



# Comparative Study of Social Media Usage Habits of Academicians and University Students

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## ABSTRACT

Gone are the days when there used to be enormous dependency on Industrial Media. The advent of Information Revolution has changed the very meaning, purpose and connotation of communication requirements of Information Revolution. Internet has facilitated people with inexpensive and accessible media for access information. It is impeccable and unmatched in its speed, quality and variety of contents. The guaranteed interaction through web-based technologies has resulted in social interaction which has transcended all natural and man-made barriers and precincts. The reach, accessibility, usability, propinquity, resilience and durability are some outstanding qualities of social media. This study aims at evaluating the Social Media using habits of Academicians and University Students. It throws light on the Social Media using patterns of people.

**KEY WORDS:** Information Revolution, Society, Social Media, Academicians.

## I. INTRODUCTION:

Social Media denotes the use of Internet technologies in order to attain interactive communication. It is defined as the media for social interaction, using highly accessible and scalable publishing techniques. Web-based technologies are put in use to transform and broadcast media of people. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks. In fact, Social Media are web applications which allow users to generate, share and publish their own content on the website. It is the tool that allows the sharing of information and creation of communities through online networks

As mentioned in Wikipedia, Social networking accounts for 22% of all time spent online in the US. It is further mentioned that Twitter processed more than one billion tweets in December 2009 and averages almost 40 million tweets per day.

In December 2009 over 25% of U.S. internet page views occurred at one of the top social networking sites. Australia leads the social media usage in the world. So far as Facebook is concerned Australia ranks highest with over 9 million users spending almost 9 hours per month on the site. As of June 2011 Facebook has 750 Million users which is double than the population of USA. As per a survey conducted by Facebook, Google Chrome is the most frequently used search engine in the World.

Social Media have become integral part of Social Interaction. Ubiquitously accessible techniques are pre requisites of Social communication. Enormous amount of mist engulfs the Social Media using habits of Academicians. The perception doing rounds is that Academicians use Social Media for getting information, writing blogs, emailing and social bookmarks etc. The youth is leveled as Intensive Social Media Users. Orkut, Facebook, You tube, Yahoo Messenger, Ibibio and Skype are said to be their favorite hunting grounds. They use it more for fun and waste time habits. But the hypotheses of researcher are markedly poles apart from these popular perceptions.

Social Media has virtually transformed the means and methods of communication. The web-based technology has stimulated a novel, vibrant and unique phenomenon to human communication. It has resulted in heightened social interaction and participatory communication with any one, any where, any time and in any form. While Facebook has become the numero uno social media site of youth in United States, the users of social media are swiftly escalating at an unprecedented pace through out the world. Apparently, Social Media has greatly and decisively contributed in the realization of Marshal McLuhan's concept of 'Global Village'.

## II. RESEARCH METHODOLOGY

This study is conducted on the academicians of Ch. Devi Lal University, Sirsa and



the university students. Lottery method is employed under Random Sampling method, as per which the teachers of Mass Communication, Education, Commerce, Economics, Computer Science, Environment Science, Physics and Chemistry are selected for the survey. Lottery method is again used to select the students from the department of Law, Physical Education, Computer Science, Mass Communication, Food Science & Technology and Business Management. As many as 40 academicians and 60 students are selected for the survey based on a 10- point questionnaire.

The study is based on null hypothesis that no marked difference exists in the usage of Social Media by Academicians as well as University Students. Stratified Random Sampling Method is employed in this comparative study along with Questionnaire technique for getting data from students and university teachers from divergent fields represent the academicians. The same

questionnaire is provided to Students and Academicians.

### Hypotheses

This study is unique in the sense that it endeavors to gauge the difference, if any, in the social media using habits of academicians and university students with the same questionnaire. It is based on null hypothesis that no significant difference exists in the usage of social media by teachers and students. Students use social media more for fun and friends than for any thing else.

### Objectives of Study:

The objectives of the study concentrate on knowing the Social Media using habits, intensity and purpose of using social media and above all to study whether there is any difference in the mode, purpose, duration and level of Social Media Using habits of Academicians and University Students.

### 1. Duration of Usage of Social Media:

Category	Gender	Aprox.6 months	1 year	3-4 years	4-5 years	Total
Academicians	Male	6	6	8	10	30
	Female	-	0	1	9	10
Students	Male	6	4	18	12	40
	Female	3	1	10	6	20
Percentage		15	11	37	37	100

It is explicit from the above table that majority of academicians- respondents (19/40) have been using social media for 4-5 years while a majority of university students (28/60) have been using it for about 3-4 years. Half of the female

student-respondents have been using it for about 3-5 years. Those who have started using social media for previous 6 months constitute only 15% of the total respondents.

