

Use of Social Media among Higher Secondary School Students of Haryana

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Abstract

The Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, documents, pictures, videos and information through the building of virtual networks and communities. The comparative study was conducted between four rural v/s urban schools (two government and two private higher secondary schools) of Hisar district of Haryana. From the selected schools 11th and 12th standard 40 students (both male and female) were selected randomly from respective schools. Thus total sample comprised of 160 respondents and the data collected by the simple random method. The findings highlighted the facts that majority of the students were fall under second ordinal position. Both parents and students keep themselves updates with latest know and how through newspaper, television, mobile phones, and mobile with internet connections. Majority of the students were aware and utilizing social media such as facebook, whatsapp, youtube, messenger and wikipedia and generally spent more than two hours on social media irrespective of their locale. Thus, the present paper gives a critical view of the social media preferences of rural and urban students in Haryana.

Keywords: Social media, Internet, Facebook, Whatsapp, Utilization, Purpose, Attitude

Introduction

In recent years social media networks have experienced a massive growth in membership. The online world has changed dramatically; young men and women now exchange the ideas, facts, feelings, thoughts, personal information, pictures and videos at truly astonishing rate (Barker, 2009). Globally, social media defined as web-based tools that allow users to interact with each other in some way by sharing information, opinions, knowledge and interests online is shaping human interactions in varied ways (Sultan & Christian, 2014). Social media has become ubiquitous and almost inescapable, revolutionizing the way students communicate, interact and socialize; has become an integral part of their social life. Teenagers and young adults have especially embraced these sites as way to connect with their peers, share information reinvent their personalities, and showcase their social lives (Boyd & Ellison, 2007). It has been estimated that 94 per cent of adults worldwide hold a social media account and have visited or used one within one month (Chaffey, 2016). Social media users create, share or exchange the information and ideas in virtual communities and they are able to network with other members who share similar or common interest, dreams and goals (Sharma & Shukla, 2016). At present we are living in a social networking era and the use of social media is a popular trend among people. Social networking sites and applications are designed

to enable people to share any information in fast and more efficient manner. Social media helps users to remain in touch with others. Social media facilitates communication among school/college students when they express themselves by posting status updates, links, videos and photos. It also allows them to follow others' online companionship by keeping track of regular updates about their family, friends, classmates, and acquaintances (Smock *et al.*, 2011). It is a set of information technology that facilitates interaction and networking. Around the world more than eighty-five percent youth spending large amount of time on internet (Madden *et al.*, 2013). Social media has brought the world together regardless of its geographical limits. Another study supported that time spent on social networking sites was mostly on Facebook (78.30%) majority of students (77.20%) spent more than 30 minutes a day (Stollak *et al.* 2011). One more study focuses on the positive and negative effects of utilizing social media on the life of youth. The result of study shows that, over utilization of social media leads youth towards addiction (Singh *et al.* 2017).

Social media use in the first five months of the pandemic (Covid-19) has increased by seventy per cent and the periods has seen a forty five per cent growth in the amount of postings that are besting done by users on various platforms like Instagrams, Facebook and Twitter (Ahmad & Sheikh, 2019). Face-to-face social interaction has become restricted in recent times due to restrictions in movement during the covid-19 pandemic. Another major reason for the growing usage is to maintain the “self-status”, i.e. to constantly update their online network regarding the recent happening in their life (Narasimhamurthy, 2014). The second reason for the increasing usage of social media is the easy availability of smart devices such as mobile phones and tablets which is increasing the accessibility to the online world. The availability of cheap mobile data in India is further encouraging the growing usage of the internet (Bhati *et al.* 2019)

The social sites are growing at a very fast speed and act as easy available portals for communication and entertainment for young generation through a wide variety of communication tools. Billions of population use facilities like web pages, search engines, e-mails, e-newspapers, texting, video and photo sharing, making profiles, online gaming and online purchasing, make phone calls, explore fashion trends, watch television, shows or movies, internet banking and telephony, conferencing etc. The use of social media has become comprehensive. Majority of the respondents (86.0%) uses social media at least once per day while seventy two percent of the respondents use it multiple times per day and nearly half of social media users (46.0%) prefer to access social media on mobile apps. The most popular social media are Facebook, Whatsapp, Twitter, Instagram, Youtube, Google, Paytm, Myspace, Skype etc. Profiles on Facebook allow the user to share information with each other and allow users to build and maintain relationships. Most of the people (both male and female) use Facebook (82.00%), Youtube (75.00%), and Instagram (53.00%) at least once per week and the majority of both females (83.0%) and males (81.00%) use Facebook at least once a week, but they vary in how they use other channels, including Pinterest, Twitter, Hike, Messenger etc. (Gramlich, 2019). Similarly, research indicates that social media usage within the academic setting not only increases students' grade Points but also facilitates peer feedback on assignments and thoughtful student reflections on course content because of the ability for students to openly discuss with each other and develop

strong relationships among peers (Arnold & Paulus, 2010).

