

AN INVESTIGATION ON THE CHANGES OF SOCIAL MEDIA USE CAUSED BY COVID-19

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Abstract – The main aim of this article is to analyze the changes in the use of social media in Tamil Nadu. The time and duration of academic people using social networks have greatly changed due to the impact of the Corona-Virus. People often don't get out of the house. Communication devices such as telephony and television are increasingly used. This article examines the time shift used in entertainment, education, research, and sharing of news stories on social media. Private college teachers and college students were taken for review. The opinions of teachers and students were explored through the opinion survey. The usage applications such as YouTube, WhatsApp, and Tik Tok were taken into account. Also, the login details and Status update details were taken as a factor. The changes between them and how they used online were explored. This study found the time taken to develop and qualify for academic development. This study found that the use of social networks was doubling for both teachers and students. The study also demonstrated that the time taken for online and academic research is on the rise. The study demonstrated a greater bonding between teachers and students. And the knowledge of new digital technologies has grown. This study confirmed the use of Google classroom, Hangout, and Zoom applications by students and teachers. There were huge differences in the use of digital tools between private universities and state universities. This research has demonstrated that high-quality universities are using new technologies to make online education more important. The study also found differences between universities, teaching staffs and students regarding the digital tool's application knowledge. The study found that the majority of teachers and students used digital technology for the first time.

Key Words: Social media networking, Corona-virus, Usage of social media, University, Digital technology, Digital knowledge

1. INTRODUCTION

According to the World Health Organization, the first Corona-Virus was detected in China's Wugan city on December 31, 2019. It spreads quickly to many countries. The study confirmed that the first spread from human to

human of Corona-Virus outside of china was found in Thailand on January 10, 2000. It started spreading from Kerala on January 30th in India. Then it became socially widespread. It spread in Tamil Nadu on March 7, 2020. It was widely viewed by those attending the TJ Conference. It is currently spreading rapidly. Academic training through institutions has been halted due to the closure of schools and colleges. People have been banned from going out in Tamil Nadu since March 16 to prevent social spread. Students have no choice to continue their education.

Students have to pursue education through websites and social media. But there are huge differences in the use of digital technology between academia and students. Some universities have switched to the online education system. But some government universities do not have such facilities. So students are affected. Not only that, but Smartphone and internet facilities are not available for everyone. Smartphone and Internet connectivity was high among students who moved to the city. There are not enough facilities for rural students. And there is not enough training to use new media. Only a handful of people are using these tools. The majority use it as an entertainment media. Further, social networking sites have been heavily used for entertainment and cinema. Even though there are many media and communication changes in Tamil Nadu, sharing and exchanging information on social networks has increased. The watching time of TV and mobile phones are also on the increase. The way of using media changes in Tamil Nadu. Knowledge of social media sites and digital tools has become one of the most essential needs of the Tamil people. Nowadays, social media is increasingly used in Tamil Nadu to communicate news and information. This seems to be a definitive change caused by the corona - virus effect on social media usage.

2. Literature Review:

Online education system is growing rapidly because of the growth of new digital technology and tools. This social networking education and applications has a wide gap in developed and developing countries. Studies of the online education system are increasingly being

done. Learners are classified by mood, preferences, choices, cognition, and education methods using internet records. These enhance understanding between the learner and the educator. Recent work in cognitive and cloud computing technology advances a major revolution in education. New internet education systems like NPTEL and Swayam are developing fast in India. In addition, Corona -Virus's impact on internet education has made it very fast in India. AICTE and UGC have emphasized the web learning system. Online assessment systems have been incorporated into the curriculum. Private and state universities have increased internet seminars, web conferences, online meetings, and discussion. They have introduced the web teaching and evaluation system.

Various researches have been published on the use of social websites for education. In 2011, Yang, Wang Woo and Quek reviewed Facebook. According to their study, social websites are important in learning [1]. According to the Trockey and Buckley 2016 study, social media has become more accessible to educators and learners. They reviewed the use of the website Wikis [2]. Hew and Chang reviewed the contribution of social websites in higher education in 2011 and published the results. According to the research, it was confirmed that web 2.0 could be used for educational advancement [3]. A study published by Cox and McLeod in 2014 found that social websites offer great opportunities to make it easy for everyone to learn about the vision and education of the institution [4]. A study published by Preston in 2011 found the use of social websites in education [5].

Van den Beemt research showed that social websites used to improve the effectiveness of language teaching and learning. Also, it showed the improvement level of motivation among the learners [6]. According to Junco's 2012 survey, social websites such as Facebook was effective in improving the learning outcome [7]. According to Feridun's study, social media websites are known as SNSs and that social media has a variety of them. The study found that social media, such as Twitter, Facebook Instagram and Flickr, are also important for educational development [8]. Wilson's 2012 study showed the development of social media's impact research in the fields of social science, law, business, marketing, computer science, language and engineering [9]. According to Ellison's 2007 study, social media was known to enhance communication skills among students. Also it showed the importance of sharing and communicating knowledge in the educative environment [10].

