Impact of Facebook Reels Usage Among Arts and Science College Students in Salem District

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Abstract: The aspire of this research is to make out the major issues related to impact of Face book Reels usage among arts and science college students in Salem District. Nowadays most of the college students have used and addicted in Face book Reels mobile application. The College students are used a variety of trends within Face book Reels, including memes, lip-synced songs, and comedies. Duets, a feature that allows users to add their own video to an existing video with the original content's audio, have led to most of these trends. Snow- ball sampling method has been used to collect the data. The size of the sample is 200. The primary data was collected through questionnaire from the respondents of arts and science college students in Salem District. For analyzing the primary data, statistical tools such as Percentage Analysis, Reliability Statistics, Friedman Rank Correlation, Factor Analysis, T-test, One Way ANOVA and Chi- Square Test were used with the help of SPSS Software version 21.0. The major finding of the study is there is no significant difference between impact of Face book Reels usage and the Socio- economic profile of the arts and science college students.

Keywords: Facebook Reels, Social Media Usage, College Students, Short-Video Platforms Digital Addiction, User Engagement, Communication Behavior, Student Satisfaction, Socio-Economic Factors, Online Entertainment Impact

I.INTRODUCTION

Face Book reels is a Chinese iOS and Android social media video app for creating and sharing short lip-sync, comedy, and talent videos. The app was launched in 2017 by Chinese developer ByteDance, for markets outside of China. ByteDance has previously launched Douyin (Chinese: 抖音) for the China market in September 2016. Face Book reels and Douyin are the same but run on different servers to comply with Chinese censorship restrictions. The application allows users to create short music and lip-sync videos of 3 to 15 seconds and short looping videos of 3 to 60 seconds [1]. It is popular in Asia, the United States, and other parts of the world. Face Book reels is not available in China, and its servers are based in countries where the app is available. In 2018, the application gained popularity and became the most downloaded app in the US in October 2018, the first Chinese app to do so. As of 2018, it is available in over 150 markets and in 75 languages. In February 2019, Face Book reels, together with Douyin, hit one billion downloads globally, excluding Android installs in China[2] [3].

Evolution TIK TOK: Douyin was launched by ByteDance in China in September 2016. Douyin was developed in 200 days, and within a year got 100 million users, with more than 1 billion videos viewed every day. Face Book reels was launched in the international market in September 2017. On 23 January 2018, the Face Book reels app ranked #1 among free mobile app downloads on app stores in Thailand and other countries. Face Book reels has been downloaded about 80 million times in the United States, and 800 million times worldwide, according to data from mobile research firm Sensor Tower that excludes Android users in China. Celebrities including Jimmy Fallon and Tony Hawk have joined the app in November 2018. On September 3, 2019, Face Book reels and the NFL announced a multi-year partnership. The partnership includes the launch of an official NFL account that will bring NFL content to worldwide fans [4] [5].

Appearance of FACEBOOK REELS: The Face Book reels mobile app allows users to create a short video of them which often feature music in the background, can be sped up, slowed down or edited with a filter. To create a music video with the app, users can choose background music from a wide variety of music genres, edit with a filter and record a 15-second video

with speed adjustments before uploading it to share with others on Face Book reels or other social platforms. They can also film short lip-sync videos to popular songs[6]. The app's "react" feature allows users to film their reaction to a specific video, over which it is placed in a small window that is movable around the screen. Its "duet" feature allows users to film a video aside another video. The “duet” feature was another trademark of musical.ly. The app allows users to set their accounts as "private". Such accounts' content remains visible to Face Book reels, but is blocked from Face Book reels users who the account holder has not authorized to view their content. Users can choose whether any other user, or only their "friends", may interact with them through the app via comments, messages, or "react" or "duet" videos. Users also can set specific videos to either “public”, “friends only”, or “private” regardless if the account is private or not[7] [8].

