

EXTENDED ABSTRACT

A STUDY ON THE SOCIAL MEDIA BEHAVIOR AMONG UNIVERSITY STUDENTS IN SRI LANKA

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Abstract

University students typically rely on the Internet and social media platforms to link to others. The objective of this survey is to identify some of the major objectives to be achieved by students using social media. In order to collect data, online surveys were employed. The sample size for this study was 356(=n). The study found that Facebook is the most utilized social media website. LinkedIn and Myspace were the least popular social networking sites. The majority of people (26.15%) stated they use social media platforms for less than 2 hours each day, while a slightly higher percentage (26%) mentioned, they use them for more than 8 hours per day. The demands of specialized target audiences are increasingly being met by social media platforms. Social media harms student life in a variety of ways, including negatively affecting academic performance and squandering a significant amount of time. This work will serve as a guideline for future research.

Keywords: Chatting, University , students, social media behavior

1. Introduction

Social media provides various ventures for university students to engage with one another while learning new technologies and incorporating them into their daily life. These technological advancements have been widely adopted by university academics and students. As new kinds of social media arise, it is more important for university students to learn how to utilize these technologies for academic or recreational purposes. Most Sri Lankan university students now utilize a variety of electronic devices, including notebooks, tablets, and smartphones, and have access to high-speed Internet (Athukorala, 2021). The usage of social media and mobile technologies for homework among university students have lately risen (Rahmi, et al, 2017 and Abdul et al, 2013). By its very nature, social media can educate, enlighten, entertain, and enrage the audience. It has an infectious and wide-reaching effect that traditional media lacks. In the twenty-first century, media has become unstoppable.

The popularity of social media among higher education students appears to be growing by the day, and many of them rely on it for connections and communication. The use of social media by students, particularly those in universities, is exceedingly high, which causes them to neglect their physical, mental, and psychological well-being. Nonetheless, in a country like Sri Lanka, the infrastructure's profile and availability are critical factors in its use. Now, just like modern media, social media sites grow quicker than anything else and will continue to sprout as technology improves. The issue is that the consumers' motivations for using new media aren't always clear. The goal of

this study was to find out why university students utilize social media. The goal of this investigation is to find some of the most important goals that students utilize new media to fulfill.

2. Statement of the Problem

The lack of knowledge of social media usage and its impact on users' academic activities, particularly among university students, is a key restriction in contemporary Sri Lankan social media literature. How social media is utilized, and whether social media has important connections to university students are still in the lack of literature on the Sri Lankan university system. The pragmatic study is necessary for students to well understand why and how they are beneficial in social media information and assessment via various social media websites. The results of such a study aid in understanding advances in information literacy education, as well as the efficient use of students' social media as a source of knowledge.

3. Objectives of the Study

The following are the study's objectives:

OB: I To Study the purpose for which university students use social media.

OB: II To investigate the nature of social media behavior of university students

4. Research Methodology

A descriptive-comparative research design was used in this study. A survey with a questionnaire was used to obtain the data for it. For this study, the researcher gathered data from the students at the Arts faculty, University of Colombo, Sri Lanka. A purposive sampling technique was utilized in choosing participants for this survey. The response rate was 71.2% (356 =n). SPSS was used to determine percentages and frequency table counts.

5. Results and Discussion

5.1 Gender Distribution

The demographic questions, such as the gender and age of the respondents, were asked at the start of the questionnaire. To make the study typical, data was gathered from both groups. It was reached because 55% of males and 45% of females responded. Male students were more thoughtful with social media than female students, according to the survey. Figure 1 shows all of the statistics.