There are many positive aspects of social networking sites, these are equally useful. With the use of some social media sites or applications help in better collaboration and communication between teachers and students; online resources help students to learn better, faster and student grades improved. Educational topics and school assignments could be discussed on social sites. Apart from this there are many educational and inspiring sites which are very informative and can be used by the internet explorers on web pages information dissemination is very fast and can have breaking news with a single click. Excessive use of social media becomes a risk for users more than they realize. These risks can be categorized into the different types such as peer to peer, lack of understanding online – privacy issues and outside influence of third party advertising groups, online harassment. Cyber bullying is quite common risk which causes many psychological and mental problems such as depression, anxiety, fear, stress, insomnia, loneliness, lack of self-esteem, self-identity and tragically suicide (Jacobsen & Forste, 2010).

Methodology

The comparative study was conducted in urban and rural areas of Hisar district (Haryana). The survey method of research was used to conduct the study and questionnaire was used as a data collection tool. The sample comprised of four schools i.e. two higher secondary schools (one government and one private school) and two higher secondary schools from rural area (one government and one private school). Hisar district comprised of nine blocks, from which Hisar-I was randomly selected. From the selected schools, lists of 10+1 and 10+2 students were procured from school records. From these lists, 40 students (both male and female) were selected randomly from each school. The questionnaire was administered personally to ensure the excellent response rate as well as to avoid any misunderstanding while providing responses. Structured questionnaire was used to collect data for the study and analyzed using descriptive statistical tools namely frequency and percentages and rank.

Findings and Discussion

The researcher proposed to study the awareness and availability of social media use by the students, and particularly envisioned to observe the awareness and utilization pattern of the students. The collected data were analyzed and discussed in the following section.

1. Availability of communication sources and tuition facilities for the students.
2. Awareness and availability of social media for the students.

1. Availability of communication sources and tuition facility for the students from urban and rural areas

1.1 Availability of different communication sources to students

This section comprises information about awareness and availability of various social media applications and communication sources.

The data depicted in Table 1 showed that the sources of communication available to children. Availability of mass media was recorded on two aspects one was print media and another was electronic media. Cent percent students of government school from rural area had availability of newspapers, mobile and television, whereas hundred percent students of private school had availability of newspaper, television and mobile phones. Hundred percent students of government school from urban area had availability of newspaper, mobile and television percent students of private school availability of newspaper, mobiles and televisions.

Table 1: Communication sources available to students

| Communication sources | Rural | | Urban | | Total | |
|-------------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|------------------------|
| | Govt. (n=40) f(%) | Private (n=40) f(%) | Govt. (n=40) f(%) | Private (n=40) f(%) | Govt. (n=80) f(%) | Private (n=80) f(%) |
| Print | | | | | | |
| Newspaper | 40 (100.0) | 40 (100.0) | 40 (100.0) | 40 (100.0) | 80 (100.0) | 80 (100.0) |
| Magazines | 01 (2.5) | 2 (5.0) | 8 (20.0) | 12 (30.0) | 9 (11.2) | 14 (17.5) |
| Leaflet/pamphlets | 0 | 01 (2.5) | 01 (2.5) | 03 (7.5) | 01 (1.2) | 04 (5.0) |
| Electronic | | | | | | |
| Telephones/landline | 0 | 0 | 03 (7.5) | 03 (7.5) | 03 (3.7) | 03 (3.7) |
| Mobiles | 40 (100.0) | 40 (100.0) | 40 (100.0) | 40 (100) | 80 (100.0) | 80 (100.0) |
| Mobile with internet | 25 (62.5) | 28 (45.0) | 31 (77.5) | 38 (95.0) | 56 (70.0) | 66 (82.5) |
| Television | 40 (100.0) | 40 (100.0) | 40 (100.0) | 40 (100.0) | 80 (100.0) | 80 (100.0) |
| Computer/laptop | 0 | 03 (7.5) | 02 (5.0) | 04 (10.0) | 02 (2.5) | 07 (8.7) |
| Computer/laptop with internet | 0 | 01 (2.5) | 0 | 01 (2.5) | 0 | 02 (2.5) |

