

THE IMPACT OF SOCIAL MEDIA IN LEARNING RURAL COLLEGE STUDENTS IN NAGPUR DISTRICT

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Abstract

Social media is the place where we can search, talk, post, sharing information and ideas among people in virtual communities and networks. it has now become an incredible stage for learning. It helps to promotion of our business, research purposes and employing Organisation.

Learning is a process through which man is able to adjust himself with his environment and the society, Language, communication and imagination plays an important role in learning.

The teaching learning process will provide platform to students, teachers and researchers to interact and unleash their ideas through discussions including bringing new ideas or knowledge about subject matter and other related issues.

There will be true global village in which telephone, computer, mobile phone and television interact. ``Social media includes Facebook, Twitter, Instrgram, LinkedIn, and Youtube accounts . Learning through online meeting platforms includes Zoom, Google meet, Webex, Microsoft team, Go To meeting, and YouTube. Online learning sites - Swayam, MOOC, OER, Swayam Prabha, E Pathshala and Atal platform.

The objective of the study 1) To encourage active learning 2) To develop Corporation among students 3) Identify reliable communication tools and facilities 4) To promote equal chances of access to higher education for all the rural students 5) To improve skills and development for the students.

Keywords: Social Media, Students, Learning, College, Rural

INTRODUCTION

Social networking sites plays an vital role of social media. Instagram, Telegram, Facebook, Twitter, Skype, and WhatsApp are the most popular use of virtual social networks. Social networks is the place where websites and applications that allows users to share content, ideas, opinion, beliefs, feelings ,social, personal and educational experiences

Social media has tremendous changes in the present day world in education help to improve the quality of education where teaching and learning eventually become an engaging active process related to real life in the field of education focusing on its impact of teaching learning process quality and accessibility of education motivating learners learning environment and students academic performance.

Rural college students deals with the low level of physical quality of life in the country it represents lack of education and skills which acts as a barreer to more production s socially inferior status discrimination and cultural necklace.

In any college there should be a Campus today is dotted with Majestic building, Administrative blocks, Assembly Hall, Library, Laboratories, Seminar Hall, Conference room, Canteen, E-Library, Gymnasium and a large playground.

The teacher has dedicated team will help in spreading awareness among academicians and college students which will be influencing the future of the nation that is our youth.

The vision of the college in to provide sound learning through social media that is video conferencing , use of PPT, Smart class, Social networking sites and Writing on blog to build moral character and to inculcate spiritual truths. The goal is reflected in the college or Institutions Motto “**Send out they light**” which is a prayer as well as a challenge.

REVIEW OF LITERATURE

Tap scolt (1998) - He describe that children grew in digital environment and digital literacy gave liberty to children had confidence on internet. Digital media had provided opportunities to contribute with those countries that have information communication technology.(ICT)

Carla Teixeira Lopes (2007) - Evaluating E- Learning Readiness in A Health Science Higher Education Institution.

Watkins (2009) - In The 21st century, email was the primary source for teacher and student to communicate, instant messaging, and social media platforms have quickly evolved to the primary source of Communication

Ela Goyal, Manju Bhaga (2011) - Study of Satisfaction and usability of the internet on students performances.

Joostin (2012) - In the age of digital networks, students use social media platforms as social devices to communicate and two facilitate Communications.

De Andreas et al (2012) - Social media plays a vital tools which have the potential to reshape communication patterns among their users by enabling online communication and lowering the barriers of face to face interaction.

OBJECTIVE OF THE STUDY

- 1) To Improve Skill and Development for the rural college students.
- 2) To Improve Standard of living of rural college students.
- 3) To promote the rural college students life long learning opportunities through social media.

SCOPE OF THE STUDY

- 1) Any place learning.
- 2) Any time learning.
- 3) Information Literacy.
- 4) Student – centered learning.
- 5) Supporting knowledge construction.
- 6) A pivotal tool in spreading quality education.

RESEARCH METHODOLOGY OF THE STUDY

Primary Data: In order to collect Primary data, a well structured set of questionnaire has been prepared containing ten different questions and distributed among the group of rural college students in different cities contribute to the society. This study will analyze the data collect both combination of **quantitative and qualitative analysis**.

