



# Effects of Social Media and Reading Habits among Students of Some Selected College Libraries in Omarabad District: An Analytical Study

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## ABSTRACT:

This paper examines the influence of social media on the formation of reading habits of college students in Osmanabd district. It seeks to determine the use and effectiveness of social media in refining the intellectual and academic excellence of teachers. Social media helps users connect with people and share their thoughts globally. It is a tool for building interconnections in social networks between people who share common internet activities, backgrounds and real-world connections. In addition to existing resources, students are receiving support from social media and social networking sites. This is mainly due to the increasing popularity and potential use of today's academic environment. Following a survey-based study, this paper shows that students prefer the use of social media as an obligatory and highly informative part of their academic activities, in addition to their traditional mode of study. A detailed analysis of the responses reveals that the entertainment and communication aspects of social media help promote students academic progress.

**KEYWORDS:** Social media, ICT, Reading habit, college teachers, Osmanabad district.

## I. INTRODUCTION:

Social media has changed the way we share information. It is time for us to recognize it as it deserves and find a way to fit into the education system. Social media in education allows students to gain more useful information and connect with learning groups and other educational systems to easily create education. Social networking tools provide student institutions with a variety of opportunities to improve their learning practices. Many learning management systems have been utilizing the concept of online learning for years. Yes, these systems were in place for more than a decade. This is nothing new but it never enjoyed mainstream adoption, and we intend to change it.

Teachers need to use changed technology to improve the learning process for their students. It helps the pupil to react positively.

It is a well-known fact that social media and technology are having a significant impact on a variety of industries including healthcare, finance, arts, marketing, and engineering. More than 60% of people over the age of 16 are active social media users. And the majority of these people are students who regularly use social media websites for numerous purposes. In fact, social media has a positive impact on education and helps students improve their academic performance. Social media helps students complete tasks, understand complex educational concepts, prepare for quizzes and exams, improve practical skills, and find suitable employment opportunities. It plays an important role in getting a good understanding of. Social media channels such as Facebook, Twitter, Instagram, and YouTube are very useful as they allow students to always stay up to date on what is happening in their field and uncover cutting-edge research.

## Reading Habit:

Reading is one of the oldest cultures in society for human development. Reading is an art that is central to self-education and lifelong learning and can change lives and society (Tella & Akande, 2007). Reading is an active attempt of the reader's part to understand the writer's message. In particular (Biswas, Chakrabarti, and Das Biswas, 2013), and generally social (William S. Gray, 1984).

The presence and impact of technology is felt in all areas of our lives. Information and Communication Technology (ICT) and other digital technologies such as computers, mobile and the Internet are proving to be more powerful tools in bringing about educational reform. With the development of technology and its application in education, today's teaching and learning is not limited to the classroom (Pim, 2003).



This new move is welcomed by both students and teachers, and the result is a new learning environment: virtual learning. Since the advent of COVID-19 around the world, training courses at different levels have been effectively implemented on technically valid platforms. The ongoing process of teaching and learning beyond the physical campus is not interrupted by the availability of various forms of social media, and yet this mode is very effective and fashionable. Considering the necessity and usefulness of the use of social media in the context of educational institutions, this paper studies the potential of different forms of social media as an alternative mode of learning that can enhance the academic excellence of the student community.

**Objectives:**

1. To find out the purpose of using social media.
2. To assess the impact of social media on their reading habit.
3. To know the time being spent in accessing social media
4. To identify the negative effects of social media

5. To provide possible suggestions to promote reading habit.

**Scope and coverage:**

Only colleges affiliated to Dr. B.A.M.U. Aurangabad in Osmanabad district were considered for the study. This study excludes the newly provincial colleges. Altogether 300 regular students are covered on day to day basis for a period of three months. Students of all the semesters' classes are surveyed.

**II. METHODOLOGY:**

The work is mainly based on a survey method that consists of a structured questionnaire. Data are collected personally by visiting the different colleges in Osmanabad district by distributing 225 questionnaires given to all regular students.

**III. RESULT AND DISCUSSION:**

The analysis is based on the questionnaire collected from the students. The data collected from the students are analysed and tabulated.

**Table 1: Reasons for Using Social Media**

Sr.No.	Networking sites	No. of users	Percentage
1	Entertainment	126	56%
2	Educational	72	32%
3	Informational	23	10%
4	Any Other	4	2%

Table 1 shows the causes of using social media by the under graduate students.126 students (56%) uses social media only for entertainment. It reveals that students are basically engage in

entertainment rather than educational purposes. Only 72 students (32%) of total population are using social media for educational purpose.