The Swing of FACEBOOK REELS: Video creation on Face Book reels is a conversation. The unplanned back and forth motion between creators makes the app an incredibly social playground. Users imitate rising trends (referred to as “tags” or “challenges”) and collaborate through a practice of repurposing and remixing peer content. This social activity has brought about a dialect of catchphrases, terms and jokes (i.e. internet memes) isolated to the app and its youthful user base. As a first-time user, the scrolling feed of video content makes thematic patterns visible. One recurring genre is the “challenge video” in which users re-perform a given task or activity in their individual style[9] [10]. The “#Flamingo” challenge became a popular video theme in 2019 when Face Book reels licensed “Flamingo”, a song by Kero Kero Bonito that lists colors of the rainbow in its lyrics. Face Book reels users made use of the song to montage through elaborate makeup styles in sync with each color in the song. Autumn Klein, a ballet dancer with 1.4 million Face Book reels followers, adapted the trend by wearing different color tutus. Her version of the #Flamingo challenge received 700,000 likes by Face Book reels users. “I look for these [trends] and then I’ll try to flip it so it’s dance-related,” Says Klein§. Challenge videos spread socially in the back and forth motion of users promoting themes and their followers responding through personalized content[11].

Problem Statement: In the present digital era, social media and mobile applications have become an integral part of daily life, especially among college students. Platforms such as Facebook, WhatsApp, Twitter, Instagram, and Facebook Reels have gained widespread popularity in Salem District, attracting a large number of young users. College students frequently use these platforms during both academic and leisure time, which has significantly influenced their communication patterns, entertainment preferences, and social interactions. Among these applications, Facebook Reels has emerged as one of the most engaging short-video platforms, leading to increased usage and, in some cases, addiction among students. This growing trend raises concerns about its effects on students’ behavior, academic focus, and satisfaction levels. Therefore, this research is undertaken to analyze the impact of Facebook Reels usage among arts and science college students in Salem District, focusing on their purpose of usage, the effects it creates, and their level of satisfaction with the platform[12] [13].

Objectives of the Research : The primary objective of this study is to examine the usage pattern and influence of Facebook Reels among arts and science college students in Salem District. Specifically, the research aims to identify the main purposes for which students use the Facebook Reels application, such as entertainment, communication, and information sharing. It also seeks to analyze the various impacts created by its usage, including both positive and negative effects on students’ social behavior, awareness, and engagement. In addition, the study intends to measure the satisfaction level of students regarding the use of Facebook Reels. Further, the research tests whether there is any significant relationship between the socio-economic profile of the respondents and their purpose of usage, the impact created, and the level of satisfaction derived from the application[14].

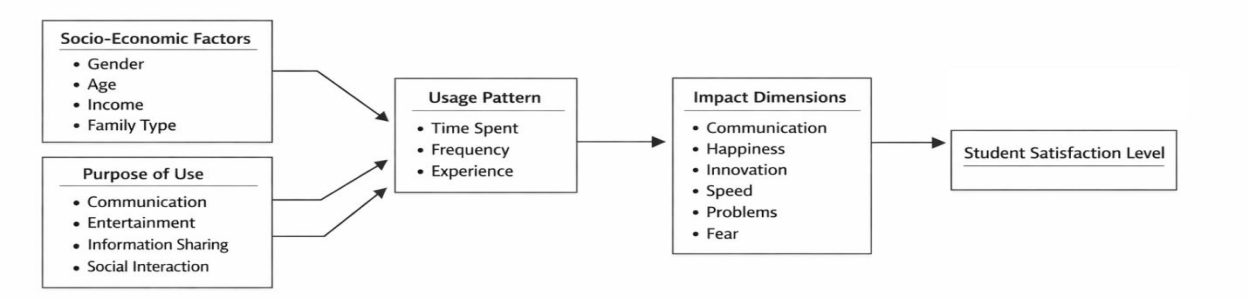

Figure 1: Conceptual Framework of Facebook Reels Usage Impact on College Students

This paper is organized into several sections to provide a clear and systematic understanding of the study. The introduction section presents the background of Facebook Reels usage, the problem statement, objectives, and the overall significance of the research. The review of literature highlights previous studies related to social media usage and its impact on students. The methodology section explains the research design, data collection methods, sampling technique, and statistical tools used for analysis[15]. The analysis and interpretation section presents the results obtained through statistical techniques such as percentage analysis, factor analysis, t-test, ANOVA, and chi-square test. This is followed by findings, suggestions, and conclusion, which summarize the key outcomes of the study and provide recommendations for better and more productive use of Facebook Reels among college students.

