

A comparative study of awareness of social media sites between the rural and urban located college going girls

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Abstract

A comparative study entitled “A comparative study of awareness of social media sites between the rural and urban located college going girls” was conducted in Meerut district. 150 girls each were selected from the colleges located in rural and urban areas of Meerut district using multi stage stratified sampling techniques. Social media sites was the most preferred by the rural and urban located college going girls. Internet websites, social media sites and TV/Radio were more preferred by the rural located college going girls as compared to urban located college going girls while social media site was preferred more by the urban located college going girls as compared to rural located college going girls. Significant differences regarding most preferred social media site, time spend on social media sites and frequently checking social media account in a day were observed separately between the rural and urban located college going girls ($p < 0.05$). Instagram and WhatsApp as social media sites were significantly more in urban located college going girls as compared to rural located college going girls while face book as social media sites was insignificantly more in urban located college going girls as compared to rural located college going girls. Friends contacted on face book, Instagram and WhatsApp as social media sites were insignificantly differed according to location of college going girls even at 5% level of significance.

Key words: Awareness, websites, TV/Radio, Rural, Urban, Social media

Introduction

Social media is primarily used by young college going students. It has a variety of on-line platforms for students to share their interests. It refers to the sites and services that emerges during the early 2000s including social networking sites, video sharing sites, blogging and microblogging platforms, added related tools and allow participants to create and share their own contents (Body, 2014). Social media networks have created phenomenon on the internet that has gained popularity over the last decade. People use social media such as Facebook, WhatsApp and Instagram etc. to create relationship with others and provide a chance to girls for connecting with each others across distances. Social media sites seem to be growing in popularity rapidly, especially among the young girls. The students of the present era, extensively

use social networking sites to satisfy various needs related to their education. Social media is becoming quite popular these days among college going girls because of its user-friendly features. Therefore, in the present article “awareness of social media sites” to be studied on rural and urban located college going girls.

Objective

To compare the awareness of social media sites between the rural and urban located college going girls.

Methodology

Multistage Stratified Random Sampling Technique was used for the selection of the samples and three hundred college going girls (150 rural and 150 urban located colleges) from Meerut district were selected as the unit of information. The required information was collected using questionnaire method by the researcher.

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Tools of the Study

A self-constructed questionnaire developed by the investigator with the help of supervisor and expert of the subject was used to assess the awareness of social media sites between the rural and urban located college going girls in the present study.

Results and Discussion

The collected data were analysed by using test of significance (χ^2), discussed with the earlier studies conducted on the subject in India and abroad and presented in table 1.

Opinion regarding most preferred social media sites was recorded from the college going girls and presented in the above table 1. Internet websites, social media sites and TV/Radio were more preferred by the rural located college going girls as compared to urban located college going girls while social media site was more preferred by the urban located college going girls as compared to rural located college going girls. Significant difference regarding most preferred social site was observed between the rural and urban located college going girls ($\chi^2 = 14.466, df=2, p<0.05$).

Table 1: Most preferred social media sites according to Location of college going girls.

Preferred Social Media Sites	Location of College			
	Rural (n =150)		Urban (n =150)	
	No.	%	No.	%
Print Media	05	03.33	04	02.66
TV/Radio	39	26.00	22	14.67
Internet Websites	57	38.00	43	28.67
Social Media Sites	49	32.67	81	54.00

$\chi^2 = 14.466, d.f. = 2, p < 0.05$

Table 2: Awareness of social media sites according to Location of college going girls

Social Media Sites	Location	Awareness				Statistical Value				
		Fully Aware		Partly Aware		Not Aware		χ^2	df	p
		No.	%	No.	%	No.	%			
Face Book	Rural	40	26.67	34	22.66	76	50.67	1.976	2	>0.05
	Urban	45	30.00	41	27.33	64	42.67			
Instagram	Rural	55	36.67	31	20.66	64	42.67	20.126	2	<0.05
	Urban	93	62.00	23	15.33	34	22.67			
WhatsApp	Rural	113	75.33	25	16.67	12	08.00	10.214	2	<0.05
	Urban	134	89.33	10	06.67	06	04.00			

Table 2 reveals the awareness of social media sites according to location of college going girls which was recorded and analysed. Majority (50.67%) of the girls studying in rural located colleges were not aware regarding Facebook as social media sites, followed by 26.67% fully aware and the minimum (22.66%) partly aware while majority (42.67%) of the girls studying in urban located colleges were not aware regarding Facebook as social media sites, followed by 30.00% fully aware and the minimum (27.33%) partly aware. Statistically, no significant difference regarding the awareness of Facebook as social media sites between the rural and urban college going girls. Regarding the awareness of Instagram and WhatsApp as social media sites were more in urban college going girls as compared to rural college going girls and the differences regarding the awareness of Instagram and WhatsApp as social media sites were observed between the rural and urban college girls ($p < 0.05$). Thus, it can be concluded that Instagram and WhatsApp as social media sites were significantly more in urban college going girls as compared to rural college going girls while Facebook as social media sites was insignificantly more in urban college going girls as compared to rural college going girls.