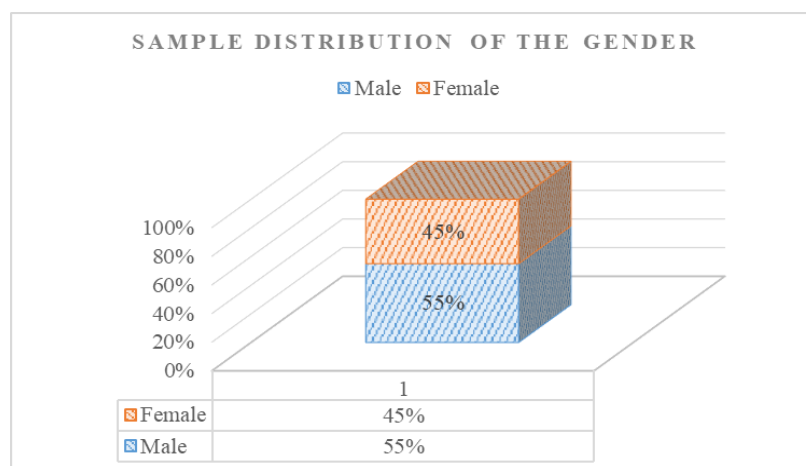


Figure 1. Sample by Gender

5.2 Age Distribution

Age classification of those who were engaged in the survey are from less than 18 years old 0.56%, 18 – 21 years old 93.24%, 22 – 25 year and above 6.2%.

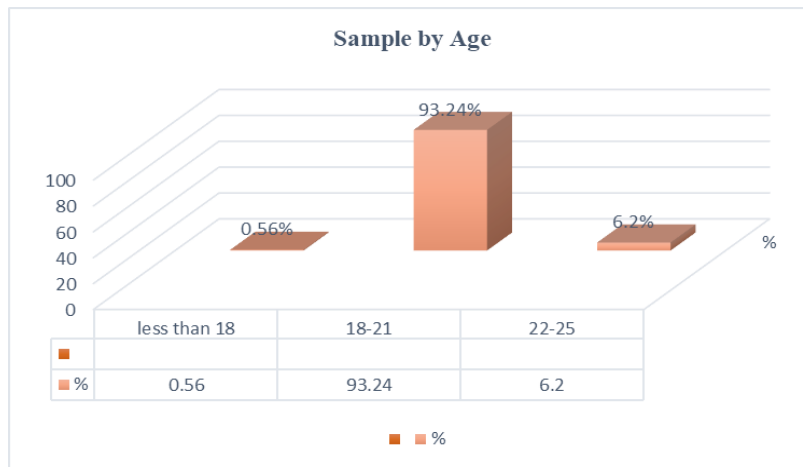


Figure 2. Sample by Age

5.3 Social Media Platforms

Figure 3 below depicts the studied description of social media usage in Sri Lankan Universities. The sample data were discovered from the 356 students. It depicts the behavior of users of social media platforms. Figure 3 depicts the most often used social media site among university students. Figure 3 shows that 21% of students use Facebook, 23%, YouTube, 24% percent use FB, and 13% use Twitter.

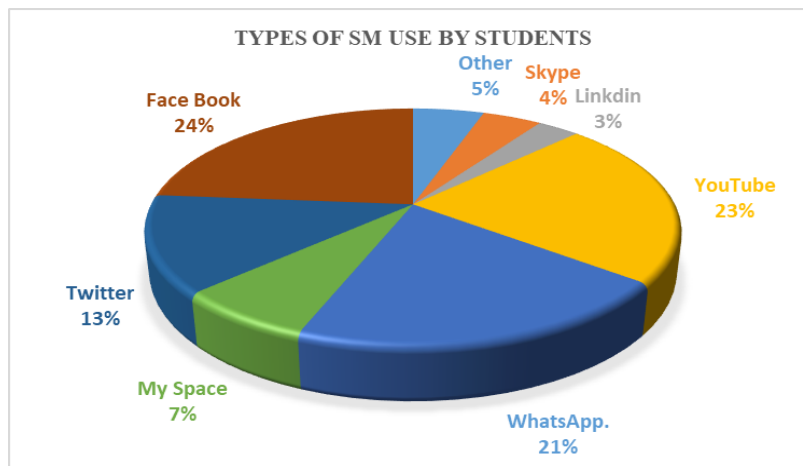


Figure 3. Social Media Platform used by Students

5.4 The Reason for Using Social Media

Students may utilize social media to prompt themselves and have fun by using the venues given by social media. They may stay up to date on their friends and their activities by simply heading to their profile and viewing their photographs with the press of a button. They may also remain in touch with people by sharing their photos for everyone to see. An emphasis on the usage of social media by students was studied in this study: The data in Table 1 reveal the reasons why students use social media. According to the data, the majority of users (30.6% (109=n)) Use social media to chatting with others. The second figure is 15.7% (56=n) for Communication with friends and