II.RELATED WORKS

Ethan Beresnick (2019) in their research, Intensified Play: Cinematic study of Facebook Reelsmobile app. This article analyzes a video creation and sharing app within the contexts of film editing, play and behaviors. The first five sections examine the history, creative functions, and play experience of Face Book reels. The final section discusses its moral panic and social ramifications [15]. Prabu and Anthonisamy(2020) in this research, Identification of Influencing Factors: Does the Social Media Sites Affect the Education of College Students?. The major impact of the study is the Friedman rank correlation we come to know the most influenced factor of SMS amongst the college students. Further SMS site has both positive as well as negative effects. Students tend to spend much of their time in SMS and they lose their sleep and this may result in their lagging back in their academic performance also. Sometimes when the students log on to Social Media Sites, they go for unnecessary information and they develop unwelcome relationships[16]. Jiang Xiao You (2019) in their article, Research on Facebook ReelsApp based on user- Centric Theory. The finding of the study is Face Book reels optimizes the user experience in the aspects of UCD design, content production and form innovation, personalized service and so on. It satisfies the user's needs and achieves the user's goals. In terms of user experience, Face Book reels has optimized the experience in terms of interface design, human-computer interactive, UGC and PGC and OGC content production model, content micro narrative modes and recommended algorithm technology based on big data, which enhanced user loyalty[17] [18].

III.METHODOLOGY OF THE STUDY

In the present digital age, social media and mobile applications have become highly influential and attractive among young people. Platforms such as Facebook, WhatsApp, Twitter, Instagram, and Facebook Reels are widely used by college students in Salem District for both academic and leisure purposes. Among these, Facebook Reels has gained significant popularity due to its short-video features, entertainment value, and interactive content, leading many students to spend considerable time on the application [19]. The increasing usage has raised concerns about its influence on students' behavior, communication patterns, and satisfaction levels. Hence, this study has been undertaken to examine the impact of Facebook Reels usage among arts and science college students in Salem District.

The research focuses on understanding whether students actively use Facebook Reels, identifying the effects created by its usage, and measuring the level of

satisfaction derived from the application. In order to address these aspects, the study aims to identify the main purposes for which students use Facebook Reels, analyze the impact of its usage, and assess the satisfaction level among users. Furthermore, the study examines whether there is any significant difference between the socio-economic profile of the respondents and their purpose of using Facebook Reels, whether there exists any association between socio-economic factors and the impact of usage, and whether socio-economic characteristics influence the level of satisfaction. Based on these objectives and hypotheses, an appropriate research methodology has been designed to systematically collect, analyze, and interpret the data related to Facebook Reels usage among college students[20] [21].

S. No	Research	Focal Point
1.	Study Area	Salem District
2.	Type of Research	Both Qualitative & Quantitative Research
3.	Research Approach	Arts and Science College Students in Salem District.
4.	Scaling Technique	Likert Scaling Technique
5.	Data Collection Method	Both Primary and Secondary Data
6.	Sampling Method	Non-Probability , Snow-ball Sampling
7.	Sample Size	200 Respondents
8.	Software	SPSS Version 21.0
9.	Research Instrument	Interview- Schedule
10.	Tools for Analysis	Percentage Analysis, Reliability Statistics, Friedman Rank Correlation, Factor analysis, Independent Sample t Test, F Test and Chi-Square Test.

