A Survey Report

on

Social Media Usage and its Impact on Students

Bachelor of Technology
(Computer Science and Engineering)

by

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Chapter 1

Introduction

The "Social Media Usage and its Impact on Students" survey report is a comprehensive report that attempts to document the varied responses of students of various colleges of their social media usage everyday. This report also tries to get the analysis of how the social media is affecting the students of different age groups.

1.1 Motivation

Social Media is nowadays a trend among the youth. The rising popularity of social media applications like Facebook, Twitter, YouTube, WhatsApp and many more are having a great impact on the mindset and the daily habits of an individual from each age group.

The usage of these applications differ among students of different age, different communities, different semesters etc. It is very necessary that we keep an eye on how the social media is affecting our social lives and hence try to manage our lives accordingly.

The data collected is used to understand how the B.Tech students are using the social media. Dividing the usage statistics in mainly two group i.e. Education and Entertainment, the report aims to find the dominant factor for which the students are using these applications. This survey report's outcome will be an invaluable tool for creating awareness and providing proper guidance to students in managing their social media usage habits.

1.2 Objective

The objective of this report is to gather diverse responses from the B.Tech students for the following -

- Determine the usage of different applications

- Find if the student find themselves addicted to social media or not.

- Usage among student of different years

- Determine whether the usage is dominant for Entertainment or Education

Chapter 2

Outline

The "Social Media Usage and its Impact on Students" survey provides an accurate understanding of the social media usage trend of B.Tech student from every year belonging to different college and regions. This report also offers a snapshot of variation of usage among the students of each year.

Following are criteria that we have considered for our survey:

1. Age

2. Gender

3. Year of studying

4. Usage among different applications

5. Entertainment vs Education

6. Purpose of using social media

2.1 Parameters

Choosing a right career option after B.tech depends on variety of parameters. We have compiled nine parameters for this survey. Each one of the nine parameters play a direct or an indirect role in shaping the career interest of a B.Tech student.

The parameters are as follows:

1. **College :** This provides the data regarding current B.tech college of the students. It incorporates the following options: IIT, NIT, IIIT, Government College and any other private engineering college.

2. **B.tech Year:** This provides the data regarding current B.tech year of the student. It incorporates the following options: First, Second, Third and Fourth Year.

3. **Stream:**This provides the data regarding current B.tech stream of the student. It incorporates the following options: CSE, ECE, ME, EE, CE, IT, CE and many others.

4. **Gender :** This provides the data regarding gender of the student. It incorporates the following options: Male and Female.

5. **Average Time spend :** This provides the data regarding the average time spend on surfing different apps. It incorporates the following options-

   - less than 30 minutes
   - 30-60 minutes
   - 1-2 hours
   - 2+ hours

6. **Purpose of using :** This provides the data of how the application are being utilized. It incorporates the following options:

   - Keeping in touch with friends and family
   - Buying and Selling
   - To meet new friends
   - Education Purpose
   - Because of boredom

7. **No of Social Media Accounts :** This provides the data regarding the number of application to which the student is enrolled and uses regularly.

8. **Social Media Platform :** This provides the data regarding the use of different social media applications which helps to find the most used app among students. This incorporate the following options -

   - Facebook
   - YouTube
   - WhatsApp

- Instagram

- Snapchat

- Reddit

9. **Effect of Celebrity Endorsements :** This provides the view of whether the celebrity endorsements influence the user's decision in various contexts like shopping, movies etc.

2.2 Methodology

We have formed a single questionnaire for the survey which includes all the parameters discussed above. The survey is totally voluntarily based survey. We have done both online and offline survey. For online survey we have formed a Google form and circulated it through emails and then recorded their corresponding responses in the automatically generated Google sheets. For offline survey we went to nearby areas of MNIT like Gourav Towar and randomly picked students and asked them the questions and noted down their corresponding responses and then manually feed them in the Google sheets.

The colleges we have reached for online survey includes MNIT, IIIT, Private colleges of Jaipur as well as from other states to get the variety in the data. We have also normalized the data to get the correct results.

We have got a total of 188 responses in two weeks, out of which 50 were collected offline.

2.2.1 Data Presentation

We have presented the collected data in the form of graphs for pictorial representation and tables for non-pictorial representation.

We have used different graphs according to the suitability to show the different groups of the data. The stacked histograms are used for showing the distribution of usage according to a certain criteria among different age groups, gender etc.

We have used pie charts to show the distribution of our collected data according to the age, gender, college year and branch. We also used bar graphs to show the distribution among the discrete labels in the data.

The remaining report presents the data that we have collected and its detailed-analysis.

Chapter 3

Parameters

Technological advancement has impacted social media usage on various platforms like smartphone, tablets, etc. There are various factor that influence social media usage directly or indirectly among students.

Parameters included in our questionnaire are age of students, gender, college year and branch, number of times social media visited by students per day, purpose to use social media, number of social media accounts, different social media platform used by students, impact of social media usage on relationship and shopping habits.

The following section discusses why the certain parameter was selected.