teachers. 6.17% utilize it for educational purposes. Posting photographs 7.2% is also a key motivation for university students to use social media. 5% (18=n) of students are interested in blogging on social media. 10.11% (36=n) submit music and videos to social media. 8.98% (32=n) of students use it to create surveys. Social media is used by 3.93% (14=n) of those who follow sports news.

Table 1. The Reason for Using Social Media

The Reason for Using Social Media	Number	%
Chatting	109	30.6
Communication with friends and teachers	56	15.7
Creating surveys	32	8.98
Download articles	27	7.58
Watching news, videos	17	4.77
To see the important documentary	22	6.17
Blogging	18	5.0
Watching Sports news	14	3.93
Uploading music videos	36	10.11
Sharing pictures/uploading	25	7.02

5.5 Time Spent on Social Media

Figure 4 depicts the average amount of time spent on social media each day. The amount of time university students spent on social media was determined by how long they were logged in. 26.15% of users spend less than 2 hours each day on social media. 12.90% of students spend less than 30 minutes. It is used by 29.6% for 30 min to 2 hours. 41.85% utilize it above 2 hours. According to recent research (Shortell, T. (2001).), the typical students spend 90 minutes per day on social media, which is somewhat higher than our study found. This suggests that individuals throughout the world are less prone to social media usage in their everyday lives than we are now. Another explanation is that students in our country have more free time than students in other countries, allowing them to easily manage extra time to surf social media.

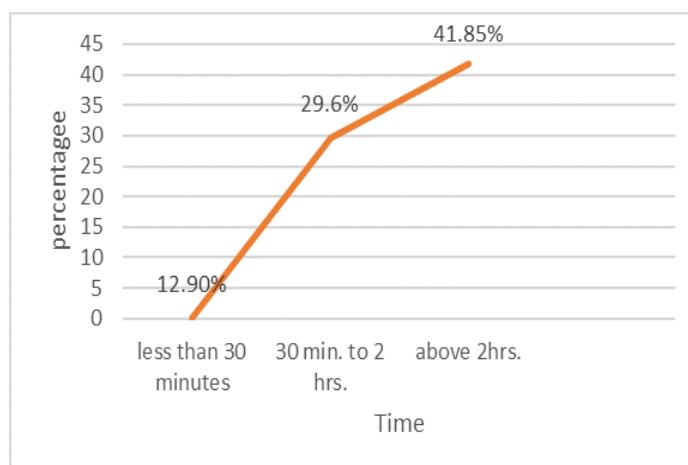


Figure 4. University Students' Time Spent on Social Media

6. Conclusion

Research can be concluded that there has been a significant change in the way individuals interact and socialize through social media. According to the findings, a greater number of university students used their mobile phones to access the internet. Most students use social media regularly, and they spend one hour or more each day on it. A large number of students utilized social media to communicate. According to research on students' social media usage, Facebook is the most popular social media site among students, followed by YouTube and what's up. Students regard social media as a kind of entertainment, and they prefer to use social media sites to update their status. The majority of pupils do not believe that social media has any influence on their lives.

Some students believe that social media has a good influence since it may be used for many forms of communication and news updates. Social media has a detrimental influence on student lives in a variety of ways, including negatively impacting their academic work and wasting a lot of their time. The study also suggested that students be encouraged to keep utilizing social media to discuss social concerns and create social groups to cooperate on specific topics. Social media should be utilized in such a way that it does not interfere with student's academic or social life.

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