Secondary Data: Being an expected research it is based on secondary data of national and international journal, articles, government reports, newspaper, magazines, covering white collections of academic literature **on the impact of social media in learning ruler college students in Nagpur district.**

Study Area

This survey was conducted on rural college student in Nagpur District. This study was in rural colleges of **Saoner and Kalmeshwar** Block of **Nagpur District**.

Measurement Tools

A set of questionnaire containing **10** questions along with multiple choice questions developed related to the nature and objectives of the study. The questionnaire discussed with various expert to ensure that, peoples of various selected locations will easily understand the language or terminology. The details of questionnaire attached in annexure. All the questions related to different aspect of packing and Packaging has been put in to the **five-point Likert**, in which **1** deals with Strongly Disagree and **5** deals with Strongly Agree, all the students (respondents) give their opinion according to their level of satisfaction with statements of questionnaire

The five point Likert scale for present study as

1 =Strongly Disagree, 02= Disagree, 03 =Neutral, 04 =Agree, 05= Strongly Agree

Sample Size

Purposive sampling is used for sample size. The sample size study is **100**

Data Collection

The survey was done by questionnaires personally. It was conducted **B.A. Ist IInd & IIIrd year** rural college students of Nagpur district . Data was collected from 100 students through questionnaires which was prepared

on various impacts of social media in learning.

Table 1: Personal profile of the respondents

Gender	Sample		Percentage
	Male	42	42
Female	58	58	
Total	100	100	
Age	18-19	68	68
	20-21	15	15
	21-22	17	17
	Total	100	100
Education (B.A.)	1 st year	70	70
	2 nd year	21	21
	3 rd year	09	09
	Total	100	100

The Table 1 shows that majority 58% of respondents are female and the age of the majority 68% of respondent ranged from 18 years to 19 years. 70% of them 1st year students of Nagpur districts.

Table 2: Purpose of using social networking sites (SNS)

Reason to Register in SNS	Respondents (N=100)
Connect with Friends	43
To connect new people	11
Playing game and Entertainment	23
It is used for popular site today	13
Other	10
Total	100

Table 2 shows that the majority 43% of respondent using for keeping in connect with friends and only 11% respondent using social networking site for to connect new people and 23% using for playing games and entertainment, 13% respondent using SNS because it is popular site today, and 10% respondent using this for other reason.

Table 3: Forms of social media are actively

Forms of social media are actively	Respondents (N=100)
Facebook	32
Twitter	08
Instragram	13
Youtube	25
Whatsapp	22
Total	100

Respondents are actively connected with different forms of social media one Table 3 shows that 32% of respondent use Facebook of social media, 08% of respondent actively uses Twitter, majority 13% of respondent actively connected with Instragram, 25 % respondent connect with Youtube and 22% respondent connect with whatsapp.

Table 4: Respondent users of mobile phone for the purpose of social media.

Response	Respondent (N= 100)
Yes	83
No	17
Total	100

The Table 4 shows that the majority 83% of the respondent using mobile phones for the purpose of social media and 17% of respondent not using mobile phone they use laptop and tablet.

FACT FINDING OF THE STUDY

- 1) Adapting change in learning process of rural college student through social media.
- 2) Improvement in the standard of living of rural college student and thinking globally.

- 3) Spreading quality education by using social network for rural student.
- 4) Smart class increase better understanding for learning and teaching of rural students.
- 5) Use of social network makes strong connectivity with learning community.

CONCLUSION OF THE STUDY

- 1) Positive things that 80% respondents uses social media for education purpose by using cell phone for study document.
- 2) By using social media they can communicate and share information very easily and quickly through various social networking sites such as Facebook, Instagram, whatsapp and you tube.
- 3) Present study found out that 89% of rural college students active on social media are aged between 18- 21 years.
- 4) This study shows that the maximum students 70% are realize that social media negatively impact on their study due to more time spending on social media.

SUGGESTION OF THE STUDY

- 1) To promote equal chance of access to higher education for rural college student.
- 2) Workshop, Conference, and Seminar must organized by college through social media.
- 3) Innovation in manegment and commutation skill by using social media.
- 4) Hybrid network and services allow as to better plan our daily life.
- 5) Lack of knowledge and information about rights that provides legal uncertainty.

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