Analysis and Interpretation of Data

Socio-Economic Profile of the Facebook ReelsUsers			
Demographic Variables	Classification of the Respondents	No. of Respondents	Percent
Gender	Male	116	58.0
	Female	84	42.0
	Total	200	100.0
Age	Below 20	45	22.5
	21-25	122	61.0
	Above 25	33	16.5
	Total	200	100.0
Religion	Hindu	126	63.0
	Islamic	51	25.5
	Christian	23	11.5
	Total	200	100.0
Type of College	Govt. College	88	44.0
	Aided College	69	34.5
	Self Finance College	43	21.5
	Total	200	100.0
Steam	Arts	111	55.5
	Science	89	44.5
	Total	200	100.0
Marital Status	Unmarried	175	87.5
	Married	25	12.5
	Total	200	100.0
Occupational Status of the Parents	Govt. Employee	75	37.5
	Private Employee	64	32.0
	Business	32	16.0
	Profession	16	8.0
	Farmer	13	6.5
	Total	200	100.0

Demographic Variables	Classification of the Respondents	No. of Respondents	Percent
Monthly Income of the Parents	Below 25000	94	47.0
	15001-20000	44	22.0
	20001-25000	31	15.5
	Above 25000	31	15.5
	Total	200	100.0
Family Type	Joint Family	54	27.0
	Nuclear Family	146	73.0
	Total	200	100.0
Guidance From Musically	Friends	120	60.0
	Relatives	16	8.0
	Own Interest	64	32.0
	Total	200	100.0
Experience	Below 1Year	164	82.0
	Above 1 Year	36	18.0
	Total	200	100.0
Frequency of Visiting	Daily Visit	157	78.5
	Weekly Twice	43	21.5
	Total	200	100.0
Spending Time Per day	Less than 1 Hour	54	27.0
	1-2 Hours	107	53.5
	More than 2 Hours	39	19.5
	Total	200	100.0

Source: Primary Data

Above the table shows that socio-economic silhouette of the Facebook Reels using arts and science college students occupied and its percentages.

Reliability Statistics of purpose of Face book Reels usage

Reliability Statistics for Purpose of Face book Reels usage					
Purposes	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
1. To meet new and old people	39.47	47.633	.421	.752	0.769
2. Sharing photos, music & videos	40.13	48.022	.374	.756	
3. Chatting message in instant	39.86	46.886	.376	.756	
4. To find information	41.03	46.469	.336	.762	
5. Participating in discussion	40.93	45.217	.425	.751	
6. Updating information	40.68	44.300	.464	.746	
7. Feedback to friends	40.15	44.233	.548	.737	
8. To discuss public issues	40.02	45.053	.478	.745	
9. Collect donation to needful people	39.74	47.080	.438	.750	
10. Spent leisure times	39.64	47.601	.351	.759	
11. It creates opportunities for cine field	39.67	47.002	.383	.755	

Source: Primary Data

The Alpha coefficient for the eleven purpose of Face book Reels usage variables are 0.769, suggesting that the items have relatively high internal consistency. (Note that a reliability coefficient of 0.70 or higher is considered "Acceptable" in most Social Science research situations.)

Reliability Statistics of Impact of Face book Reels usage

Reliability Statistics for Impact of Face book Reels usage					
Impacts	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
1. Communicate people without fee	63.56	66.798	.207	.798	0.703
2. It creates awareness	62.91	65.669	.284	.791	
3. It keeps us in touch with friends	62.93	65.760	.313	.788	
4. Sharing mass information.	63.07	66.210	.340	.787	
5. Information spreads really quickly.	63.46	64.586	.383	.781	
6. It helps fund charities and fills specific needs of individuals.	63.61	64.066	.340	.785	
7. Entertainment or refreshment.	63.41	64.391	.340	.785	
8. Reviews on Face Book reels are precious.	63.71	64.609	.287	.790	
9. Introduces us to new things.	63.23	65.710	.334	.787	
10. It keeps our minds occupied.	63.61	65.515	.289	.790	
11. Possible for face-to-face meet	63.57	63.387	.378	.780	
12. Life boring without Musically	63.44	64.141	.363	.782	
13. A lot of people get addicted	63.47	65.673	.324	.787	
14. Fear of losing your privacy.	63.59	65.197	.252	.794	
15. It creates biggest distractions.	63.68	66.622	.171	.704	
16. Cheating and Relationship Issues	63.60	65.785	.220	.798	
17. Musically causes death	63.74	67.818	.113	.711	
18. Glamorizes Drugs and Alcohol	63.26	66.341	.283	.791	