Multiple responses

The data depicted in Table 2 showed that the availability and use of tuition facilities by the students. Cent percent students of both government as well as private school from rural area had availability of tuition facility within one km. whereas 77.5 percent government school students of urban area had availability of tuition facilities within 1-2 km. Although in private school 67.5 percent students of private school had availability of tuition facilities within 1-2 km.

Table 2: Availability and use of tuition facilities by students

| Tuition facility | Rural | | Urban | | Total | |
|---------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|---------------------------|
| | Govt. (n=40) f(%) | Private (n=40) f(%) | Govt. (n=40) f(%) | Private (n=40) f(%) | Govt. (n=80) f(%) | Private (n=80) f(%) |
| Availability | | | | | | |
| Within 1 km | 40 (100.0) | 40 (100.0) | 06 (15.0) | 11 (27.5) | 46 (57.6) | 51 (63.7) |
| 1-2 km | 0 | 0 | 31 (77.5) | 27 (67.5) | 31 (38.7) | 27 (33.8) |
| More than 2 km | 0 | 0 | 03 (7.5) | 02 (5.0) | 03 (3.7) | 02 (2.5) |
| Use | | | | | | |
| Yes | 11 (27.5) | 19 (47.5) | 21 (52.5) | 24 (60.0) | 32 (40.0) | 43 (53.7) |
| No | 29 (72.5) | 21 (52.5) | 19 (47.5) | 16 (40.0) | 48 (60.0) | 37 (46.3) |

In rural area private school students were using the tuition facility for making good academic performance while in urban area there are no major differences in using the tuition facility. Study reported that parents strive hard to pay high expenses of their children’s education and tuition and they are agreed to sacrifice their other desires too to afford extra expenses for the best future of their offspring (Chaudhry & Javed, 2015). Some get help at their home from their family members and others go for private tuition where they get help to complete their syllabus that is the common practice of the majority of tutors. While students experienced to learn problem solving more easily in tutorial classes than in school (Das & Das, 2013).

2. Awareness and availability of social media for the students

Table 3: Awareness and availability of social media for rural students

| Social media | Rural | | | | | | | |
|------------------------|-------------------------|---------------------------|---------------|------|-------------------------|---------------------------|---------------|------|
| | Aware | | | | Availability | | | |
| | Govt. (n=40) f(%) | Private (n=40) f(%) | Total f(%) | Rank | Govt. (n=40) f(%) | Private (n=40) f(%) | Total f(%) | Rank |
| Recreational | | | | | | | | |
| Facebook | 38 (95.0) | 39 (97.5) | 77 (96.2) | I | 30 (75.0) | 36 (90.0) | 66 (82.5) | I |
| Whatsapp | 37 (92.5) | 38 (95.0) | 75 (93.7) | II | 28 (70.0) | 35 (87.5) | 63 (78.7) | II |
| Instagram | 17 (42.5) | 27 (67.5) | 44 (55.0) | VI | 12 (30.0) | 25 (62.5) | 37 (46.2) | VI |
| Youtube | 34 (85.0) | 36 (90.0) | 70 (87.5) | III | 30 (75.0) | 31 (77.5) | 61 (76.2) | III |
| Snapchat | 11 (27.5) | 17 (42.5) | 28 (35.0) | VIII | 05 (12.5) | 15 (37.5) | 20 (25.0) | VII |
| Messenger | 26 (65.0) | 28 (70.0) | 54 (67.5) | IV | 19 (47.5) | 21 (52.5) | 40 (50.0) | V |
| Telegram | 14 (35.0) | 18 (45.0) | 32 (40.0) | VII | 08 (20.0) | 11 (27.5) | 19 (23.7) | VII |
| Twitter | 05 (12.5) | 07 (17.5) | 12 (15.0) | IX | 0 | 0 | 0 | 0 |
| Wikipedia | 24 (60.0) | 26 (65.0) | 50 (62.5) | V | 22 (55.0) | 25 (62.5) | 47 (58.7) | IV |
| Online shopping | | | | | | | | |
| Amazon | 25 (62.5) | 32 (80.0) | 57 (71.2) | I | 23 (45.0) | 25 (62.5) | 48 (60.0) | I |
| Flipkart | 22 (55.0) | 33 (82.5) | 55 (68.7) | II | 17 (42.5) | 24 (60.0) | 41 (51.2) | II |
| Snapdeal | 15 (37.5) | 21 (52.5) | 36 (45.0) | VIII | 12 (30.0) | 17 (42.5) | 29 (36.2) | V |
| Myntra | 23 (57.5) | 30 (75.0) | 53 (66.2) | III | 13 (32.5) | 22 (55.0) | 35 (43.7) | III |
| Olx | 14 (35.0) | 23 (57.5) | 37 (46.2) | VII | 9 (22.5) | 12 (30.0) | 21 (26.2) | VIII |
| Shopclues | 16 (40.0) | 27 (67.5) | 43 (53.7) | V | 10 (25.0) | 15 (37.5) | 25 (31.2) | VI |
| Indiamart | 17 (42.5) | 25 (62.5) | 42 (52.5) | VI | 11 (27.5) | 13 (32.5) | 24 (30.0) | VII |
| Paytm mall | 20 | 26 | 46 | IV | 12 | 21 | 33 | IV |