3.1 Age

This is one of the important factor that directly influence the social media usage. It is known that young people tend to learn things quickly and social media is no exception. In order to find which age group of students are affected by social media largely, we have included age as a parameter.

3.2 Gender

Gender is included in questionnaire so that it can be useful while analysing the data we have collected. Also it will be helpful analysing which gender is mostly influenced by celebrities on social media and which gender is mostly affected their relationship because of social media.

3.3   College branch

Since we are performing survey on students we have considered college branch as parameter. we have used this parameter to find out which branch students mostly use social media and for what purpose.

3.4   College year

College year is also included in questionnaire. The reason to include college year is that as students become senior from junior their social media usage might be impacted by placement or future studies.

3.5   Number of times social media visited per day

It can be understood that number of times social media visited can reveal much about social media affect on an individual and their relationship with friends and family.

3.6   Purpose of social media usage

Some people use social media to connect with friends and family, some use social media because of boredom or for entertainment. On the other hand some use social media for marketing their product or educational purpose. As it can be seen that their are various usage of social media, hence to find which one is used mostly by students, we have included this as parameter.

3.7   Number of social media platform used

There are many social media platform with different usage like Instagram can be used for entertainment, whats-app can be used for connecting with friends and families, YouTube can be used for both entertainment and educational purpose. Hence to find relation between number of accounts and impact of social media, this feature is included.

3.8 Rating of social media platform according to usage

Some social media platform can be used for more than one purpose like Whats-app, YouTube and Facebook can be used for both entertainment and educational purpose. To find out which platform is mostly used for which purpose, ratings are included.

3.9 Influence of celebrities on social media

One key factor that may influence social media usage might be celebrities on social media. There are many celebrities on social media that promote various products, movies. To get up-to-date information about these celebrities many people follow them on social media, hence it affect their social media usage.

Chapter 4

Demographic Information

Demographics is defined as statistical data about the characteristics of a population. For any statistical analysis, uni-variate analysis is used.

Uni-variate analysis is the simplest form of analyzing data. Uni means one, so in other words it explores each variable in a data set, separately. It doesn't deal with causes or relationships (unlike regression) and its major purpose is to describe each variable on its own. It looks at the range of values, as well as the central tendency of the values. Bar graphs are used for frequency count.

4.1   College

Data was collected from several colleges of different states (Rajasthan, Maharashtra, Punjab, Uttar Pradesh).

4.2   Year

Data was collected from all years of engineering: 1st, 2nd, 3rd and 4th. As shown in figure 4.2

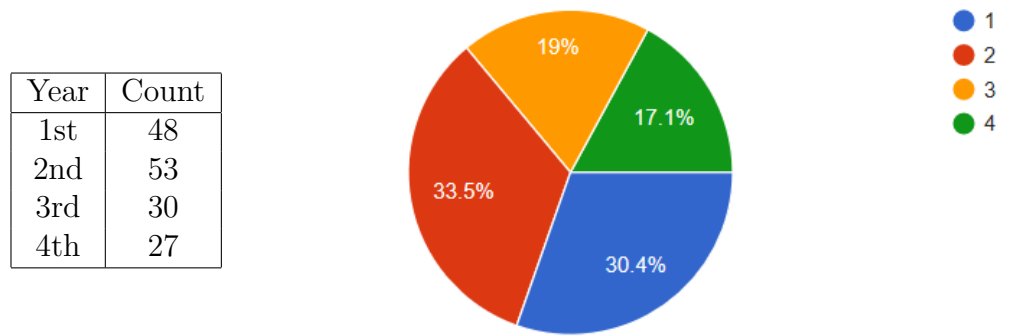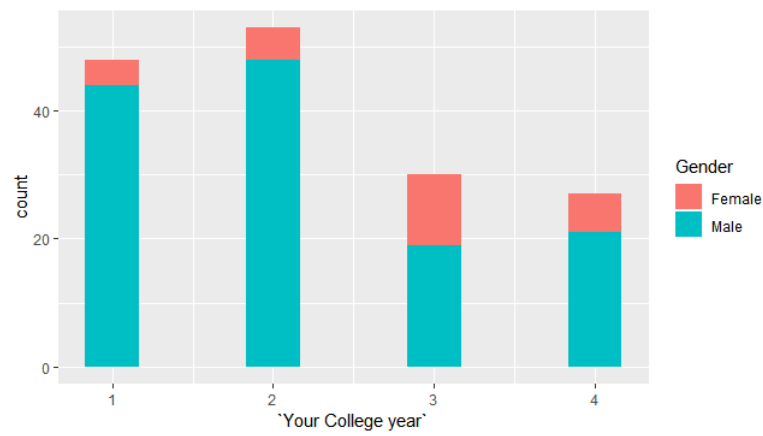| Year	Count
1st	48
2nd	53
3rd	30
4th	27

