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Impact of Social Media in Terms of Learning Activities in Higher Education Among the Students of B.Com. Final Year

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Social media have permeated all generations of Internet users, becoming a prominent communication and educational tool, thus found to be facilitating learning, particularly in the student community. There is no doubt that Social media has gained wider acceptability and usability and is also becoming probably the most important learning tools among students especially at the higher level of educational pursuit.

The investigator felt the demand and need of acquisition of student learning activities via Social media. This influenced to take up the study to “A study to assess the Impact of Social media in relation to student’s satisfaction in terms of learning activities in education among the students of B.Com Final Year in selected college of Bhilai Durg (C.G.)

METHOD-The study was conducted on 100 students from final year B.Com and was selected from the different colleges from Bhilai. The Research approach used in the study is descriptive (cross sectional) in nature and randomized technique (lottery method) was used to select the sample. The data were collected using Rating scale and was analyzed using descriptive and inferential statistics. The conceptual framework used for the study was based on study is based on Cognitive model given by Jean Piaget in the year 1989, an cognitive approach for putting their learning into meeting the satisfaction.

FINDINGS-The major finding of the study shows that among 100 B.Com Final year student the 65 %(65) were highly satisfied using Social media for learning activity. Similarly 35 %(35) of students were moderately satisfied and there were no student are unsatisfied. Hence the study shows that the Social media is considered as a major part for attaining the knowledge about Commerce education among the student community.

CONCLUSION-The primary motivation of this study is to determine the student satisfaction in terms of learning activities using Social media for Commerce education. The result shows that 65 %(65) students were highly satisfied,35 %(35) students were moderately satisfied and to the unsatisfied category there were none students. It act as a strong support for our framework and

hence reveals that the high level of interaction, engagement of using Social media for education and learning among Commerce students.

PROBLEM STATEMENT

- **The Impact of Social media in relation to students satisfaction in terms of learning activities in Higher education among the students of B.Com Final Year in selected colleges of Bhilai, Durg (C.G.)**

OBJECTIVE

1. To assess the student satisfaction in terms of learning activities using Social media for Higher education among the student of B.Com Final year.
2. To find out the association of impact of social media in terms of learning activities with socio-demographic variables.

Social media, Learning Activities And Student Satisfaction

- Social media (Face book, twitter, Google+, Wikipedia, LinkedIn, what's app, You tube) is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.
- Learning activities- Measurable and relatively permanent change in behavior through experience, instruction(social media),or study in the condition in which things are happening or being done.

STUDENT SATISFACTION

Fulfilment of student wishes, expectations, needs, or the learning derived from the Social media.

Methodology

- The choice of research approach constitutes one of the major decisions which must be made in conducting a research study.
- According to the nature of the problem as well as the objectives of the study a descriptive (cross section) study method was selected to obtain accurate and meaningful description under study.
- Descriptive design permits the research to assess the Impact of Social media in relation to student satisfaction in terms of learning activities in education among the students of B.Com Final Year.
- Analysis and Data Interpretation

ORGANIZATION OF DATA FOR ANALYSIS

- The analysis of data is organized and presented under the following broad headings.
- Section I:- Description of socio demographic variables in frequency and percentage
- Section II: - Over all learning satisfaction analysis Mean, Mean percentage, Standard deviation.
- Section III- Chi-square analysis for association to impact of social media in terms of learning activities with demographic variable.

SECTION I

- Studies shows that majority of gender was male (79%)with female in minority (21%)
- Percentage distribution of age Studies shows that the majority percentage was 21 years (31%), 22 years (27%), 20 years (5%) and 19 years (2%).
- distribution according to residence - studies revels that majority of residence was urban (81%) and rural (19%)
- percentage distribution according to medium of education -analysis shows that majority percentage of medium of education was English (93%) and Hindi (7%)
- distribution of percentage according to medium of education - analysis shows that majority of percentage for medium of education was e-media (75%), and newspaper (25%)
- Fig 4.6 percentage distribution of family monthly income
- Table 4.6 (fig4.6) revels that highest percentage of family monthly income was >10,000 (57%), 5000-10000 (23%),
- Percentage distribution of religion- analysis shows that majority of religion is Hindu (81%), Muslim (18%) and others (1%)
- Percentage distribution of type of family - analysis shows that majority of type of family was nuclear family (81%) and joint family (18%)
- percentage distribution of use of social media for education - analysis shows that majority of use of social media for education was yes (100%)
- percentage distribution of using of social media – analysis shows that majority of using social media was at times (38%), daily (33%), always (15%) and weekly (14%).

