of respondents (90.2%) were members of the faculty.
- Faculty of Engineering: The percentage of participants from the Faculty of Engineering was lower (4.9%).
- Faculty of Business: The Faculty of Business accounted for an additional 4.9% of respondents.

Academic Year:

- The majority of participants (96.4%) were in their first academic year, with smaller percentages in subsequent years (1.2% each for years 2, 3, and 4).

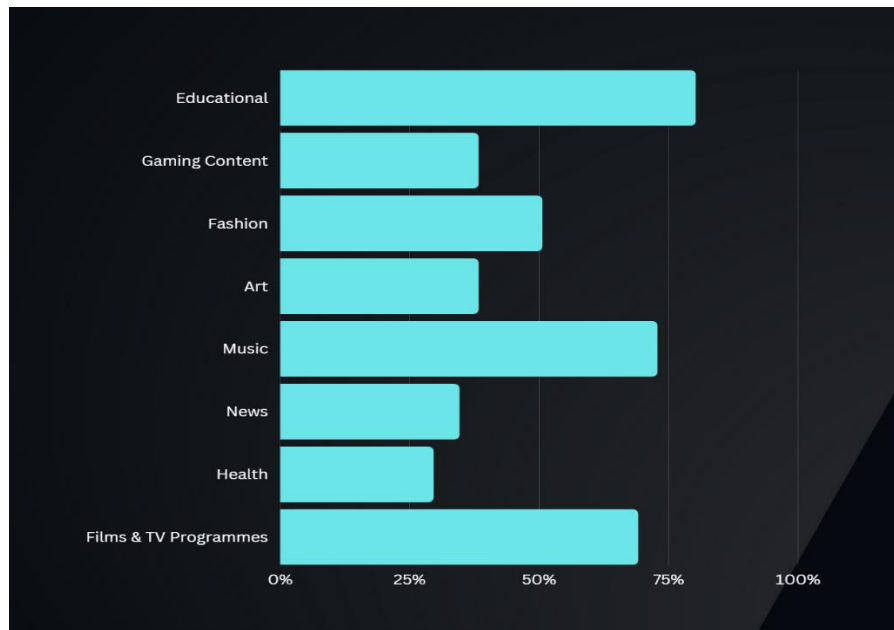


Content :

The findings from the survey show that there is a wide variety of content being used on social media sites. The descriptions for each category are as follows:

1. Educational (80.2%): A large portion of social media users interact with educational information. This suggests a keen interest in using social media platforms for the purpose of learning new things, developing new abilities, or getting access to educational resources.
2. Gaming Content (38.1%): A sizable percentage of social media users express interest in gaming content. This shows that social media platforms regularly see and draw a sizable audience to gaming-related posts, discussions, or updates.
3. Fashion (50.6%): A sizeable portion of users interact with content on fashion on social media. This suggests that prominent topics that grab users' attention on social media include fashion trends, styling advice, outfit ideas, or business advertising.
4. Art (38.3%): A sizable portion of social media users express interest in content relating to the arts. This suggests a thriving artistic community that is interested in a range of artistic mediums, such as paintings, illustrations, photography, and digital art.
5. Music (72.8%): The vast majority of users of social media are interested in content relating to music. As evidenced by music discovery, artist promotion, music videos, and discussions about musical genres and trends, music appears to play a large part in the online social sphere.
6. News (34.6%): A sizable amount of social media users utilize these sites to look for news updates and information. This suggests that social media can be used to keep up with current affairs, breaking news, and important news subjects.
7. Health (29.6%): A sizable portion of social media users express interest in content pertaining to their health. This shows that users look to social media platforms for advice, discussions, and information on wellness, exercise, nutrition, and general health.

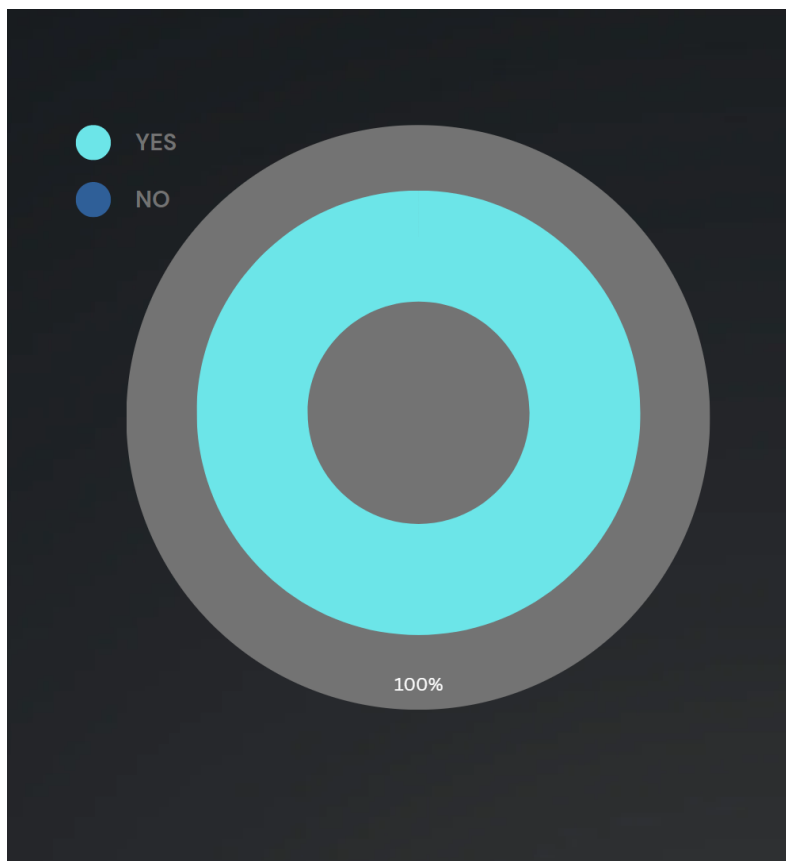
8. Films & TV- Programs: The majority of social media users interact with content linked to movies and TV shows (69.1%). This suggests a substantial interest in television shows, movies, trailers, celebrity news, and discussions of well-liked movies and series.