| | | | | | | | | |
|---------------------|--------------|--------------|--------------|------|--------------|--------------|---------------|------|
| | (50.0) | (65.0) | (57.5) | | (30.0) | (52.5) | (41.2) | |
| Academic | | | | | | | | |
| nptel.ac.in | 05 (12.5) | 07 (17.5) | 12 (15.0) | IX | 04 (10.0) | 06 (15.0) | 10 (12.5) | VIII |
| edx.org | 06 (15.0) | 09 (22.5) | 15 (18.7) | VII | 03 (7.5) | 08 (20.0) | 11 (13.7) | VII |
| indiaeducation.net | 12 (30.0) | 07 (17.5) | 19 (23.7) | VI | 12 (30.0) | 07 (17.5) | 19 (23.7) | V |
| academicearth.org | 06 (15.0) | 08 (20.0) | 14 (17.5) | VIII | 07 (17.5) | 08 (20.0) | 15 (18.7) | VI |
| eshiksha.com | 09 (22.5) | 16 (40.0) | 25 (31.2) | II | 09 (22.5) | 15 (37.5) | 02 4(30.0) | II |
| ecollegeofindia.com | 15 (37.5) | 12 (30.0) | 27 (33.7) | I | 14 (35.0) | 12 (30.0) | 26 (32.5) | I |
| bigthink.com | 13 (32.5) | 09 (22.5) | 22 (27.5) | V | 11 (27.5) | 09 (22.5) | 20 (25.0) | IV |
| brightstorm.com | 12 (30.0) | 11 (27.5) | 23 (28.7) | III | 08 (20.0) | 11 (27.5) | 19 (23.7) | V |
| admissionnews.com | 09 (22.5) | 13 (32.5) | 22 (27.5) | IV | 09 (22.5) | 12 (30.0) | 21 (26.2) | III |

Multiple responses

The data depicted in the Table 3 showed that the awareness and availability of different social media sites for students in rural area. Majority of the students were aware about the Facebook (Ist Rank), Whatsapp (IInd Rank), Youtube (IIIrd Rank), Instagram (IVth Rank) and Wikipedia (Vth rank) respectively. The highest awareness of the students about the most of the students were aware about the Amazon (Ist Rank), Flipkart (IInd Rank), Myntra (IIIrd Rank) Paytm mall (IVth Rank) and Shopclues (Vth Rank). Data from academic sites majority of the students were aware about the academic sites ecollegeofindia.com (Ist Rank), eshiksha.com (IInd Rank), brightstorm.com (IIIrd Rank), admissionnews.com (IVth Rank) and bigthink.com (VthRank).

The data further showed the access of students to recreational sites. Majority of the students had access to Facebook (Ist Rank), Whatsapp (IInd Rank), Youtube (IIIrd Rank) Wikipedia (IVth Rank) and Messenger (Vth Rank). Data further inferred the availability of online shopping apps. Most of the students were using Amazon (Ist Rank), Flipkart (IInd Rank), Myntra (IIIrd Rank), Paytm mall (IVth Rank) and Snapdeal (Vth Rank). The data related to academic sites revealed that the students had access on educational sites on ecollegeofindia.com (Ist Rank), eshiksha.com (IInd rank), admissionnews.com (IIIrd Rank), bigthink.com (IVth Rank) and brightstorm.com (Vth Rank). A study on the use of the social networking sites in academics found the majority of the respondents (83.33%) referred social networking sites for gaining knowledge, for referring new updates and gaining exposure (Rana & Singh, 2012).