Friends contacted on social media sites according to location of college among the college going girls was recorded, analysed and shown in the table 3. Less than 100 friends were contacted insignificantly more on Facebook and WhatsApp among rural college going girls as compared to urban college going girls while less than 100 friends were contacted insignificantly more on Instagram among urban college going girls as compared to rural college going girls. Thus, it can be seen from the above table that friends contacted on Facebook, Instagram and

Table 3: Friends on social media sites according to Location wise distribution of college going girls

Social Media Sites	Location	Number of Friends						Statistical Value		
		Less than 100		100 – 200		200 & above		χ^2	df	p
		No.	%	No.	%	No.	%			
Face Book	Rural	114	76.00	22	14.67	14	9.33	3.074	2	>0.05
	Urban	101	67.33	27	18.00	22	14.17			
Instagram	Rural	62	41.33	59	39.33	29	19.34	5.112	2	>0.05
	Urban	67	44.67	42	28.00	41	27.33			
WhatsApp	Rural	86	57.33	43	28.67	21	14.00	2.033	2	>0.05
	Urban	104	49.33	53	35.34	23	15.33			

Table 4: Time spend on social media sites according to Location wise distribution of college going girls

Time Spend in Hours	Location of College			
	Rural(n=150)		Urban(n=150)	
	No.	%	No.	%
Less than 2	116	77.33	71	47.33
2 - 4	28	18.67	48	32.00
4 - 6	04	02.67	15	10.00
6 and More	02	01.33	16	10.67

$\chi^2 = 32.984, df=2, p<0.05$

WhatsApp as social media sites were insignificantly differed according to location of college going girls ($p>0.05$).

Time spend on social media sites by the college going girls was recorded and presented in the above table 4. Out of the rural college going girls (150), majority (77.33%) of them spend less than two hours on social media sites, followed by 18.67% two-four hours and very few (1.33%) 6 hours and more while among the urban college going girls (150), majority (47.33%) of them spend less than two hours on social media sites, followed by 32.00% two-four hours and the minimum (10.00%) 4-6 hours. Significant difference regarding time spend on social media sites between the rural and urban college going girls was found ($\chi^2 = 32.984, df=2, p<0.05$).

Frequently checking social media account in a day by the rural and urban college going girls was recorded, analysed and displayed in the table 5. Majority (64.67%) of the rural college going girls checked their media account less than 10 times in a day, followed by 32.00% 10 - 30 times and the very

Table 5: Frequently checking social media account in a day according to location wise distribution of college going girls

Checking Social Media Account in a Day	Location of College			
	Rural(n=150)		Urban(n=150)	
	No.	%	No.	%
Less than 10 times	97	64.67	79	52.67
10 - 30 times	48	32.00	49	32.67
30 - 50 times	04	02.67	11	07.33
After every notification	01	00.66	11	07.33

$\chi^2 = 12.555, df=2, p<0.05$

few (00.66%) after every notification while (52.67%) of the urban college going girls checked their media account less than 10 times in a day, followed by 32.67% 10 - 30 times and the minimum (07.33%) each 30 - 50 times and after every notification respectively. Significant difference regarding frequently checking social media account in a day was observed according to rural and urban colleges going girls ($\chi^2 = 12.555, df=2, p<0.05$).

The life style scores show among rural and urban college going girls according to having phone and mean, standard deviation of life scores and the value of t-test were calculated and presented in the above table - 6. Mean scores of life style were found to be more among the urban college going girls having phones (193.80) or not (188.79) as compared to rural college going girls having phones (181.21) or not (159.59) respectively. Statistically significant differences regarding mean scores of life style were observed between rural and urban college going girls having phones or not separately ($p<0.05$).

Table 6: Comparison of life style among rural, urban and total college going girls according to having phone

Having Phone	Location and Life Style						Statistical Value	
	No.	<i>Rural</i> Mean	SD.	No.	<i>Urban</i> Mean	SD.	T	p
Yes	99	181.21	27.79	126	193.80	23.94	3.647	<0.05
No	51	159.59	33.53	24	188.79	16.47	4.024	<0.05

Similar finding was supported by Neelamalar. and Chitra (2009) as they concluded that most of college students are using the internet and computer in their lives. Mahat and Mundhe (2014) also concluded that social media sites are acting as a powerful tool for view mobilization. It was also observed by Jain et.al. (2012) in their study that social media gives a best platform for users for presenting their personal views. Arora, (2012) concluded in her study that social media has become a part of life but it becomes very addictive for college students. More or less similar finding was also observed by (Manlunatha, 2013) and Siddiqui et.al. (2016) in their studies that majority of college students used internet and social networking sites for a large percentage of their lives.' Kiran Shankar Lal Soni (2019) found that most of the respondents (54.6%) used Instagram daily, followed by Facebook (80.8%) and few of them used WhatsApp. Contrary finding was reported by Helbergert and Loken (2011) that Facebook as social media site used most among women. News Polls (2013) reported that 99.0% of the teenagers aged 16-17 years spend 7 hours a day on Facebook social media sites networks. A study conducted by Kabre and Brown (2011) supported the finding of the present study as they observed that time spent on social media differed from the respondents belonged to rural and urban areas. The use of phones also found significant effect of the life style among the young students in the study conducted by Papacharissi, (2011).

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