Source: Primary Data

The Alpha coefficient for the eighteen impact of Face book Reels usage variables are 0.703, suggesting that the items have relatively high internal consistency. (Note that a reliability coefficient of 0.70 or higher is considered “Acceptable” in most Social Science research situations.)

Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer- Olkin Measure of Sampling Adequacy.		0.832
Bartlett's Test of Sphericity	Approx. Chi-Square	871.984
	Df	153
	Sig.	.000

Source: Computed Data

This table shows two tests that indicate the suitability of your data for structure detection rear-ender of FACEBOOK REELS users. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. High values (Nearby 1) generally indicate that a factor analysis may be useful with data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful. Bartlett's test of sphericity tests the hypothesis that your correlation matrix is an identity matrix, which would indicate that your variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with data.

Initial Eigen Values and Sums of Squared Loadings

Total Variance Explained									
Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.760	20.886	20.886	3.760	20.886	20.886	2.292	12.732	12.732
2	2.301	12.785	33.671	2.301	12.785	33.671	2.041	11.336	24.068
3	1.605	8.917	42.588	1.605	8.917	42.588	2.014	11.187	35.255
4	1.406	7.812	50.399	1.406	7.812	50.399	1.978	10.990	46.245
5	1.144	6.353	56.753	1.144	6.353	56.753	1.552	8.623	54.868
6	1.086	6.035	62.787	1.086	6.035	62.787	1.425	7.919	62.787
7	.848	4.711	67.499						
8	.790	4.390	71.889						
9	.764	4.243	76.132						
10	.637	3.538	79.670						
11	.611	3.397	83.066						
12	.596	3.314	86.380						
13	.529	2.941	89.320						
14	.498	2.768	92.089						
15	.458	2.542	94.631						
16	.416	2.309	96.940						
17	.319	1.770	98.710						
18	.232	1.290	100.000						
Extraction Method: Principal Component Analysis.									

Source: Primary Data.

From the above table it can be noted the Eighteen variables are reduced to Six predominant factors based the Initial Eigen value of more than 1, with cumulative values in percentage of 62.787.

Impact of Rotated Component Matrix

Rotated Component Matrix						
Impact of (FACE BOOK REELS)	Component					
	Create Problems	Create Communication	Create Happiness	Create Innovations	Create Speed	Create Fear
Cheating and Relationship Issues Musically causes death Glamorizes Drugs and Alcohol	.869 .867 .771					
It creates awareness Communicate people without any fee It keeps us in touch with friends		.800 .800 .694				
A lot of people get addicted Possible for face-to-face meet Reviews on Face Book reels are precious. Life boring without Musically It keeps our minds occupied.			.640 .639 .592 .587 .488			
Entertainment or refreshment. Introduces us to new things. It helps fund charities and specific needs				.766 .680 .670		
Sharing mass information. Information spreads really quickly.					.791 .651	
Fear of losing your privacy. It creates biggest distractions.						.782 .577
Extraction Method: Principal Component Analysis.						

From the above table, it can be noted that three variables together form factor which can suitably be named as “Create Problems”, the second factor is formed with three variables which can be named as “Create Communication”, the third factor is formed with five variables which can be named as “Create Happiness”, the fourth factor is formed with

three variables which can be named as “Create Innovations”, the fifth factor is formed with two variables which can be named as “Create Speed” and the last factor is formed with two variables which can be named as “Create Fear”.

Independent sample t-test (Gender Vs Impact of Face book Reels usage)

H0: There is no significant difference between male and female of the respondents with regarding impact of Face book Reels usage.
H1: There is significant difference between male and female of the respondents with regarding impact of Face book Reels usage.