Figure 4.1: College year

Figure 4.2: College year & Gender

4.3   Branch

All branches from B.Tech was considered during the survey. The distribution of the
same is given in figure 4.3

branch	count
CSE	112
ECE	33
MECH	4
CIVIL	4
ARCH	2
CHEM	1
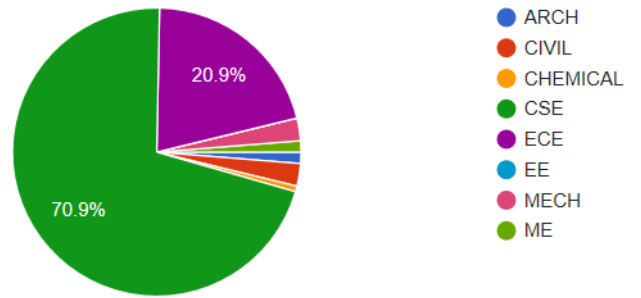
Figure 4.3: Branches

4.4 Gender

Gender distribution for the collected data is shown in the given figure 4.4
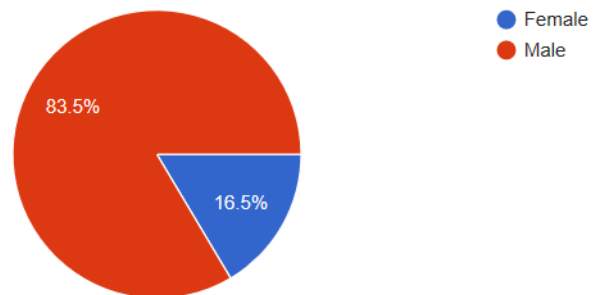
Gender	Count
Male	132
Female	26

Figure 4.4: Gender

Chapter 5

Analysis

5.1 Time spend on social media

Average time spend on social media is directly related to social media usage and its consequences. From given graph 5.1 it can be seen that about 85 percent students spend more than 30 minutes on social media which is huge number.
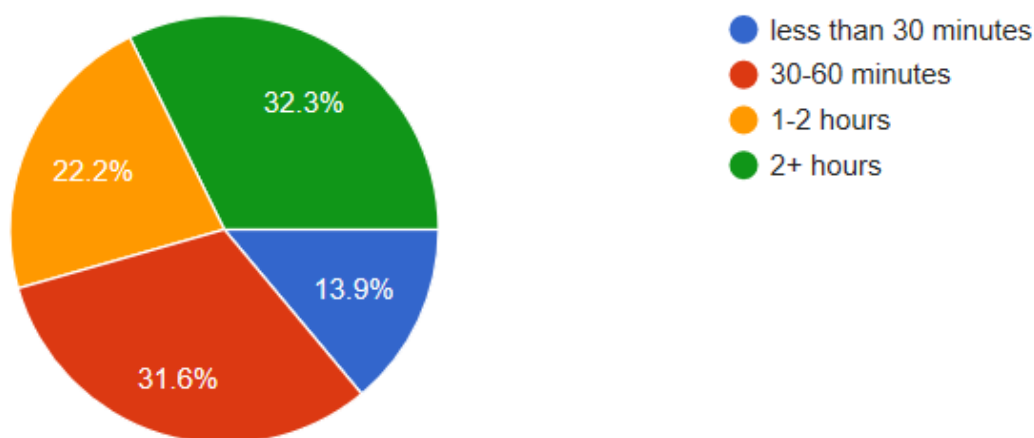

Figure 5.1: Average time spend on social media

Number of times social media used per day is also directly related to impact of social media. Various social media platform have various purpose like entertainment,education and many more. This also effect how frequently social media is used. The graph as shown in 5.2 , it can be seen that more than 90 percent student use social media 3 or more times per day.
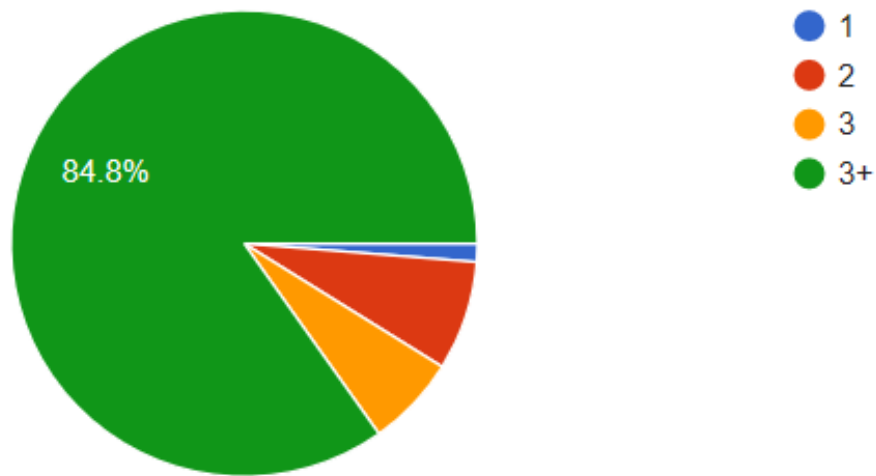
Figure 5.2: Number of times social media visited per day