UTILIZATION:

The findings of the survey clearly show that all respondents utilize social media. This study emphasizes how popular and widely used social media platforms are among the people surveyed. This outcome can be described as follows:

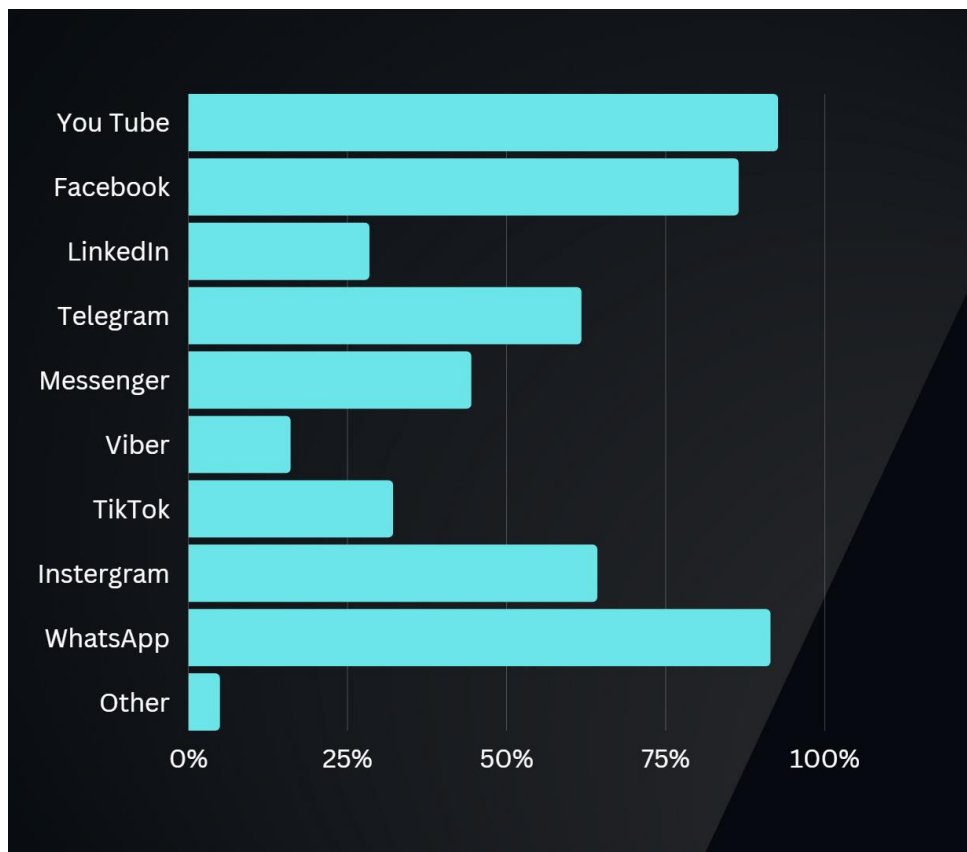
The survey results show that every study participant is a frequent user of social media sites. This astronomical number highlights how pervasive and well-liked social media is in the current digital environment. It illustrates how social media has a ubiquitous impact on how individuals connect, share information, and engage online. Social media is now almost universally used, indicating that it has ingrained itself into people's lives and become a major source of entertainment, communication, and information.



PLATFORMS:

1. YouTube (99.6%): According to the population surveyed, YouTube is the most widely used social networking platform. This incredibly high number shows that the majority of respondents use YouTube for a variety of activities, including watching videos, engaging with content creators, and subscribing to channels.
2. Facebook (86.4%): Another popular social media network is Facebook. Facebook continues to be a popular site for interacting with friends, sharing updates, and consuming a wide variety of content, with a sizable percentage of respondents utilizing it.
3. LinkedIn (28.4%): A significant percentage of respondents said they use LinkedIn. This shows that a specific subset of the population polled uses LinkedIn primarily for professional networking, job searching, and career-related activities.
4. The most popular messaging app among the respondents is Telegram (61.7%). This statistic shows that a sizeable user base, particularly because of its emphasis on privacy and security, uses Telegram for private messaging, group conversations, and content sharing.
5. Data shows that a sizable portion of respondents (44.4%) utilize Messenger, Facebook's dedicated messaging app. This demonstrates that linked Facebook users are using it extensively for private conversations, group chats, and multimedia sharing.
6. Viber (16%): Viber accounts for a lesser but still sizable share of the population questioned. This implies that Viber, which offers features like free audio and video calls, texting, and stickers, serves as an alternate messaging and calling software for a portion of respondents.
7. TikTok (32.1%): According to the population questioned, TikTok is widely used. This suggests that on this widely used platform noted for its entertainment value, a sizeable portion of respondents interact with short-form videos, original material, and trends.
8. Instagram (64.2%): A significant portion of respondents use Instagram. Instagram draws users who share pictures, videos, and stories and interact with content from friends, celebrities, and marketers because it is a visually appealing platform.