According to Manan's 2012 survey, social network system combined with the regular education was very effective to learn new knowledge. Also, it showed the importance of such skills in creating interest in education [11]. Guy's research focused on the advancement of

collaborative learning, group learning, and inquiry based learning. Also, it showed the links between the development of various learning environment and social media network [12]. Abu Elnsr conducted research to find out the use of social media on effective education in 2016. That research outcome showed the barriers in the social media network knowledge and lack of facilities. Also it showed the importance of the links between the social networking sites and academic activity in the developing countries [13]. Deanna's research showed the links between the anxiety and Twitter usage among the people. That research work showed the effectiveness of social media tool on creating awareness level. Also, it effectively helped to reduce the anxiety [14]. Rahmi's research showed the links between the importance of collaborative learning and social media networks. Also, it showed the importance of engagement, collaboration and effective research activity among the research scholars [15].

3. Research Methodology

In this research work, qualitative research method was adopted to find out the development of social media usage among the learners and teachers. The variables such as social media type, time- education, entertainment, communication, sharing, data availability, usability, effectiveness, opinion-teachers and students were taken into considerations. The pre-tested questionnaire sent to the randomly selected students and teachers belongs to different backgrounds. Google documents created and sent to the respondents. The data was collected during the lockdown period of Tamil Nadu (From 25th March to 25th April).

One hundred and sixty five samples were selected from the total population. It included students (Undergraduate, and Post graduate), private university teachers, and government university teachers. The questionnaire was sent randomly based on simple random sampling method. The questionnaire was forwarded through the WhatsApp and Gmail media. Apart from the quantitative research, observational method was applied in this research to study the login time and usage of social media during the day and night time. In this study three private Universities and three government University teachers were given their opinion related to social media usage on education.

The main aim of the research was to study out the effect of Corona-virus lockdown period on the usage of social media. A total number of 165 respondents were given opinions related to social media. The various sections of the questionnaire contained the relevant information related to demographic data, social media type, time and duration, purpose-education, entertainment, chatting,

communicating, sharing, opinion and digital media knowledge.

The questionnaire was sent through the Gmail and WhatsApp groups related to students and teachers. The research questions focused the duration of 30 days from the lockdown period followed in Tamil Nadu. The respondents were informed to answer the questionnaire within two days. The WhatsApp reminders sent to the 165 respondents to collect the data. The collected information was categorized into five important categories. It was then analyzed and processed through excel software to find out the mean, mode and standard deviations of the research. The opinion of the respondents was tested based on mean, standard deviation, and frequency. The observation of login and status updating time taken by respondents was used as a tool to study the impact of lockdown period and social media.

4. Findings and Suggestions

Demographic data of the respondents-Teachers

TABLE I

Criteria	Private University Teachers	Government University Teachers
Total number of participants	13	11
Age	9 age below 40 4 age higher than 40	8 age below 40 3 age higher than 40
Gender	Male-6 Female-7	Male-7 Female -4
Educational qualifications	All PG and Higher	All PG and Higher
Locations	City-6 Town -4 Village-3	City-2 Town -3 Village-6
Mobile phones	Smartphone 10 Ordinary 3	Smartphone 9 Ordinary 2
Teaching & learning method	Traditional 7 with social media 6	Traditional 9, with social media 2

Demographic data of the respondents-Students

A total of 165 members of the participants responded to the questionnaire. The teacher and student ratio was 14% and 86 % respectively. The private university and government university teachers

participated in the survey was 13 and 11. The private university and government university students participated in the survey was 91 and 50. The percentage of private university student was 65 %. The percentage of government university student was 35%. The city based teachers participated in this research was 8 and town participants was 7. The village based participants were 9. The city based students participated in this survey was 55 and the town based students was 48. The village based students participated in this survey was 38. The student participant's percentages were city 39 %, town 34%, and village 27%. The YouTube users' total percentage was 87 %. The WhatsApp users' percentage was 100%. The Tik Tok users' total percentage was 60%. The Google Classroom users' percentage was 49%. The Hangout users' percentage was 67%. And the Zoom users' percentage was 59%. The time taken by the students for entertainment was 64 % (More than 4 hours). The time taken by the students for education was 57 % (Two hours). The time taken by the students for chatting was 53 % (Two hours). The time taken by the students for communication was 56 %. The time taken by the students for creative purposes was 64 %

5. Conclusion

This study demonstrates that students and teachers spent more time on social networks due to the lockdown and Corona-virus in Tamil Nadu. Also, this study confirms that social media usage was also high during the night time. The vast majority have used social websites to get news about the Corona-Virus. The time spent on film and entertainment was far greater than the time spent on education and research. Moreover, there were differences between teachers and students in the use of social networks. Similarly, there was a difference between private university teachers and government university teachers using social websites. Students and teachers expressed their opinions in this study. These comments helped to understand the development of the usage of social media. Also, it informed about the level of social media usage. During this period the time spending on social media increased to more than four hours. This study also found that YouTube, WhatsApp, Google Classroom, Zoom and Hangout were the most prevalent social media tool among the learners and teachers of Tamil Nadu. Moreover, there were differences between those who had smart phones and Internet data. This study revealed that such gap was more prevalent among city students and village students. Social media was increasingly used to communicate among family members during this period. Not only was that, but the knowledge about the social media growing among the learners and educators. Internet discussions were growing among academicians. Also, research attitudes and the tendency to analyze the

message were growing. Finally, the study proved that the use of social media was highly developed in Tamil Nadu..

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