- Chi-square analysis for association between the learning satisfaction and selected demographical variables

| Demographic data | DF | Calculated chi square value | Critical chi square value | Significance |
|---|----|-----------------------------|---------------------------|--------------|
| Gender | 1 | 5.01 | 3.84 | P<0.05 S |
| Age Group | 3 | 1.39 | 7.82 | P>0.05 NS |
| Residence | 2 | 6.17 | 5.99 | P<0.05 S |
| Medium of Education | 1 | 0.20 | 3.84 | P>0.05 NS |
| Type of family | 2 | 6.46 | 5.99 | P<0.05 S |
| Family monthly income | 3 | 3.89 | 7.82 | P>0.05 NS |
| religion | 3 | 4.24 | 7.82 | P>0.05 NS |
| Source of information | 3 | 1.09 | 7.82 | P>0.05 NS |
| How long you are using the social media | 3 | 2.20 | 7.82 | P>0.05 NS |

FINDINGS, IMPLICATIONS, AND RECOMMENDATIONS

THE STUDY WAS ATTEMPTED TO EXAMINE THE FOLLOWING HYPOTHESIS:-

- H1-There will be association of Impact of Social media in relation to student satisfaction with socio-demographic variables.
- Variables that change as the independent variable is manipulated by the researcher. In the present study the independent variable Impact of social media
- There are variable which can account for change in dependent variables. In the present study independent variable is student satisfaction
- After reviewing the relevant literature self structured questionnaire was prepared relating to impact of social media.

The tool developed in 2 sections:

- Section A- socio demographic

- Section B – Rating scale to assess the student satisfaction

First objective was to assess the student satisfaction in terms of learning activities in Higher education among the student of B.COM Final Year Student.

analysis shows that learning satisfaction majority is highly satisfied 65% and moderately satisfaction 35%.

Hence, H1 is accepted.

IMPLICATION

The implication drawn from the present study is an important concern to the Higher Education students especially that of a commerce field, administrator, and researcher use of their knowledge about impact of social media

HIGHER EDUCATOR

Education is one of the most important and primary step in the improvement of knowledge.

The curriculum must be included with the appropriate usage of social media and with proper technique.

The students must be made aware of the effects and consequences of social media.

HIGHER RESEARCH

Research is the importance of creating awareness among Higher Education students regarding the impact of social media.

It can help the student in their research activities.

It can be used for the integration of the commerce practice and the Higher education

RECOMMENDATION

- Technology Enhanced Learning (TEL) has the potential & capacity to broaden educational opportunity.
- Innovation in T&L is very Important For Colleges and universities to survive in future.
- Social learning can increase comprehension of material and create new channels for students to learn.
- Conscious efforts should be made to make the students understand that they should not over spend time in Social media. Especially during college hours they should not use it in

their classrooms and maintain the proper balance between their various activities and use of social media.

- Social learning can increase comprehension of material and create new channels for students to learn.
- College should use social media channels like Face book and Twitter to facilitate conversations between students and experts in their field of study.
- Colleges can Allow students to tweet their own notes during lessons and share with their peers
- Build a Face book application: students can learn valuable skills for the future by taking on a project to create an app that can be used on Face book.
- Brainstorm: students can collaborate and brainstorm on classroom's Face book page.
- Archived videos: Important lectures, slides, and more can be shared and saved on Face book.

Familiarize with students: In large classes, it can sometimes be hard to remember each and every student. Face book makes it a little easier to connect faces with names.

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