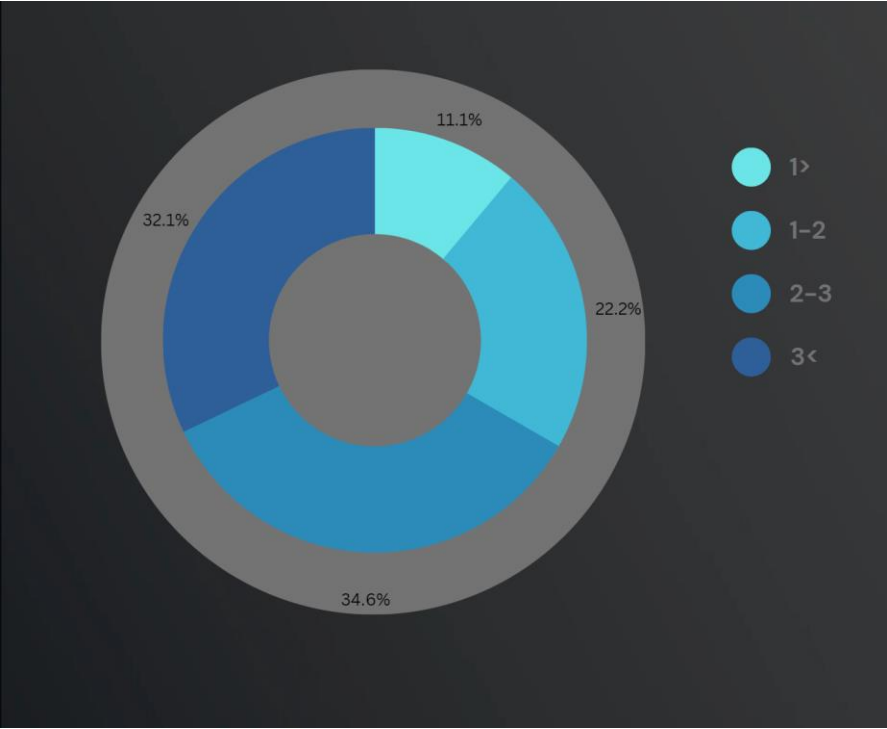
9. WhatsApp (91.4%): Among those questioned, WhatsApp stands out as the most popular messaging service. WhatsApp is a popular platform for voice conversations, group chats, and private messaging with a high percentage of users and is well-known for being user-friendly.
10. Other (4.9%): A tiny number of survey participants indicated using social media sites that weren't particularly covered in the survey. This suggests the existence of alternative channels that target specialized audiences or regional communities.



USAGE:

Following are descriptions of the respondents' social media usage based on the survey data:

1. More than an hour (11.1%): A small proportion of respondents said they used social media for longer than an hour. This identifies a subset of people who utilize social media for an extended period of time and may do so for a variety of reasons, including communication, entertainment, and content consumption.
2. One to three hours (34.6%): A sizable percentage of those polled said they spend one to three hours every day on social media. This indicates that a sizeable portion of users devote a respectable amount of time to social media, utilizing it for frequent conversations, keeping informed, and enjoying online content.
3. One to two hours (22.2%): A sizable portion of respondents reported using social media for one to two hours per day. This designates a category of people who use social media for targeted, yet relatively brief, activities, such as sending rapid updates, messaging, and perusing relevant material.
4. More than three hours (32.1%): A sizable portion of those polled claimed to spend more than three hours every day on social media. This suggests that a sizable user base spends a sizable amount of time engaging in social media activities, indicating a higher degree of engagement, content consumption, and maybe deeper connections within the online social sphere.



PURPOSE:

Here are the descriptions based on how students rated their motivations for using social media:

For Entertainment:

- Very useful (50): A sizable portion of students found social media to be extremely helpful for enjoyment. This implies that people value social media platforms as excellent providers of entertaining, enjoyable, and interesting material.
- Social networking was assessed as being just moderately useful for amusement by 26% of students. This suggests that, despite the fact that it might not be their main motivation for utilizing social media, people view it as offering some level of entertainment value.
- Slightly useful (4): Only a few students gave social media a rating of "slightly useful" for amusement reasons, indicating that they have little interest in using it for that purpose.
- Not at all useful (1): Only a small percentage of students said that social media was not at all useful for entertainment, proving that this is not a big motivator for them to utilize it.

To Make New Friends:

- Very Useful (32): Social media was assessed as being extremely helpful for meeting new acquaintances by a sizeable portion of students. This shows that they view social media as a useful tool for growing their social circle and forming new connections.
- An overwhelming majority of students (32) assessed social media as being just moderately helpful for meeting new acquaintances. This shows that, even if it might not be their main goal, they are aware of the potential of social media for creating new social relationships.
- 14 students gave social media a rating of "slightly useful" for finding new acquaintances, indicating a tepid enthusiasm in using it to widen their social circle.

- Not at all useful (3): A small percentage of students gave social media a rating of "not at all useful" for meeting new acquaintances, indicating that this is not their main motivation for using the platform.

To Find Jobs,:

- Very useful (28): A sizable portion of students found social networking to be very helpful when looking for a job. This implies that they value social media sites as important tools for connecting with professionals and discovering employment prospects.
- Moderately useful (36): A sizable portion of students regarded social media as being somewhat helpful for job searching. This suggests that even if it might not be their primary strategy, individuals view social media as a useful tool in their job hunt.
- Some students (15) gave social media the rating of "slightly useful" for job searching, reflecting a limited reliance on social media for work-related activities.
- Not at all useful (2): A small percentage of students gave social media the lowest possible rating, suggesting that they do not believe it to be a useful tool for job searching.