Table 4: Awareness and availability of social media for urban students

| Social media | Urban | | | | | | | |
|------------------------|-------------------------|---------------------------|----------------|------|-------------------------|---------------------------|---------------|------|
| | Aware | | | | Available | | | |
| | Govt. (n=40) f(%) | Private (n=40) f(%) | Total f(%) | RANK | Govt. (n=40) f(%) | Private (n=40) f(%) | Total f(%) | RANK |
| Recreational | | | | | | | | |
| Facebook | 40 (100.0) | 40 (100.0) | 100 (100.0) | I | 35 (87.5) | 37 (92.5) | 72 (90.0) | I |
| Whatsapp | 37 (92.5) | 39 (97.5) | 76 (95.0) | II | 32 (80.0) | 36 (90.0) | 68 (85.0) | II |
| Instagram | 27 (67.5) | 28 (70.0) | 55 (68.7) | VI | 16 (40.0) | 20 (50.0) | 36 (45.0) | V |
| Youtube | 37 (92.5) | 38 (95.0) | 75 (93.7) | III | 35 (87.5) | 37 (92.5) | 72 (90.0) | I |
| Snapchat | 22 (55) | 25 (62.5) | 47 (58.7) | VII | 19 (47.5) | 21 (52.5) | 40 (50.0) | IV |
| Messenger | 27 (67.5) | 29 (72.5) | 56 (70.0) | V | 23 (57.5) | 24 (60.0) | 47 (58.7) | III |
| Telegram | 20 (50.0) | 26 (65.0) | 46 (57.5) | VIII | 14 (35.0) | 17 (42.5) | 31 (38.7) | VI |
| Twitter | 12 (30.0) | 15 (37.5) | 27 (33.7) | IX | 1 (2.5) | 4 (10.0) | 5 (6.25) | VII |
| Wikipedia | 30 (7.05) | 34 (85.0) | 64 (80.0) | IV | 21 (52.5) | 26 (65.0) | 47 (58.7) | III |
| Online Shopping | | | | | | | | |
| Amazon | 35 (87.5) | 36 (90.0) | 71 (88.7) | I | 31 (77.5) | 33 (82.5) | 64 (80.0) | I |
| Flipkart | 32 (80.0) | 35 (87.5) | 67 (83.7) | II | 27 (67.5) | 32 (80.0) | 59 (73.7) | II |
| Snapdeal | 27 (67.5) | 32 (80.0) | 59 (73.7) | IV | 24 (60.0) | 26 (65.0) | 50 (62.5) | III |
| Myntra | 29 (72.5) | 31 (77.5) | 60 (75.0) | III | 21 (52.5) | 23 (57.5) | 44 (55.0) | V |
| Olx | 24 (60.0) | 29 (72.5) | 53 (66.2) | V | 20 (50.0) | 25 (62.5) | 45 (56.2) | IV |
| Shopclues | 28 (70.0) | 32 (80.0) | 60 (75.0) | III | 18 (45.0) | 21 (52.5) | 39 (48.7) | VI |
| Indiamart | 20 (50.0) | 26 (65.0) | 46 (57.5) | VII | 14 (35.0) | 16 (40.0) | 30 (37.5) | VII |
| Paytm mall | 23 (57.5) | 25 (62.5) | 48 (60.0) | VI | 18 (45.0) | 21 (52.5) | 39 (48.7) | VI |
| Academic | | | | | | | | |
| nptel.ac.in | 07 (17.5) | 09 (22.5) | 16 (20.0) | VII | 05 (12.5) | 06 (15.0) | 11 (13.7) | VIII |
| edx.org | 06 (15.0) | 02 (5.0) | 8 (10.0) | VIII | 06 (15.0) | 04 (5.0) | 10 (12.5) | IX |
| indiaeducation.net | 15 (37.5) | 17 (42.5) | 32 (40.0) | III | 12 (30.0) | 16 (40.0) | 26 (32.5) | V |
| academicearth.org | 07 (17.5) | 09 (22.5) | 16 (20.0) | VII | 06 (16.0) | 09 (22.5) | 15 (18.7) | VI |
| eshiksha.com | 14 | 15 | 29 | V | 12 | 17 | 29 | III |