5.1.1 Average time spend and Age

We have seen that how social media has affected many students from different colleges and branch. It is known that affect of social media is directly impacted by time spend on social media. To understand relation between average time spend and age we have plotted graph as shown 5.3
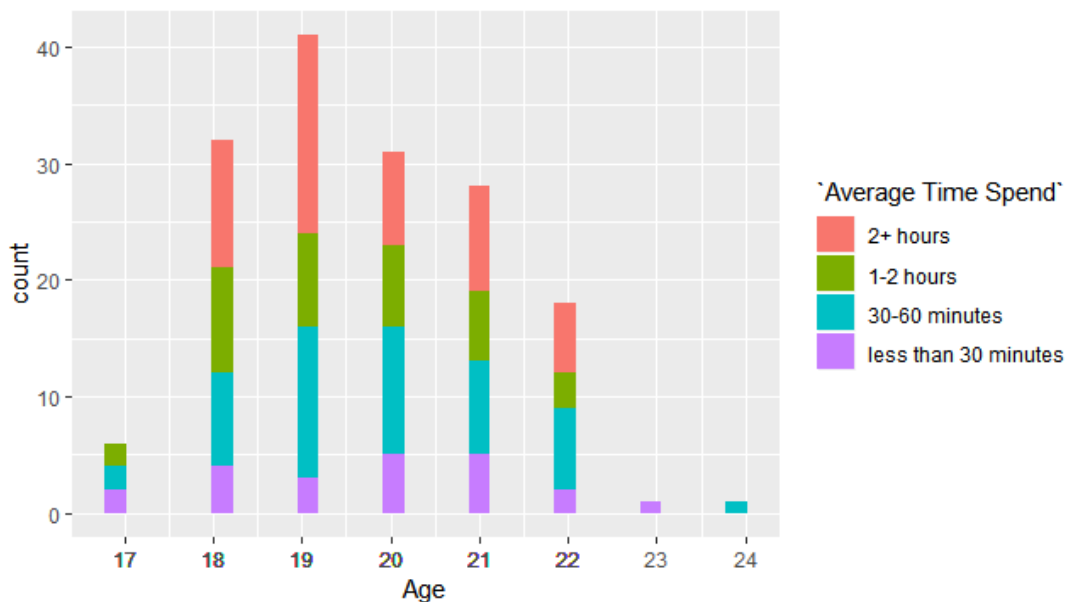

Figure 5.3: Age - Average time spend

From the graph it can be seen that:

- Age group of 18-20 mostly use social media for more than 1 hour.

- While age group of 21-24 mostly use social media for less than one hour.

- The decrease in social media usage among students may be because of placements or preparation for higher studies.

5.1.2 Average time spend and College year

To understand relation between average time spend and age we have plotted graph as shown 5.3. Generally students from 3rd and 4th year gets serious about their future and try to focus on things like placements and higher studies because of this time spend on social media varies.
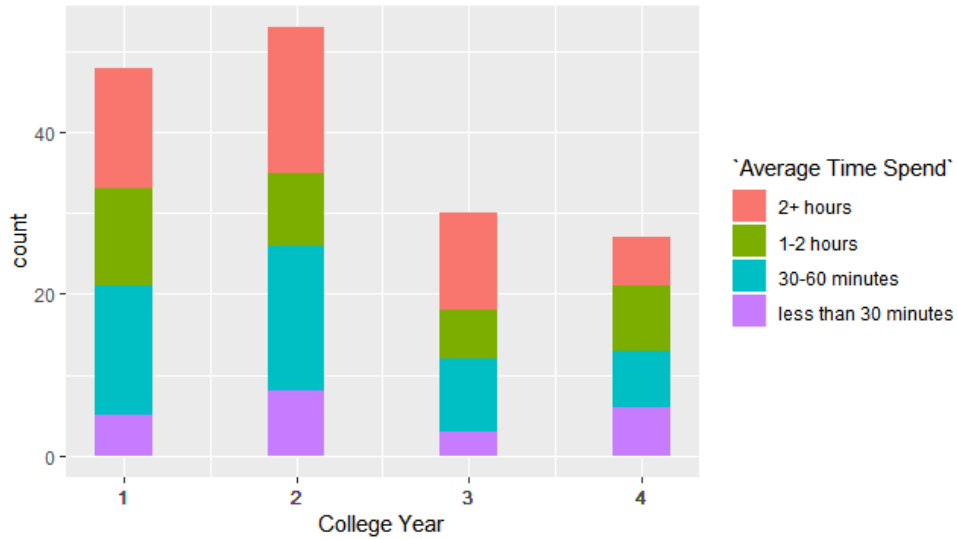

Figure 5.4: College Year - Average time spend

From the graph it can be seen that:

- 1st and 2nd year students mostly use social media for more than 1 hour.

- While 3rd and 4th year students mostly use social media for less than one hour.