For Education:

- Very useful (45): A sizable portion of students found social networking to be extremely helpful for educational purposes. This shows that people view social networking sites as useful instruments for gaining access to educational materials, sources, and chances for online learning. This implies that students view social networking sites as useful resources for gaining access to educational information, tools, and online learning opportunities.
- Moderately useful (27): A sizable portion of students assessed social media as being moderately helpful for educational purposes. They may not be using social media as their main educational resource, but this shows that they are aware of its potential to promote their educational goals.

- Slightly useful (8): Some students gave social media a score of 8 out of 10, which indicates a tepid usage of social media for educational interactions or content.
- Very few students gave social media the rating of "not at all useful" for educational purposes, showing that they do not rely on it for their educational needs.

For shopping online:

- Very useful (33): A sizable portion of students said social networking was very helpful for doing their online shopping. This may indicate that people view social media sites as useful resources for finding things, finding deals, and making online purchases.
- Social networking was assessed as being moderately useful for online purchasing by a sizable portion of students (38%). This suggests that although social media may not be their preferred method of online buying, they view it as a practical platform for researching possibilities.
- Some students gave social media the rating of "slightly useful" (10), indicating that they only occasionally rely on it for their buying needs.
- Not at all useful (9): A significant portion of students assessed social networking as not at all beneficial for online shopping, indicating that they favor alternative platforms or techniques.

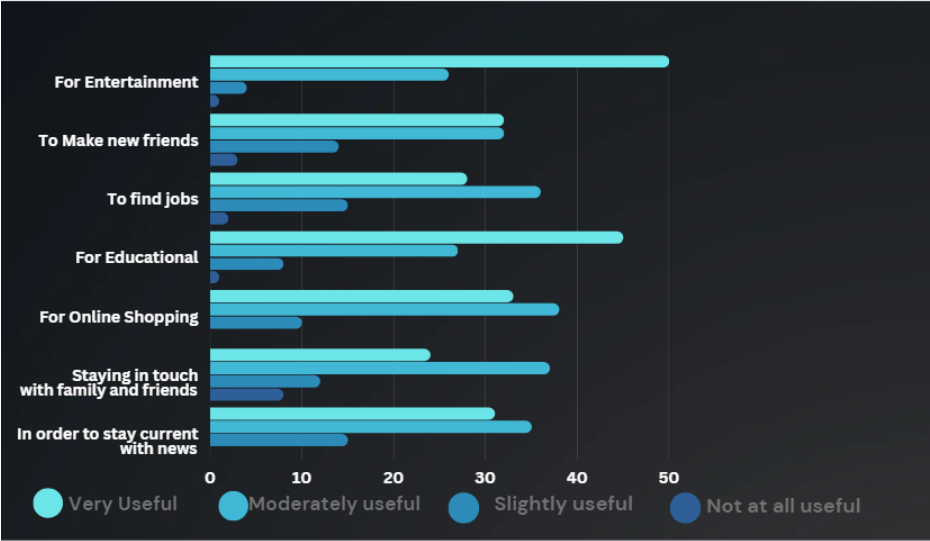
Staying in Touch with Family and Friends:

- Very helpful (24): A sizeable portion of students said that social media was very helpful for keeping in touch with friends and family. This implies that people value social media as a resource for keeping in touch and building relationships with their loved ones.

- Social media was assessed as moderately useful for keeping in touch with family and friends by a large proportion of students (37). This suggests that although it might not be their primary method of staying in touch, they view social media as a practical tool of communication.
- Twelve students gave social media a rating of "slightly useful" for keeping in touch with family and friends, indicating a modest reliance on the platform for family and friend communication.
- Not at all useful (8): A significant portion of students indicated that they rely on alternative methods to keep in touch with their family and friends and gave social media this rating.

In Order to Stay Current with News::

- Very helpful (31): A sizable portion of students said that social media was very helpful for keeping up with news. This shows that people view social media sites as important news and informational resources that help them keep up with current affairs.
- Moderately useful (35): Many students regarded social media as being of moderate value for keeping up with news. This shows that even if social media may not be their major news source, people are aware of its importance in the delivery of news.
- Some students (15) gave social media the rating of "slightly useful" for keeping up with news, indicating a minor reliance on social media for news updates.
- No students indicated that social media was not at all helpful for keeping up with news, indicating that they do find social media to be somewhat helpful for getting news.



PLATFORMS:

Following are summaries of various social media platforms based on student ratings:

Facebook:

- **Most Favorable (Rating: 10):** A sizable portion of students gave Facebook the highest rating, demonstrating their strong preference for this site for a variety of uses.
- **Mixed Reviews:** Facebook has received ratings ranging from 1 to 9 on a scale of 10. This shows that opinions regarding the platform among students are varied, with some having had mixed or unfavorable experiences.

Twitter:

- **Mixed Reviews:** Students gave Twitter a variety of scores, with no one rating predominating. This suggests that sentiments among students on the platform are divided, with some finding it more helpful or pleasant than others.

Instagram:

- **Positive feedback:** Students gave Instagram a generally positive grade, especially between 1 and 3. This indicates that a large number of students may find the platform interesting or useful for exchanging pictures and videos.
- **Mixed Reviews:** Although Instagram has a generally good trend, some students gave the app a worse rating, suggesting that people's experiences and opinions can vary.

Pinterest:

- **Mixed Reviews:** Students gave Pinterest a variety of ratings, suggesting a range of perspectives and experiences. Others regard the platform less favorably, while some students find it amusing or useful.

LinkedIn:

- Mixed Reviews: Students gave LinkedIn a variety of evaluations, suggesting different perspectives on its worth and usefulness for professional networking and career-related tasks.