### 2. Reason for liking Social Media the most:

Category	Gender	Reach	Accessibility	Usability	Durability	All the Above	Total
Academicians	Male	8	12	9	1	0	30
	Female	0	3	6	1	0	10



Students	Male	9	5	21	2	3	40
	Female	6	3	9	2	0	20
Percentage		23	23	45	6	3	100

Accessibility, usability, durability and reach are the salient features of social media which make it popular amongst the users. When asked about the reasons for liking social media, a majority of 45% respondents said that they like social media because of its usability. An equal percentage of respondents (23%) opined that they like social media owing to its reach and accessibility. Just 6%

respondents attributed durability to social media. Most of the teachers (21 males and 9 females out of 40) said that they like social media because of its accessibility and usability while a majority of students (30 out of 60) regarded usability as the most influencing factor for their inclination towards social media.

### 3. Duration of Time spent on Social sites per week:

Category	Gender	8-10 hours	10-15 hours	15-20 hours	More than 20 hours	Total
Academicians	Male	22	2	2	4	30
	Female	7	0	2	1	10
Students	Male	16	10	5	9	40
	Female	13	3	3	1	20
Percentage		58	15	12	15	100

It is usually opined that youth spends too much time on internet making use of social sites. But contrary to the prevalent notion a majority of 29 out of 60 student-respondents said that they spend just 8-10 hours per week on social media. The same is also true about academicians (29/40) who said that their average time spent on social sites is approximately

8-10 hours per week. Just 15% of total respondents can be regarded as heavy users of social media as they spend more than 20 hours per week on various social sites which is approximately 3 hours per day. Quite evidently female respondents don't spend much time on social media sites.

### 4. Most favorite Social Media site:

Social Sites	Academicians		Students	
	Male	Female	Male	Female
Facebook	42	29	40	20
WhatsApp	40	30	29	13



Skype	13	03	19	13
Myspace	08	03	14	09

It is clear from the above table that the male respondents in both the categories are much more interested in using Facebook as compared to their female counterparts while all the 60 students respondents use Facebook. 36 out of 40 academician respondents use Facebook. Twitter is used mainly by male academicians and students, whereas, Orkut is found to be popular amongst 51/60 student

respondents and 30/40 academicians. The users of Skype are 32/60 among student respondents and just 16/40 amongst academicians. So far as, Myspace, LinkedIn, Ibibo and Flickr are concerned, their popularity is found to be more amongst male student respondents rather than academicians. The female academicians are more interested in Facebook and Orkut.

**5. Prefer to do most on Social Sites:**

Category	Liking	Sharing	Commenting	Gaming	Making Friends
Academicians	82%	80%	64%	22%	58%
Students	92%	86%	82%	56%	96%

When the respondents were asked what they like most on social sites 82% academician and 92% student-respondents said that they prefer liking on these sites. The average of those who prefer sharing on these sites is by and large the same in both categories. However in case of commenting,

Gaming and Making friends the average of academician-respondents stands at 64%, 22% and 55% respectively as compared to 82%, 56% and a whopping 96% respectively among student-respondents. This data underlines the youthful inclinations of students.

**6. Sociability of Social Sites:**

Category	Gender	Not at all	Some what	To a great extent	Totally	Can't say	Total
Academicians	Male	0	13	15	1	1	30
	Female	0	3	5	1	1	10
Students	Male	1	15	11	7	6	40
	Female	0	7	4	8	1	20
Percentage		1	38	35	17	9	100

Sociability of social media sites has often been a point of debate amongst internet users in general and amongst academicians in particular. While some call it utopian others harangue it to be just a means of past time habit of youth. Generally, the youth is

found to be more attracted forward such sites. As it is evident from the above table 15 out of 17 respondents who regard these social media sites as Totally Social are student respondents. But a majority of 38% respondents said that these sites are



Really Social to some extent while 35% respondents call these sites Social to a great extent. Just one respondent said that these sites are not at all social while another 9% could not form any opinion. It can

be safely said that out of 90% respondents who called these social web sites as social to divergent extents, 52% regard these sites as highly social. Males in both the category generally think so.

**7. Favorite Search Engine:**

Category	Gender	Google	Yahoo	Google-Yahoo	Yahoo-Google	Total
Academicsians	Male	28	1	0	1	30
	Female	10	0	0	0	10
Students	Male	28	2	9	1	40
	Female	17	0	3	0	20
Percentage		83	3	12	2	100

Data on internet may be redoubtable but a vast majority of academicsians and students use it for getting information. Google search engine is the first choice of 83% respondents. 12% respondents (all students) use both Google and Yahoo search engines. It means that 95% respondents regard Google search engine as their first or second choice

while 38 out of 40 academicsians regard Google as their favorite search engine, 45 out of 60 students said that they use Google as their pet search engine. Quite evidently Google is the first choice of respondents who don't feel any need to use any other search engine for getting or downloading information.