Impacts	Gender	N	Mean	Std. Deviation	t- Value	P- Value	H0 Slogan
Create Problems	Male	116	3.58	1.149	1.164	0.246	Accepted
	Female	84	3.39	1.107			
	Total	200					
Create Communication	Male	116	4.10	.877	2.058	0.031	Rejected
	Female	84	3.82	1.035			
	Total	200					
Create Happiness	Male	116	3.66	.695	.783	0.434	Accepted
	Female	84	3.58	.760			
	Total	200					
Create Innovations	Male	116	3.61	.964	1.171	0.243	Accepted
	Female	84	3.45	.977			
	Total	200					
Create Speed	Male	116	4.27	.819	-.217	0.829	Accepted
	Female	84	4.29	.737			
	Total	200					
Create Fear	Male	116	3.51	.982	.019	0.985	Accepted
	Female	84	3.51	.980			
	Total	200					

Source: Primary Data

Above the table indicates that P values are 0.246, 0.434, 0.243, 0.829 and 0.985. Since P values are more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant difference between male and female respondents and impact of Face book Reels usage. Whereas the P values 0.035(Create Communication) is less than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it is concluded that there is significant difference between male and female respondents and impact of Face book Reels usage.

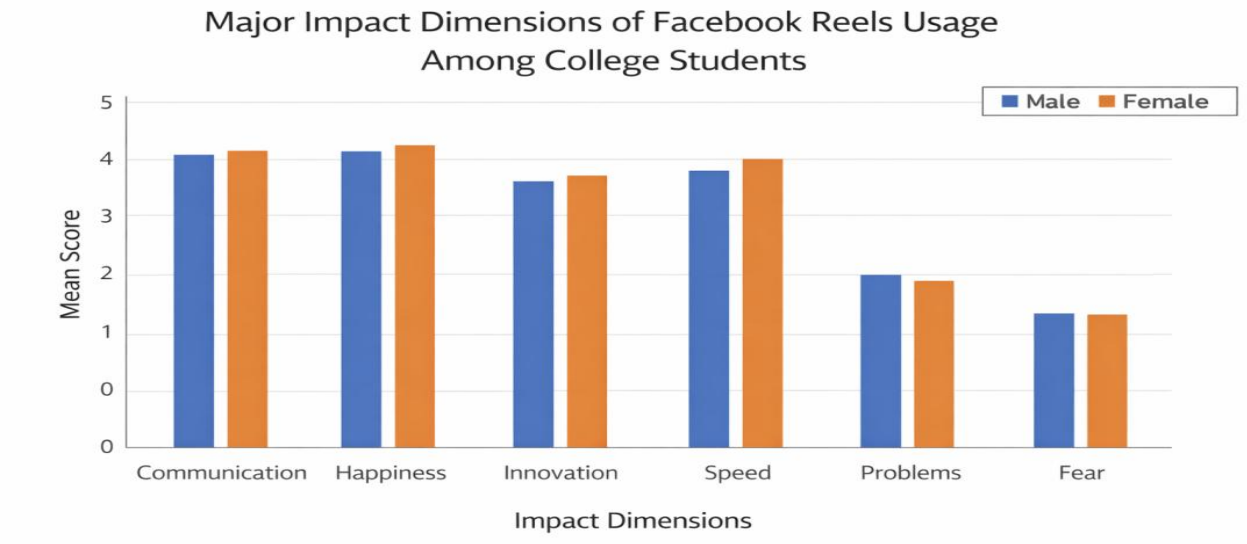

Figure 2: Result Graph Showing Major Impact Dimensions of Facebook Reels Usage

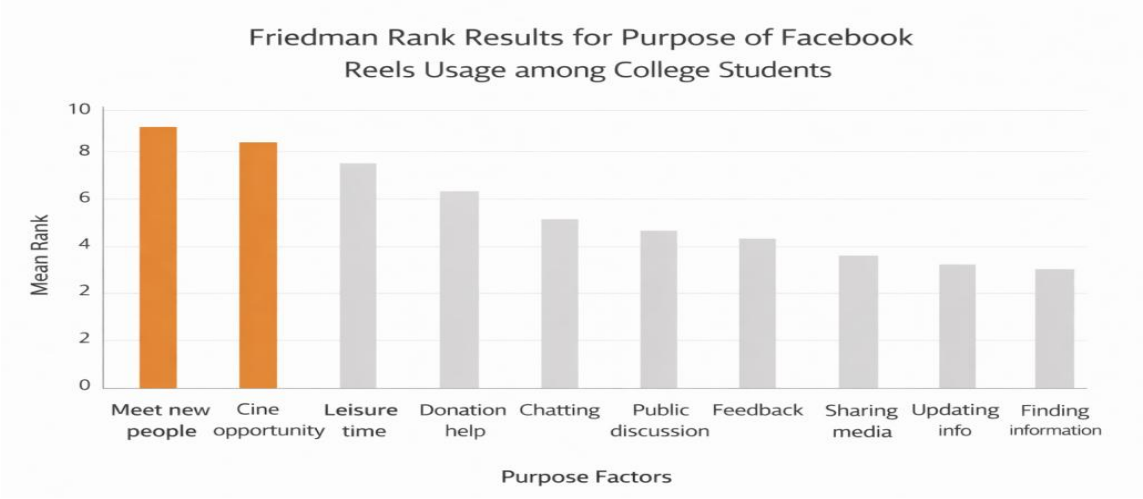

Figure 3: Friedman Rank Result for Purpose of Facebook Reels Usage

One Way ANOVA (Monthly Income of the Parents Vs Impact of Face book Reels usage)

H0: There is no significant difference between monthly income of the parents and impact of Face book Reels usage.
H1: There is significant difference between monthly income of the parents and impact of Face book Reels usage.

Impacts	Monthly Income of the Parents	N	Mean	Std. Deviation	F- Value	P- Value	H0 Slogan