YouTube:

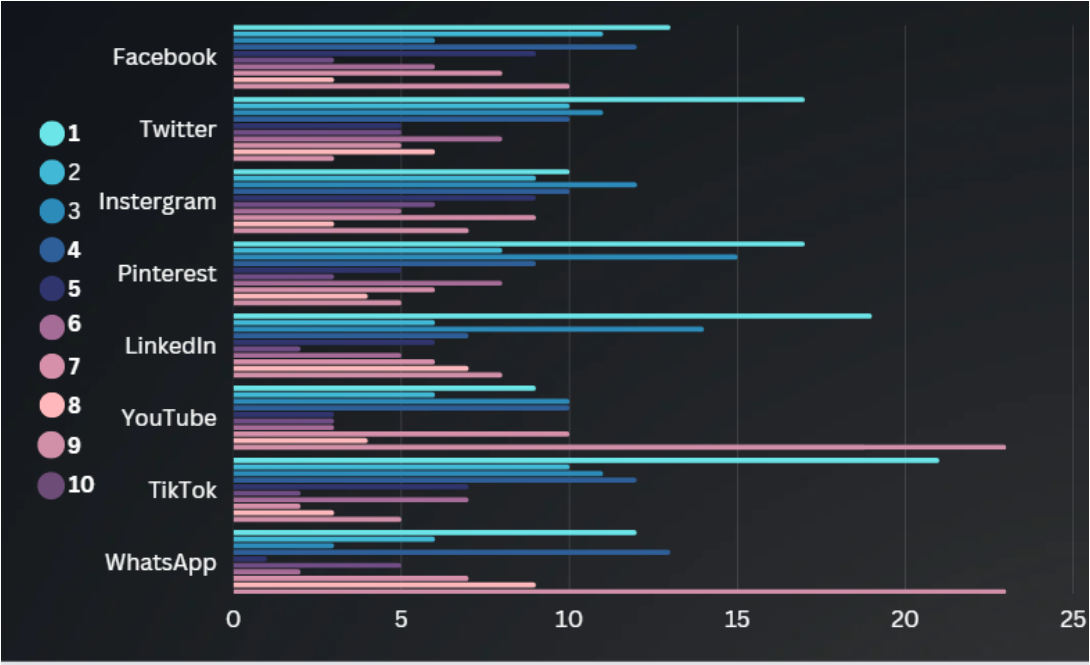
- Positive comments: Students gave Youtube a generally positive rating, especially between 7 and 10. This shows that a lot of students love using the platform to view videos and interact with content producers.
- Mixed Reviews: Although YouTube has a generally positive trend, some students gave it lower ratings, showing that they had different experiences and viewpoints.

TikTok:

- TikTok earned a variety of evaluations from students, indicating different perspectives on the app's entertainment value and substance. While some students may find it to be very interesting, others might not share the same level of zeal.

WhatsApp:

- Mixed Reviews: Students gave WhatsApp a variety of ratings, demonstrating their diverse viewpoints and experiences with the app's utility for messaging and communication.



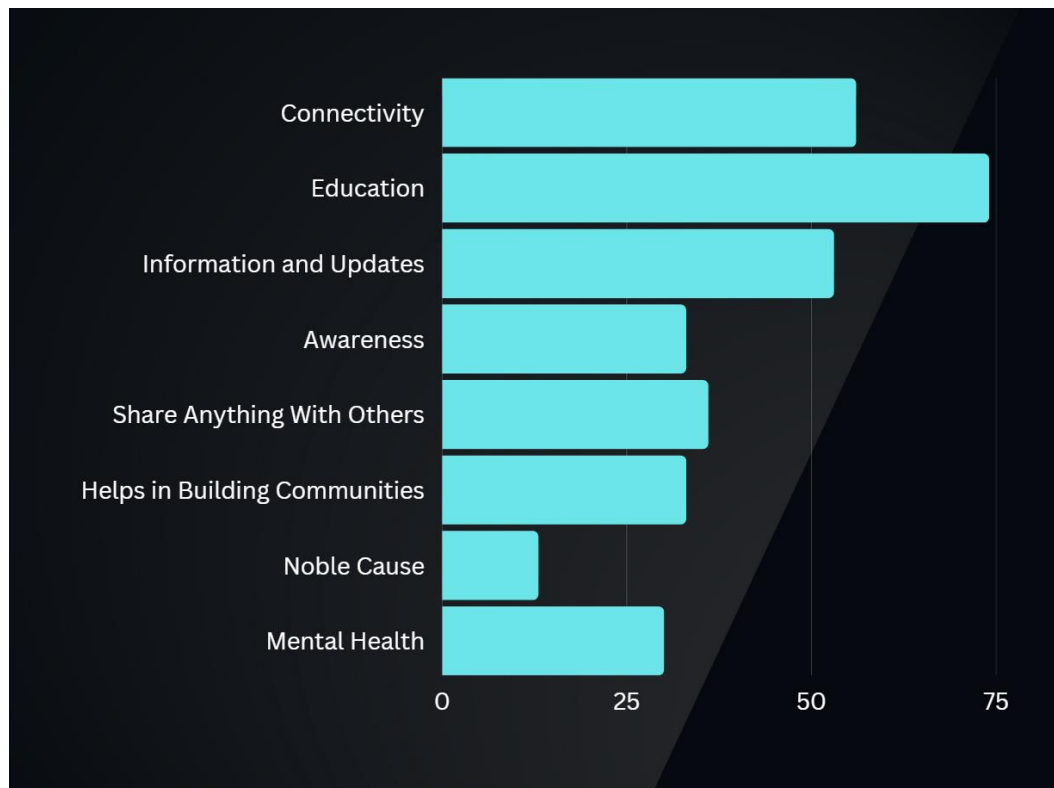
ADVANTAGES:

The following descriptions are based on the benefits of social media that were identified in the survey data:

- **Connectivity (56%):** A sizable portion of those polled cited connectivity as a benefit of social media. This shows that social media platforms make it simple and quick to communicate, enabling users to connect and remain in touch with friends, family, coworkers, and a wider network of people, regardless of distance.
- **Education (74%):** The majority of respondents acknowledged the value of social media in the classroom. This shows that social media platforms are useful tools for connecting users to educational groups, online courses, tutorials, and educational information, enhancing their knowledge and abilities across a range of subjects.
- **Information and Updates (53%).** Many respondents indicated that social media is a source of information and updates. This suggests that social media sites play a vital role in disseminating news, current affairs, trends, and updates from a variety of industries, assisting users in staying informed and connected to their surroundings.
- **Awareness (33%):** Some respondents cited the power of social media to increase awareness as a benefit. This shows that social media platforms are used to support campaigns, charities, and significant issues, enabling users to amplify messages, raise awareness, and mobilize support for a range of social causes.
- **Share Anything With Others (36%):** Some respondents brought up the benefit of social media for spreading different kinds of content. This implies that social media platforms allow users to share personal information with their social networks, including thoughts, images, videos, and creative works, encouraging self-expression and the discussion of ideas.
- **Social media Contributes to Community Building (33%):** Some respondents acknowledged social media's contribution to community building. This suggests that social media platforms offer areas for people with similar interests to interact, create

communities, exchange experiences, and engage in debates, generating a sense of community and support.

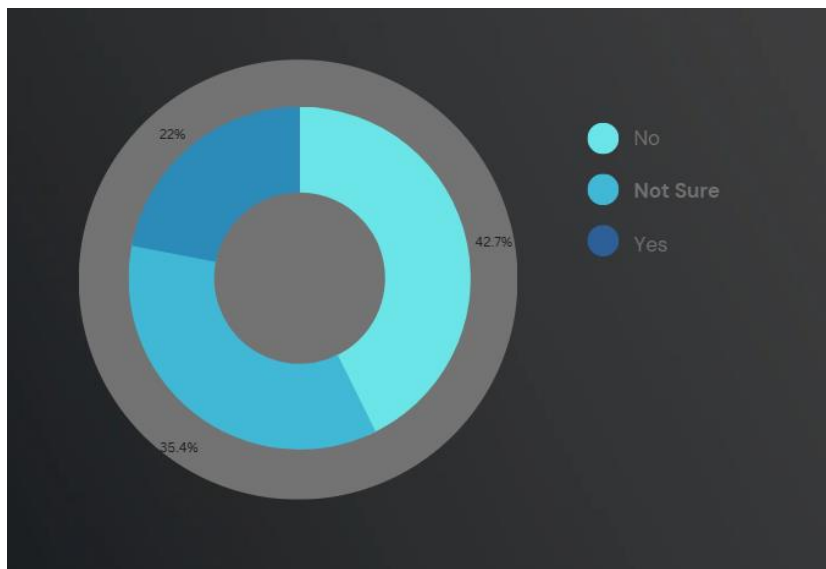
- Noble Cause (13%): A lesser proportion of respondents noted social media's benefit in supporting noble causes. This implies that philanthropic, humanitarian, and charity endeavors use social media channels to mobilize support, generate money, and increase awareness.
- Mental Health (30%): Some respondents agreed that social media has a good influence on mental health. This suggests that social media platforms can help people feel connected, supported, and a part of a community, especially during trying times. They can also be used to provide resources, encourage mental health, and promote well-being.



ADDICTION:

Following are analyses of the responses to the question regarding social media addiction:

- **Not Addicted (42.7% of Respondents):** A sizable portion of respondents claimed they are not social media addicts. This shows that they have a positive and constructive connection with social media, since they can use it without becoming overly dependent on it or suffering detrimental effects on their daily life.
- **Not Sure (35.4%):** A sizable percentage of respondents weren't sure how addicted they were to social media. This suggests a lack of self-awareness or clarity on their relationship with social media, which may point to the need for more introspection or analysis of their usage patterns and the effects they have on their wellbeing.
- **(22%):** A sizable portion of respondents admitted to having a social media addiction. This implies that individuals have an intense need for social media platforms, which may have an effect on their daily activities, productivity, mental health, and general well-being.

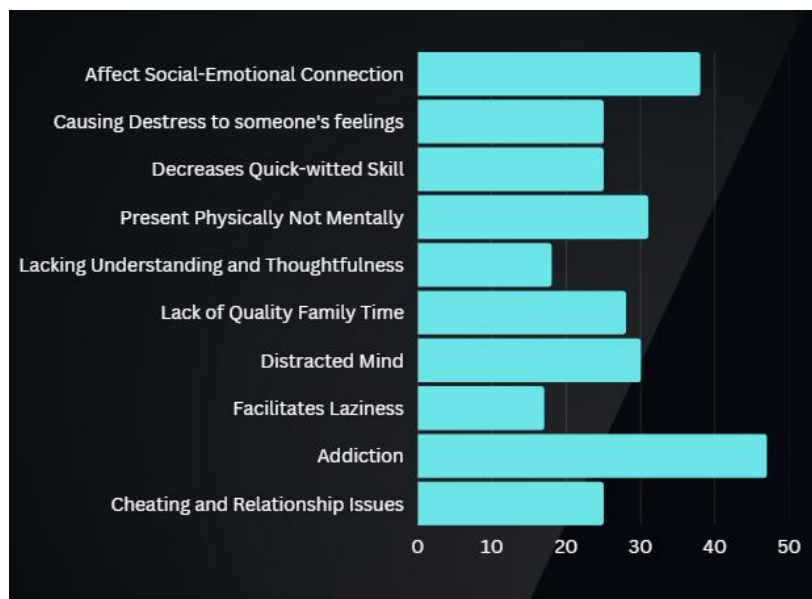


DRAWBACKS:

Here are the descriptions for each social media drawback based on the quantity of options given:

1. A considerable proportion of respondents (38) said that social media had a detrimental impact on social-emotional bonds. This shows that overusing or becoming dependent on social media may make it difficult to have real, in-person conversations, which could result in a feeling of emotional distance and decreased intimacy.
2. Causes of Distress to Someone's Emotions (25): A significant proportion of respondents voiced concerns about social media's potential to cause emotional distress in people. This suggests that interactions that take place online, including cyberbullying or unfavorable remarks, may be harmful to people's emotional and mental health.
3. Reduces Quick-witted Skills (25): According to some responders, social media use can have a detrimental impact on quick-witted skills. This suggests that an overreliance on social media for communication and information intake may impair critical thinking, spontaneity, and mental agility.
4. Present Physically But Not Mentally (31): Many survey participants agreed that social media can cause people to be physically present but mentally absent. This implies that overusing social media might divert attention, which decreases focus and participation in situations or discussions that occur in the real world.
5. Lack of comprehension and Thoughtfulness (18): A few respondents brought up the possibility that social media might be part of the problem with communication that lacks both comprehension and thought. This shows that the rapid nature of online contacts, along with the lack of nonverbal clues, may cause misunderstandings, erroneous interpretations, and less deliberate exchanges.
6. Lack of High-Quality Family Time (28): Many respondents were concerned about how social media was affecting the level of family time. This suggests that excessive usage of social media may draw focus away from important family connections, possibly resulting in less communication and bonding.

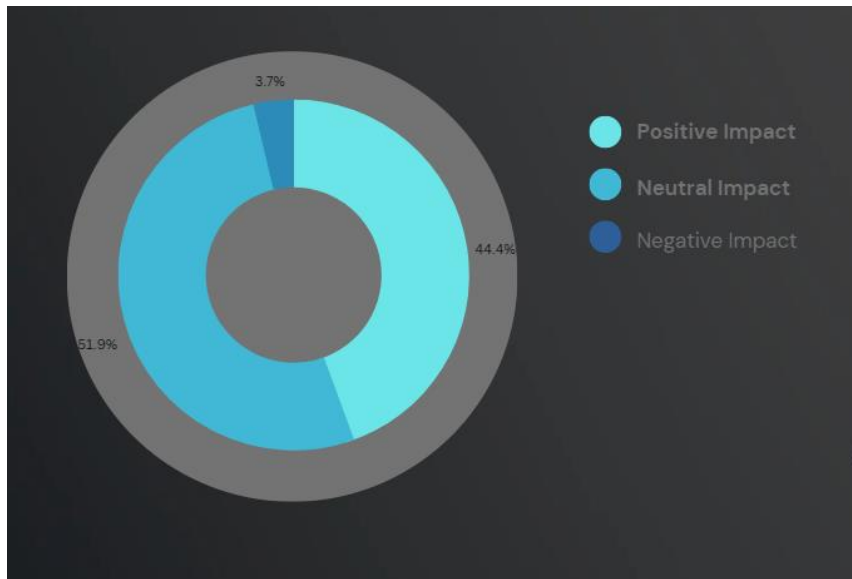
7. A sizable portion of respondents (30) cited social media as a cause of distraction from Distracted Mind. This shows that regular notifications, scrolling, and the temptation to check social media sites can interfere with one's capacity to work efficiently and concentrate.
8. Facilitates lethargy (17): According to some respondents, social networking might encourage procrastination or a feeling of lethargy. This suggests that excessive social media use can serve as a diversion from obligations, interests, or productive activities, which can lower motivation and engagement.
9. Addiction (47): A significant portion of respondents voiced concerns about social media addiction. This implies that some people can experience a compulsive want to constantly check and interact on social media, which might have an effect on their daily activities, interpersonal connections, and general well-being.
10. Cheating and Relationship Problems (25 responses): A sizable portion of respondents cited social media as a factor in cheating and relationship problems. This shows that the convenience of communicating with people online, along with privacy worries, may be a risk factor for adultery or other issues with trust in partnerships.



IMPACT:

Here are the details, based on survey data about how social media affects respondents' lives:

1. **Neutral Impact (51.9%):** Most survey participants said social media had no effect on their life. This shows that individuals do not regard social media as being particularly beneficial or detrimental, but rather as having a relatively balanced influence or not having a substantial impact on their everyday lives or overall well-being.
2. **Positive Impact (44.4%):** A sizable portion of respondents stated that social media had a positive influence on their life. This shows that people value social media as a resource for maintaining relationships, getting knowledge, becoming inspired, creating communities, and improving their overall social and digital interactions.
3. **Negative Impact (3.7%):** A small proportion of respondents said social media had a bad effect on their life. This shows that people believe social media has bad consequences, such as causing stress, comparison, addiction, or other undesirable results that might have an influence on their relationships or well-being.



DISADVANTAGES:

Depression:

- Never (38): A sizable portion of respondents said they've never developed depression as a result of using social media. This indicates that social media may not have a significant effect on their depression symptoms.
- (20): A sizable portion of respondents stated that using social media occasionally causes them to experience despair. This suggests that while social media may occasionally have a little impact on their depression, it does so infrequently.
- Sometimes (20): A sizable proportion of respondents claimed to occasionally experience depression as a result of social media use. This shows that, on occasion, social media may exacerbate depressive symptoms.
- Very often (3): A tiny proportion of respondents claimed that their frequent use of social media contributed to their depression. This suggests that social media significantly worsens their melancholy state.