**Table 2: Purpose of using Social Media:**

Sr.No.	Purpose	No. of users	Percentage
1	To meet friends	99	44%
2	News	38	17%
3	Inspiration	16	7%
4	To find interest	23	10%
5	Time pass	49	22%



Table 2 shows that most of the student uses social media to meet the friend's i.e. 44%; 22% i.e. 49 students are using for time pass and only 17% i.e. 38 students are using social media for news.

**Table 3: Usage of Apps**

Sr.No.	App used	No. of users	Percentage
1	Whats App	151	67%
2	Face book	56	25%
3	Instagram	11	5%
4	Other	7	3%

It is seen from table 3 that most of the students (67%) use Whatsapp as their communication media. Facebook, Instagram and other apps like twitter are used by 25%, 5% and 3% student's respectively.

**Table 4: Frequency of Usage of Social Media**

Sr.No.	Frequency	No. of users	Percentage
1	More than five times daily	158	70%
2	2-5 times daily	49	22%
3	Once a day	11	5%
4	Not every day	7	3%

Table 4 shows the frequency of uses of social media by the undergraduate students. Study reveals that 70% students use social media more than five times daily to keep them up to date. Only 5

% use social media once a day. It shows that use of social media has become an integral part in their day to day life.

**Table 5: Number of Account in Social Media**

Sr.No.	Accounts	No. of users	Percentage
1	One Account	146	65%
2	Two Accounts	54	24%
3	More than two Accounts	14	6%
4	No Account	11	5%

Table 5 highlighted that 65% students have social media account and 24% students having two accounts and 6% is having more than two accounts.

**Table 6: Time Spent to Chat with Friends**

Sr.No.	Time Spent	No. of users	Percentage
1	Less than 30 minutes	74	33%



2	Less than one hour	54	24%
3	More than one hour	18	8%
4	Whenever necessary	79	35%

Table 6 shows the time spent in using social media. 35% of total populations are spending time in social media whenever necessary. On the other hand 33% students are spending time less than 30 minutes.

**Table 7: Social Media Affecting the Academic Performance**

Sr.No.	Opinion	No. of users	Percentage
1	Social Media affects Academic performance	9	4%
2	Does not affect	216	96%

Table7 shows that 96% students opined that social media does not affect in their academic performance. Only 04 % students agreed that social media affect in their study.

**Table - 8: Opinion on the Academic Usefulness of Social Media**

Sr.No.	Opinion	No. of users	Percentage
1	Yes	198	88%
2	No	27	12%

Table 8 reflects that uses of social media are very useful for under graduate level students.88% students opined that social media helped them tremendously in their academic activities.

**Table - 9: Most Communicated Persons through Social Media**

Sr.No.	People	No. of users	Percentage
1	Family	18	8%
2	Friend	176	78%
3	Relatives	11	5%
4	Others	20	9%

Table 9 shows that most communicated persons through social media are friends.78% students get connected with their friends through social media. Only 8%students are connected with their family through social media.

**Table 10: Mode of Surfing Social Media**

Sr.No.	Mode	No. of users	Percentage
1	Smart Phone	204	91%
2	Laptop	9	4%
3	Desktop	5	2%



4	Internet Café	5	2%
5	Other	2	1%

Table10 shows that 91% of students are surfing social media via smart phone. Students feel very comfortable surfing social media via smart phone. Only 4% of students use social media via laptop. Students are very much reluctant to go to the internet cafe.

#### IV. FINDINGS AND SUGGESTIONS:

The majority of students are familiar with social media and its applications. Following are some conclusions that may be derived from the data:

1. Present study shows, the majority of students (56%) use social media as a form of amusement. Students, on the other hand, use social media for instructional purposes in (32%) of cases.
2. The most common reasons for using social media are to meet up with friends (44 percent), pass the time (22 %), and keep up with the news (17%).
3. Whats App is used by 67% of all students, followed by Facebook.
4. Most of students (70 %) use social media more than five times every day.
5. Only 5% percent of students have no social media accounts, while 65% have a single account.
6. 35% of total students use social media whenever they need it.
7. The usage of social media has no effect on academic achievement, according to 96% of users.
8. The majority of users (88%) believe that using social media is academically beneficial.
9. The study reveals that78% of students are connected with friends via social media.
10. The majority of students (91%) use social media on their smart phones.

#### V. CONCLUSION:

In this day and age, the use of social media is quite important. It is an efficient form of communication for their academic activities on a daily basis. The use of a smart phone and frequent use of social media has become ingrained in the teaching-learning process. It enables pupils to transmit knowledge to their classmates and teachers in a timely manner. Students can trade their textbooks.

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