5.1.3 Daily Usage and College year

To understand relation between Daily usage of social media and college year we have plotted graph as shown 5.5
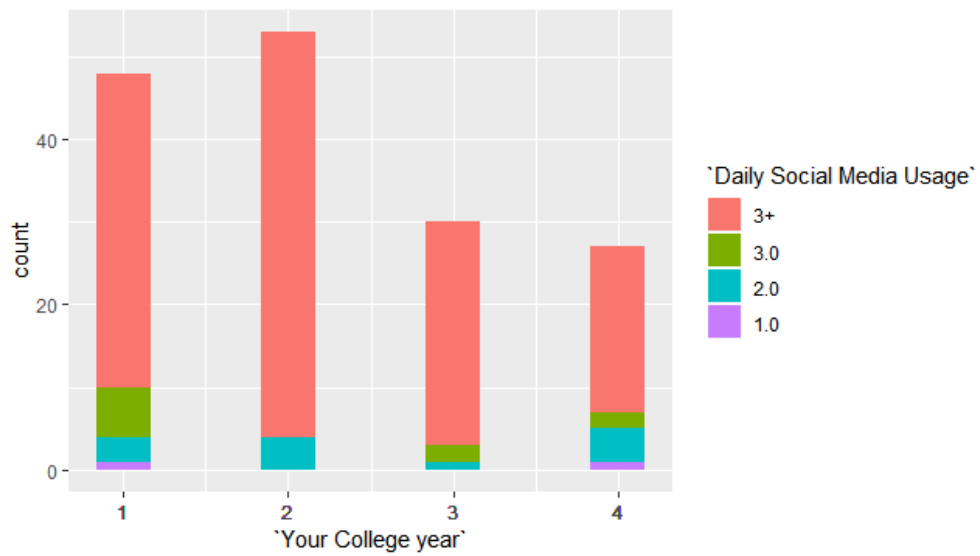
It can be observed that:

Figure 5.5: College Year - number of times social media used per day

- Social media usage increases as year increase till 3rd year but After 3rd year social media usage decreases.

5.2 Social Media Platforms

There are many social media platforms available now a days for us to use. For our study, we took into account various popular social media platforms such as:

- YouTube

- WhatsApp

- Snapchat

- Reddit

- Instagram

- Facebook

5.2.1 Popular Social Media Platforms

In the survey, we asked which social media platforms students use the most. Following trend was observes during the study as shown in the figure 5.6.
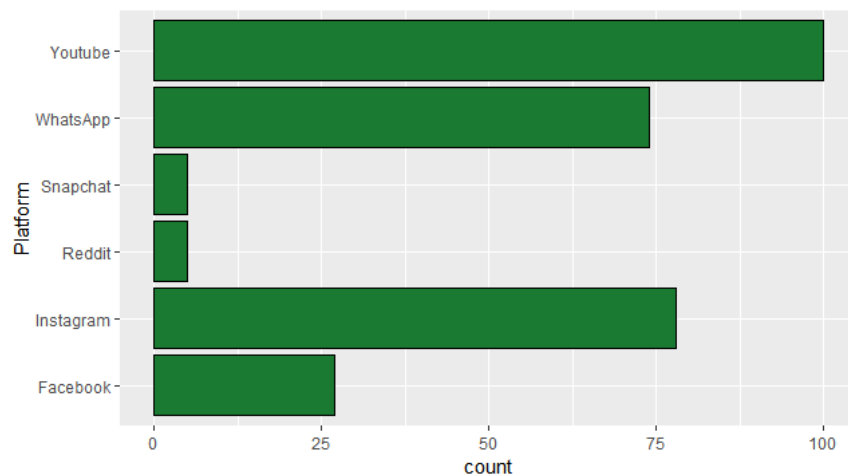

Figure 5.6: Social Media Platform Usage

Following observations were observed from the figure 5.6:

- YouTube is the most widely used platform among the students.

- WhatsApp and Instagram are the 2nd most used social media platforms.

5.2.2 Usage of social media platforms (Entertainment vs Knowledge)

In our survey we also asked usage of social media platforms in terms of Entertainment and Knowledge. Following observations were observed:

- YouTube is used mainly for entertainment purpose.

- Facebook and WhatsApp are used for both entertainment and education purspose.

5.3 Purpose of using Social Media

People are using social media for a variety of purposes. The four main uses of social media are: sharing, learning, interacting, and marketing. On a personal level people tend to use social media to share photos, stories, good new and bad news to a fairly small circle of friends and family.

In our study we asked students for what purpose they use social media out of the following:

- Keeping in touch with friends and family.

- Buying and Selling.

- To meet new friends.

- Education Purpose.

- Because of boredom.

Following trend was observes during the study as shown in the figure 5.7.
Following observations were observed from the figure 5.7:

- People uses social media mainly to keep in touch with their friends and family members.