**8. Opinion about Personal Accounts:**

Category	Gender	Fake	Usually Authentic	Always Authentic	Suspicious	Can't Say	Total
Academicsians	Male	0	10	4	16	0	30
	Female	2	4	1	1	2	10
Students	Male	6	16	4	14	0	40
	Female	4	6	0	10	0	20
Percentage		12	36	9	31	2	100

It is generally believed that people tell blatant lies on social media sites and that these sties are usually untrustworthy. When asked about it, a majority of 36% respondents said that they find personal accounts on social media sites Usually Authentic.

While 12% respondents (mostly students) call such accounts as Fake or Bogus, and 30% respondents find them Suspicious in content and nature. Just 9% respondents (mostly males) regard such accounts as Always Authentic.



**9. Contribution of Social Media in life:**

Category	Gender	Downloading Information	Sharing of Ideas	Making Friends	Time Pass	Keeping in Touch	Misc.	Total
Academicians	Male	4	9	8	1	10	9	30
	Female	5	0	0	2	0	3	10
Students	Male	6	7	3	5	14	5	40
	Female	9	2	3	0	4	2	20
Percentage		24	18	14	7	18	19	100

The purpose behind social media sites has often been vehemently debated. It is common notion that people, especially youth, use such sites for the sake of fun only. But against these well established notions just 7% respondents said that they use these sites as their waste time habits. A majority of 24% respondents said that they use such sites for downloading information. An equal percentage of

(18% each) respondents said that they use these social media sites for sharing of ideas and keeping in touch with their friends and relatives. 14% respondents (mostly males) use these sites for making friends, whom they have never met. A sizeable portion of respondents (19%) said that they use social media sites for miscellaneous purposes.

**10. Intrusion in privacy on Social Media sites:**

Category	Gender	Yes	No	To Some Extent	Can't Say	Total
Academicians	Male	12	8	8	2	30
	Female	3	0	5	2	10
Students	Male	16	7	12	5	40
	Female	12	3	4	1	20
Percentage		43	18	29	10	100

Social media sites users time and again complaint that certain redundant elements and other unknown people encroach their privacy on social sites. As shown in the above table, a majority of 43% respondents said that unwanted people intrude their personal/private accounts on such sites. While 29% respondents said that they are sometimes troubled by the uncalled for intrusion of such people, 18% respondents don't have any objection at all.

Surprisingly, female academician-respondents don't have any grievance regarding the infringement of unknown people in their privacy on social media sites.

**III. FINDINGS:**

Youth is often held responsible for its immaturity and lack of commitment. They are frequently leveled as fickle minded flock with



wavering minds. Their minds are compared to the sea-waves, which keep on moving with the puffs of winds without any purpose at all. Academicians are regarded as a class of serious minded thinking heads who provide direction to the wavering humanity. Their philosophy, farsightedness and logical bent of mind is regarded as indispensable for the inculcation of values and furthering the horizons of knowledge. In a way they are put in stark contrast with the youthful minds aspiring for pleasure and fun. But this study about the usage of social media habits doesn't reveal stunningly astonishing results. It is true that Ch. Devi Lal University (CDLU), Sirsa is comparatively a budding university but the light bearer academicians are expected to be of much or less same caliber in university system.

This study reveals that no significant difference exists in the social media using habits of academicians of CDLU and its students. There is no marked difference in the average time spent on social sites. Heavy and casual social media users are found approximately in same proportion among academicians and university students. The teachers seem to have deliberately opted for the lowest because of our illogical ban over the use of social media sites in CDLU in same proportion among academicians and university students. Again, their rationale for liking social media sites is found to be in same proportion. Be it usability, reach or accessibility of social media both the categories like them in equal proportions. Most of the respondents, academicians as well as students, have been using social media for more than 2 years. 25% students and just 5% academicians regard social media sites as really social. 90% academicians and 60% students consider these sites as social from a mediocre to great extent. 95% students regard Google as their favorite search engine.

Approximately 42% academicians and 40% students articulate that personal accounts on social media sites are suspicious while 35% academicians and 37% students consider such accounts as usually authentic. 50% female students consider such accounts as suspicious. Again, about the same proportion of respondents say that unwanted people encroach their privacy on social sites. While 30% student respondents use these sites for keeping in touch with friends, 15% use them for making friends and a majority of 25% said that they use them for downloading information. In this regard 22% academicians said that they use social sites for downloading information and 42% for sharing of ideas or making friends. While a majority of 30% academicians said that they use these sites for miscellaneous purposes, just 12% student

respondents said so. It is astonishing to note that no academician-respondent writes blogs while just very few students admit they write blogs. The use of social media sites for downloading information sounds quite intriguing as the very purpose of social media sites is sharing of ideas, making/finding friends and be in touch with them. The reluctant and ultra-cautious response of teachers seems to be an apparent attempt to avoid any controversy. Though the researcher has observed a number of teachers using their personal USB data cards or even ditching the ban by way of 'ultra surf' for using Facebook etc. yet they prefer remaining tight tipped. Come what may there is no doubt that the interest / social media using habits of academicians at CDLU, Sirsa and students are found to be approximately the same.

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