Create Problems	Below 25000	94	3.60	1.067	.611	0.609	Accepted
	15001-20000	44	3.33	1.292			
	20001-25000	31	3.53	1.007			
	Above 25000	31	3.41	1.222			
	Total	200					
Create Communication	Below 25000	94	4.01	.932	1.245	0.295	Accepted
	15001-20000	44	4.09	.870			
	20001-25000	31	3.69	.977			
	Above 25000	31	4.04	1.095			
	Total	200					
Create Happiness	Below 25000	94	3.51	.765	2.518	0.059	Accepted
	15001-20000	44	3.74	.787			
	20001-25000	31	3.57	.564			
	Above 25000	31	3.88	.560			
	Total	200					
Create Innovations	Below 25000	94	3.38	.971	2.209	0.088	Accepted
	15001-20000	44	3.79	.946			
	20001-25000	31	3.54	.995			
	Above 25000	31	3.72	.919			
	Total	200					
Create Speed	Below 25000	94	4.15	.846	2.729	0.035	Rejected
	15001-20000	44	4.56	.583			
	20001-25000	31	4.24	.657			
	Above 25000	31	4.29	.883			
	Total	200					
Create Fear	Below 25000	94	3.61	.928	3.173	0.025	Rejected
	15001-20000	44	3.72	1.091			
	20001-25000	31	3.16	.916			
	Above 25000	31	3.24	.921			
	Total	200					

Source: Primary Data

Above the table indicates that P values are 0.609, 0.295, and 0.059. Since P value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant difference between monthly incomes of the parents and impact of Face book Reels usage. Whereas the P values 0.035 and 0.025 are less than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted. Hence it is concluded that there is significant difference between monthly incomes of the parents and impact of Face book Reels usage.

Chi-Square Test (Marital Status Vs Overall Impact of Face book Reels usage)

H0: There is no significant association between marital status and impact of Face book Reels usage.
H1: There is significant association between marital status and impact of Face book Reels usage.