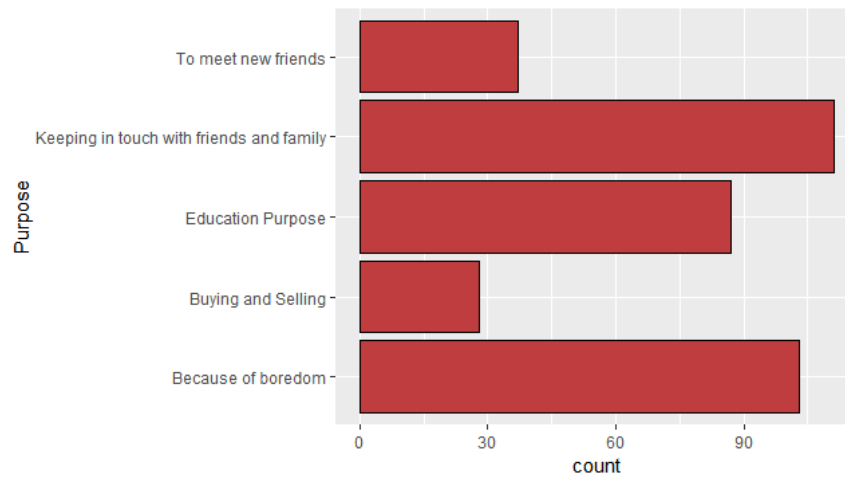- Students also uses social media to kill their time because of boredom.

Figure 5.7: Purpose of using Social Media

5.4 Relationships

5.4.1 Effect on Relationship & Gender

There is no question the Internet has offered many a convenient way to locate, reconnect and rekindle relationships that otherwise may have been lost.

But there is concern that individuals might forego their real-life interactions in order to maintain online communication.
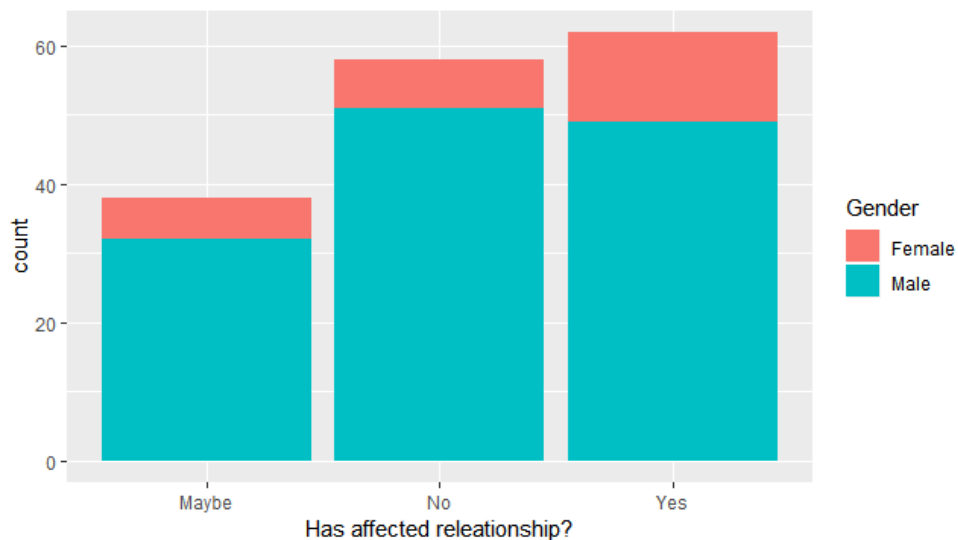
In our study we observed that:

Figure 5.8: Effect on Relationship - Gender

- Some people felt that their relationships were not affected but rather they increased their connections online with people from various cities around the world.

- There were many people who accepted that their relationships were majorly affected by social media. Indicating online friendships lacked the ability to provide them with opportunities for deep and lasting emotional closeness.

- Many people voted maybe which means they somehow feels their relationships were affected by social media because they might have increased their social media usage time than they were doing before.

- Females feel their relationship is majorly affected by social media as compared to Males.

5.4.2   Effect on Relationship & Average Time Spent

To know how social media affects relationships varies with average time spend by a student we plotted a graph as shown in the Figure 5.9. A person who spends more time on social media would certainly be majorly affected by social media and we got the similar trend with our study.
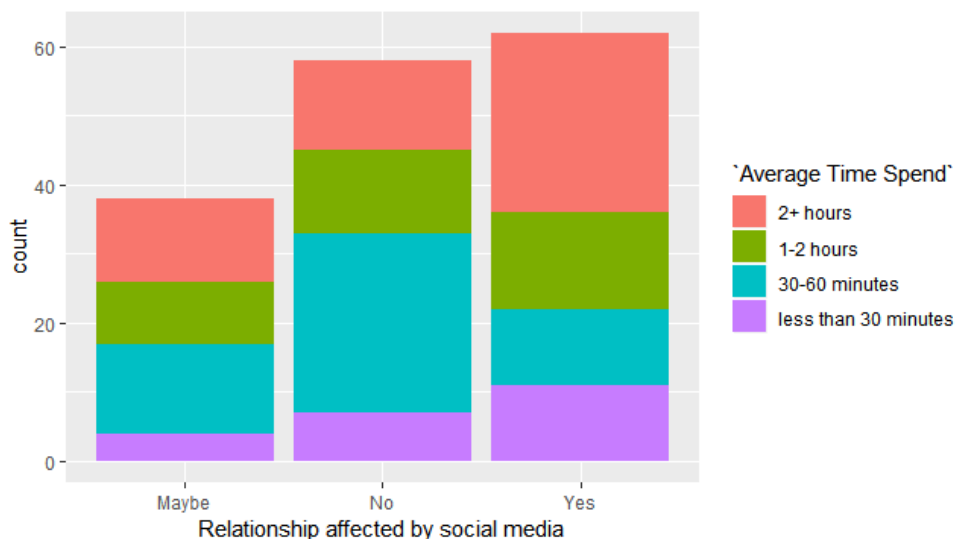
In our study we observed that:

Figure 5.9: Effect on Relationship - Average time spend

- Students who spends very much time on social media daily (more than 2-hours and 1-2 hours) have major effect on their interpersonal relationships in large numbers.