Anxiety:

- Never (30): A sizable portion of respondents stated that they have never felt anxious as a result of using social media. This suggests that social media has little effect on how anxious they are.
- Rarely (25): A sizable portion of respondents stated that using social media occasionally causes them to feel anxious. This indicates that while social media may occasionally contribute to anxious feelings, it is not a significant issue for the majority of responders.
- Social media can have a notable impact on people's anxiety levels on occasion, according to some respondents (24) who said they occasionally experience anxiety as a result of using social media.

- Very often (2): A tiny percentage of respondents stated that their use of social media caused them to feel anxious quite frequently. This suggests that social media significantly lowers their feelings of anxiety.

Lack of productivity

- Never (22): A sizable portion of those polled stated that using social media never interferes with their work. This implies that they have the ability to successfully manage their time and stay away from social media distractions.
- Rarely (26): A sizable portion of those surveyed stated that occasionally using social media caused them to be less productive. This suggests that while social media might occasionally have an impact on their productivity, it is not a major problem for them.
- Sometimes (28): Some respondents claimed that using social media occasionally caused them to be less productive. This implies that social media may occasionally serve as a diversion that interferes with their capacity for productivity.
- Very often (5): A tiny proportion of respondents claimed that their use of social media frequently caused them to be less productive. This suggests that social media regularly reduces their productivity in a major way.

Cyber-harassment:

- Never (29): A sizable portion of respondents said they have never been the target of cyber-harassment on social media. This implies that they have not had any similarly unpleasant internet interactions.
- Rarely (22): A sizable portion of respondents stated that occasionally using social media led to cyber-harassment. This shows that they don't experience cyber-harassment very often.

- Sometimes (24): Some survey participants claimed they occasionally face cyber-harassment on social media, indicating that they have had such unpleasant encounters on occasion.
- Very often (6): A tiny proportion of respondents said they were frequently the target of cyber-harassment as a result of using social media. This suggests that individuals experience cyber-harassment on a regular basis in their online activities.

Comparison to others:

- Never (25): A sizable portion of respondents said they never use social media to compare themselves to others. This suggests that they are able to have a balanced viewpoint and refrain from making unwarranted comparisons.
- Rarely (26): A sizable portion of respondents said they rarely use social media to compare oneself to others. This implies that they are aware of the possible drawbacks of comparison and only use it sometimes.
- Sometimes (26): Some respondents admitted to occasionally using social media to compare oneself to others, showing that they are not immune to the comparison trap but are aware of its effects.
- Very often (4): A tiny percentage of respondents stated that they frequently compare themselves to others on social media. This suggests that people regularly compare themselves to others, which can harm their self-esteem and general wellbeing.

Lack of Sleep:

- Never (21): A sizable portion of respondents said their use of social media had never interfered with their ability to fall asleep. This may indicate that they are able to control their social media use so that it doesn't interfere with their ability to sleep.

- Rarely (19): A significant proportion of respondents stated that using social media on occasion causes them to sleep less. This shows that social media has no effect on their sleeping habits.
- Sometimes (32): A sizable portion of respondents said that occasionally, using social media caused them to lose sleep. This shows that occasionally, social media may disrupt their sleep patterns.
- Very often (9): Some respondents claimed that their use of social media caused them to lose sleep rather frequently. This suggests that social media regularly causes them to have major sleep disruptions.

Spending Cash

- Never (21): A sizable portion of respondents stated that their use of social media has never resulted in them making a purchase. This shows that they possess the self-control necessary to refrain from impulsive purchases driven by social media.
- Rarely (21): A sizable proportion of respondents said they rarely spent money as a result of using social media. This shows that social media has no effect on their purchasing behavior.
- When making purchases (35): Some respondents said they occasionally spent money as a result of using social media, showing that social media can occasionally affect their purchasing decisions.
- Very often (4): A tiny proportion of respondents said they frequently spent money as a result of using social media. This suggests that individuals regularly make impulsive purchases or are significantly affected by social media marketing and promotions.



10. CONCLUTION:

In conclusion, the survey information gathered on the use of social media offers insightful information on the participants' viewpoints and preferences. Given that a sizable majority of respondents use social media platforms, it is clear that social media has a big impact on their life. The research provides information on a number of social media usage-related topics, such as the diversity of content viewed, preferred platforms, time spent, perceived benefits and drawbacks, and effects on users' life.

The research shows that social media is used widely and for a variety of reasons. For a sizable portion of responders, it provides amusement, education, information, and updates. Social media sites are also helpful for maintaining relationships with loved ones, meeting new people, and even discovering employment prospects. Additionally, social media makes it easy to shop online and provides a platform for following news.

Even though social media has many advantages, it's crucial to be aware of any potential disadvantages as well. Some respondents noted detrimental effects, including disruption of social-emotional connections, distress, loss of quick wit, and facilitation of lethargy. These results emphasize the necessity for people to balance their social media use in order to prevent any potential detrimental effects.

The study also revealed a variety of viewpoints on social media addiction. While a sizeable percentage of respondents claimed not to be addicted, a sizeable percentage indicated confusion, and a sizeable percentage admitted to being addicted. This highlights the need of encouraging positive social media usage behaviors and self-awareness.

Overall, the results of the survey show how social media has many facets and has a big impact on several areas of respondents' lives. The information identifies the benefits—such as connectivity, education, information, and social connections—while also pointing out the potential drawbacks, like detrimental effects on mental health and family time. The information gained from this survey's insights is useful for understanding how respondents use social media and how they perceive it, highlighting the importance of using these platforms responsibly and thoughtfully.