Marital Status	Overall Impact			Total	Chi-Square Value	P- Value	Ho Slogan
	Low	Average	High				
Unmarried	1	12	162	175	4.968[a]	0.083	Accepted
	.6%	6.9%	92.6%	100.0%			
	100.0%	70.6%	89.0%	87.5%			
Married	0	5	20	25			
	.0%	20.0%	80.0%	100.0%			
	.0%	29.4%	11.0%	12.5%			
Total	1	17	182	200			

Source: Primary Data

Above the table indicates that P value is 0.083. Since P value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant association between marital status and impact of Face book Reels usage.

Chi-Square Test (Family Type Vs Satisfaction Level of Face book Reels usage)

H0: There is no significant association between types of family and satisfaction level of Facebook Reels Usage

Family Type	Satisfaction Level					Total	Chi- Square Value	P- Value	H0 Slogan
	HDS	DS	N	S	HS				
Joint Family	1	9	8	21	15	54	9.371[a]	0.052	Accepted
	1.9%	16.7%	14.8%	38.9%	27.8%	100.0%			
Nuclear Family	9	12	46	44	35	146			
	6.2%	8.2%	31.5%	30.1%	24.0%	100.0%			
Total	10	21	54	65	50	200			

Source: Primary Data

Above the table indicates that P value is 0.052. Since P value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant association between types of family and satisfaction level of Face book Reels usage.

Friedman Rank Correlation Vs Purpose of Face book Reels usage

Purpose	N	Mean	Std. Deviation	Mean Rank	Position	Chi- Square	P- Value	H0 Slogan
To meet new and old people	200	4.34	.921	7.78	1	489.750	0.001	Rejected
Sharing photos, music & videos	200	3.61	.996	5.60	8			
Chatting message in instant	200	3.91	1.153	6.63	5			
To find information	200	2.70	1.292	3.58	11			
Participating in discussion	200	2.78	1.264	3.83	10			
Updating information	200	3.04	1.309	4.44	9			
Feedback to friends	200	3.64	1.121	5.83	7			
To discuss public issues	200	3.81	1.149	6.46	6			
Collect donation to needful people	200	4.09	.957	7.03	4			
Spent leisure times	200	4.18	1.045	7.39	3			
It creates opportunities for cine field	200	4.20	1.078	7.42	2			

Source: Primary Data

The above table provides the test statistic chi-Square vale, degrees of freedom and the significance value of P which is all we need to report the result of Friedman test. Whereas to identify the rank occupied by the purpose of Face book Reels usage the first place identify, “To meet new and old people”, the second place identify “It creates opportunities for cine field” and the third place identify “Spent leisure times”. P value is 0.001. Since P value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is significant difference between the purposes of Face book Reels usage. Finally the Face book Reels usage purposes are not same for all.

Suggestions

- The musically app used college students to utilize academic purpose like subject matters, general knowledge and any other useful one.
- Don’t use the musically app at the time of college working hours or college campus because it is affected lot mistakes.
- Make the first move one-to-one with your musically followers. Asking straightforward questions is the fastest way to get people talking on musically.
- Promote user-generated content to your admirers. Some people believe that tweeting or sharing other people’s content takes away their fans and followers from them. That’s a bad way to see things in the Facebook Reels world.
- Upload good and lawful event for the civilization and avoid glamorous posts.
- Find ways to thank fans. Writing interesting headlines is the only way to catch people’s attention on social media.

IV.CONCLUSION

This study focused on rear-ender of Face book Reels usage among arts and science college students in sale District. The main objective of the study is purpose, impact and satisfaction level of Face book Reels usage. All the results and findings based on statistical tools. The major finding of the study is there is no significant association between Socio-economic profile of the respondents and the impact of Face book Reels usage. The characteristics of intensified play are qualities valued in child development, such as imagining make-believe worlds, accepting uncertain outcomes, and following rule sets. Virtual playgrounds engage the cognitive skills of physical playgrounds and incorporate motor skills in the process of producing content. This research suggestion is bridges and creates awareness for both college students as well as the Facebook Reels users.

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