| | | | | | | | | |
|---------------------|--------------|--------------|--------------|----|--------------|--------------|--------------|-----|
| | (35.0) | (37.5) | (36.2) | | (30.0) | (42.5) | (36.2) | |
| ecollegeofindia.com | 18 (45.0) | 13 (32.5) | 31 (38.7) | IV | 15 (37.5) | 21 (52.5) | 36 (45.0) | I |
| bigthink.com | 19 (47.5) | 21 (52.5) | 40 (50.0) | I | 14 (35.0) | 17 (17.5) | 31 (38.7) | II |
| brightstorm.com | 16 (40.0) | 18 (45.0) | 34 (42.5) | II | 12 (30.0) | 15 (37.5) | 27 (33.7) | IV |
| admissionnews.com | 11 (27.5) | 17 (42.5) | 28 (35.0) | VI | 05 (12.5) | 09 (22.5) | 14 (17.5) | VII |

Multiple responses

The data depicted in the Table 4 revealed the awareness and availability of different social media sites for students in urban area. According to the students responses cent percent students were aware about the Facebook (Ist Rank), Whatsapp (IInd Rank), Youtube (IIIrd Rank), Wikipedia (IVth Rank) and Messenger (Vth Rank). In online shopping students were aware about the Amazon (Ist Rank), Flipkart (83.7%), Myntra (IIIrd Rank), Snapdeal (IVth Rank) and Olx (Vth Rank). Data from academic sites revealed that academic sites bigthink.com (Ist Rank), brighystorm.com (IInd Rank), indiaeducation.net (IIIrd Rank), ecollegeofindia.com (IVth Rank) and eshiksha.com (Vth Rank).

Data further inferred the availability of recreational sites for the used. Majority of the students had easy access of Facebook (Ist Rank), Whatsapp (IInd Rank), Messenger & Wikipedia (IIIrd Rank), Snapchat (IVth Rank) and Instagram (Vth Rank). Data from online shopping applications showed that most of the students were using Amazone (Ist Rank), Flipkart (IInd Rank), Snapdeal (IIIrd Rank), Olx (IVth Rank) and Myntra (Vth Rank). The data related to academic sites revealed that the students had access on educational sites on ecollegeofindia.com (Ist Rank), bigthink.com (IInd Rank), eshiksha.com (IIIrd Rank), brightstorm (IVth Rank) and indiaeducation.net (Vth Rank).

Conclusion

A comparison on the extent of use of information sources reveals that television, mobile phones and mobile with internet connection as an electronic media and newspaper as a print media were using to keep themselves update with the latest know and how. Personal profile of students revealed that majority of the students from both the schools were belonged to 17-18 years of age were male, studying in 10+2 standard with arts as a major stream. Most of the students were fall under second ordinal position and had 2-3 numbers of siblings. The only difference observed was in the taste and purpose for which they are using the media. Majority of the student’s had availability of tuition facility within one km. and they were using the tuition facility for improving their academic performance. Data revealed that majority of the students were aware about the different types of social media viz; Facebook, Whatsapp, Youtube, Messenger and Wikipedia. However the most popular media used by them from recreational section were Facebook (Ist Rank), Whatsapp (IInd Rank), Youtube (IIIrd Rank) and Messenger (IVth Rank). Under online shopping section most preferred sites were Amazon (Ist Rank), Flipkart (IInd Rank) and Myntra (IIIrd Rank)

respectively. In case of academic section the most preferred sites were ecollegeofindia.com (Ist Rank), eshiksha.com (IInd Rank) and brightstorm.com (IIIrd Rank) by the students for career and further studies in institutes. It is the first e-learning gateway dedicated to corporate India and professional students. They can themselves up to date e-content on prevailing topics on emerging technologies for future ready workplace. E-learning platform for diverse leaning needs allowing learners to access anytime and anywhere from device.

Suggestions

- Parents should be well educated and aware about the social media pros and cons so that they can guide their children properly in terms of how; when and what type of social media they should use in order to show the right path to their children.
- Parents should be regular check their teenage children's activities on social media and do not let them use social networking sites unnecessarily.
- Parents should have friendly relations with their child so that all type of things they can share between themselves.

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