- Students who spends very less time (30-60 minutes and less than 30 minutes) believe that their interpersonal relationships is not affected by online interactions.

5.5   Social Media Addiction

5.5.1   Social Media Addiction

There is absolutely no problem and nothing wrong with using social media. Some people use it to check updates from their friends and to stay connected. Some people use it for entertainment and to kill time.

The problem comes when someone becomes addicted to social media and overspends their time on those platforms, as a result, their bad habit serious affected their lives in a negative way.

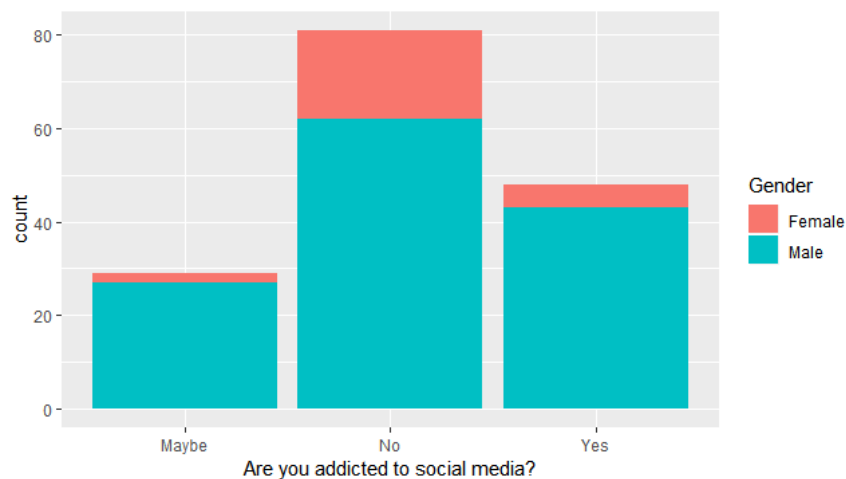In our study we observed that:

Figure 5.10: Social Media Addiction - Gender

- There were many people who accepted that they are addicted to social media. So, these people end up wasting their valuable time on these websites instead of utilizing their time somewhere else.

- Many people voted maybe which means they somehow feels like being addicted to social media because they might have increased their social media usage time than they were doing before.

- Females are less addicted to social media as compared to Males.

5.5.2 Social Media Addiction & Average Time Spend

To know how social media addiction varies with average time spend by a student we plotted a graph as shown in the Figure 5.11. A person who spends more time on social media would definitely be addicted to social media and we got the similar trend with our study.
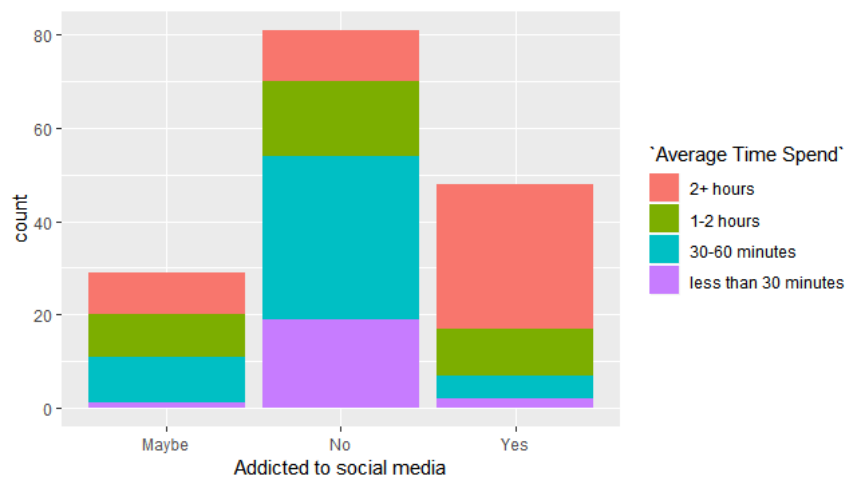
In our study we observed that:

Figure 5.11: Social Media Addiction & Average Time Spend

- Students who spends very much time on social media daily (more than 2-hours and 1-2 hours) are addicted to social media in large numbers.

- Students who spends very less time (30-60 minutes and less than 30 minutes) are very less addicted to social media.

5.5.3 Social Media Addiction & College Year

To know how social media addiction varies among the students of different college year, we plotted a graph as shown in the Figure 5.12. Since, students have very much free time when they just join the college. Specially, college students of 1st and 2nd year tends to engage socially with each other but with their academic pressure

and career tension they make less use of social media sites because they start joining coaching classes to prepare for competitive exams.

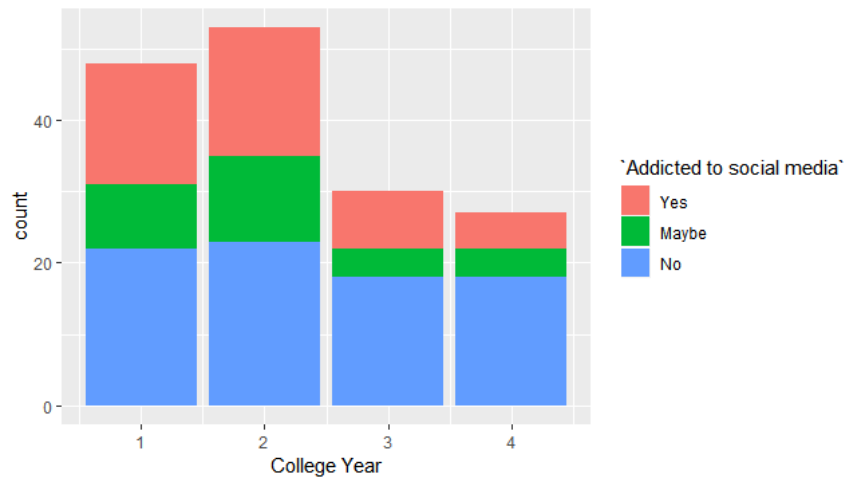In our study we observed that:

Figure 5.12: Social Media Addiction & College Year

- A majority of 1st and 2nd year students seems to be addicted to social media but as we move to 3rd and 4th year students, trend of social media addiction decreases.

- This trend is observed because students of 3rd and 4th year have to start preparing for the internships and placements. So, they limit themselves from the use of social media. Thus, they are less addicted to social media as compared to 1st and 2nd year students.

5.6 Shopping Habits

Consumers of the student's generation are more likely to buy goods they see on social media websites. They often undiscover new and unique products through social media.

Social Media Influencers uses social media platformns to provide various deals and discounts on their products.

Through social media students are likely to recommend products to their peers.
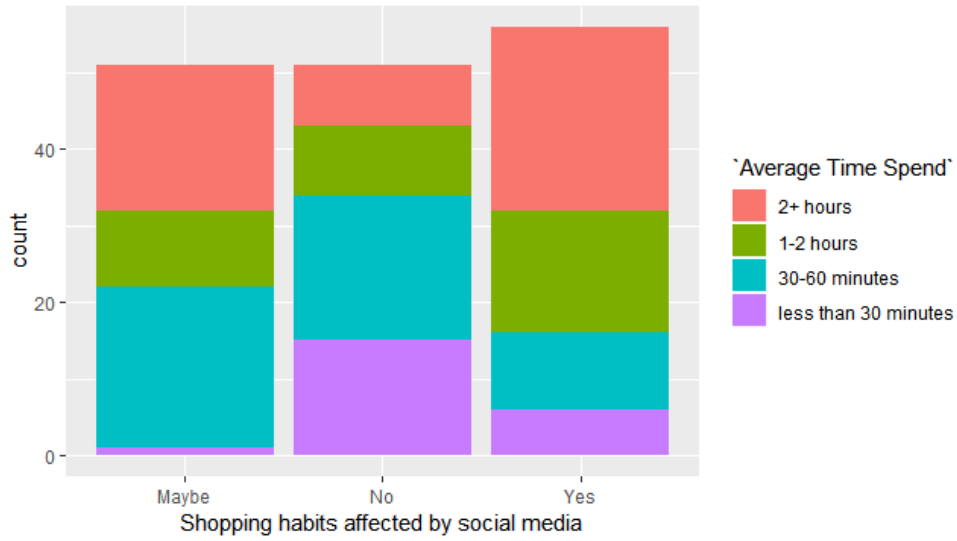
Figure 5.13: Shopping Habits - Average Time Spend

5.6.1 Shopping Habits & Average Time Spent

To know how social media influences shopping habits among the students depending on average time spent, we plotted a graph as shown in the Figure 5.13. In our study we observed that:

- Students who spend very much time on social media daily (more than 2-hours and 1-2 hours) have vital effect on their shopping habits. As they spend more time they come across various advertisements/posts offering discounts and cashbacks thus motivating them to buy that product.

- Students who spend nearly an hour on social media in a day may not be aware of shopping discounts.

- Students who spend less than 30 minutes in a day are certain that their shopping habits is less likely affected.

Chapter 6

Conclusion

With this survey on "Social Media Usage and its Impact on Students", we have drawn various conclusions:

- Social media provides a good medium for students to stay in touch with friends and family and to abstain themselves from boredom.

- YouTube is the most famous social media platform among students.

- Students uses social media more for the entertainment purpose than to gain knowledge.

- Social media provides good interactions online but it is not a true substitute for real-life interactions with friends and family.

- Social media addiction is a big problem among students.

- 1st and 2nd year students spends more time on social media as compared to 3rd and 4th year.

- Celebrity Endorsements and Social Media Influencers affects shopping habits of students.