# Perception Towards Social Media Among College Students with Special Reference to Palakkad City

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**Abstract: This undergraduate study titled "Perception Towards Social Media Among College Students with Special Reference to Palakkad City" examines students' attitudes, usage patterns, and behavioral influence of social media. The research was conducted using primary data collected through a structured questionnaire from 100 respondents selected by random sampling. Statistical tools such as Chi-Square test and Correlation were applied to analyses the relationship between time spent and purpose of usage, and knowledge level. Findings reveal that most students access social media daily, spending 3–5 hours mainly for making friends and entertainment purposes. Platforms like WhatsApp and Instagram are the most preferred among respondents. The study indicates that social media significantly influences students' behavior, relationships, creativity, and even business intentions. Overall, while social media offers communication, learning, and entrepreneurial opportunities, responsible usage is essential to avoid negative impacts on academic and personal life.**

**Keywords: social media usage, college students, student's perception, behavioral influence**

## I.INTRODUCTION

In 2004, a Harvard student Mark Zuckerberg created Facebook to connect with fellow students. But, at present, it is the most promising of all social media. At present there are 51 million Facebook users in India. Twitter, a micro blogging site where you can express yourself in 140 characters or less, is also a very prominent social media platform. YouTube was created in 2005 by Steve Chen and Chad Hurley that provides a provision of sharing videos. For all the professionals out there, LinkedIn is the best social media platform. Google has recently launched Google+ that is Facebook.

The students are becoming more techno savvy nowadays and it will not be an overstatement if we say that they almost become an addict to its perennial use. Simultaneously teachers have also started using various sorts of multimedia to promote teaching and learning activities. Although the advent of new media technologies such as the Internet and social media provides exciting opportunities to facilitate and enhance worldwide communication, uncertainty also remains regarding potential negative consequences. The distinction between private and public life are changing as a result of social media, causing some to question the merit of this form of communication.

## II.OBJECTIVES

• To know the perception level of college students towards social media
• A study on how social media affects the behavior of college students with society.

## III.RESEARCH METHODOLOGY

This part contains the methodology that was used to conduct this project showing the design of the project from the very outset of selecting a topic until the part which is analysis.

a. SOURCE OF DATA

The data collected for this project work was from two sources. Both primary and secondary data is collected from the organization.

Primary Source:

Primary data is collected using structured questionnaire.

Secondary Source:

The secondary data was collected by company website, books and internet, Wikipedia and other magazines and newspapers.

SAMPLING METHOD:

Random sampling method is used for collecting for survey process.

b. PERIOD OF STUDY

The time allotted to conduct the study is 2-3 months.

c. STATISTICAL TOOL USED

CHI- SQUARE TEST: The Chi-Square Test is a nonparametric test determines whether there is an association between the two or more variables (i.e., whether the variables are independent or dependent).

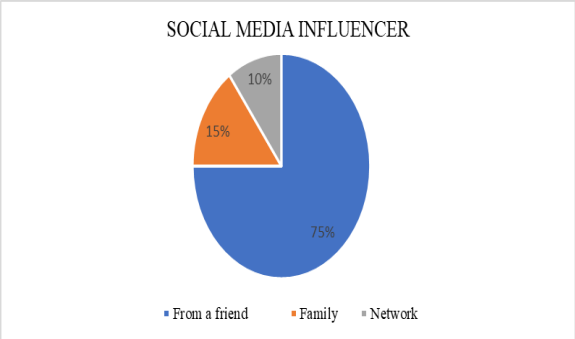
CORRELATION: Correlation analysis is a statistical tool used to evaluate the strength of relationship between two quantitative variables. A high correlation means that two or more variables have a strong relationship with each other, while a weak correlation means that the variables are hardly related. There are mainly three possible results of a correlational study: a positive correlation, a negative correlation, and no correlation. A positive correlation is a relationship between two variables in which both move in the same direction.

## IV.DATA ANALYSIS AND FINDINGS

SOCIAL MEDIA INFLUENCER

| Social Media Influencer | Respondents | Percentage |
|---|---|---|
| From a friend | 75 | 75% |
| Family | 15 | 15% |
| Network | 10 | 10% |
| TOTAL | 100 | 100 |

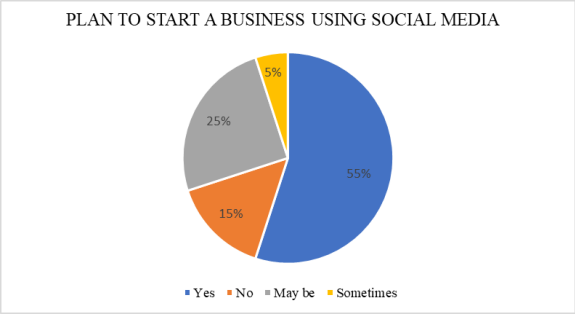
- The above table shows that out of 100 respondents, 75% of the respondents get the influence from a friend, 15% of the respondents get the influence from family and 10% of the respondents get influence from network.




PLAN TO START A BUSINESS USING SOCIAL MEDIA

| Plan To Start A Business Using Social Media | Respondents | Percentage |
|---|---|---|
| Yes | 55 | 55% |
| No | 15 | 15% |
| Maybe | 25 | 25% |
| Sometimes | 5 | 5% |
| TOTAL | 100 | 100 |

- The above table shows that out of 100 respondents, 55% of the respondents said Yes, 15% of the respondents said No, 25% of the respondents said May be and 5% of the respondents said sometimes.




## V.CONCLUSION

The study on *social media preference towards college students* clearly indicates that social media has become an integral part of students' academic, social, and personal lives. In the contemporary digital era, platforms such as Instagram, WhatsApp, YouTube, Facebook, and X play a dominant role in shaping communication patterns, information sharing, entertainment choices, and even learning behaviors among college students. The findings suggest that students prefer visually engaging, interactive, and mobile-friendly platforms that offer instant connectivity and personalized content. The preference for specific platforms is influenced by several factors including ease of use, peer influence, content relevance, privacy features, entertainment value, and academic utility. Many students utilize social media not only for networking and entertainment but also for educational purposes such as accessing tutorials, participating in academic discussions, collaborating on projects, and staying updated with current affairs. Platforms offering short-form videos and interactive features tend to attract higher engagement, reflecting the changing attention patterns and digital consumption habits of the younger generation.

However, while social media provides numerous benefits such as enhanced communication, knowledge access, career networking, and creative expression, excessive usage may lead to challenges including distraction, reduced academic concentration, digital addiction, misinformation exposure, and mental health concerns. The balance between productive and unproductive use becomes crucial in determining the overall impact on students' academic performance and personal development.

The study also highlights that gender, course of study, socio-economic background, and technological accessibility can influence platform preference and usage intensity. As digital literacy increases, students are becoming more selective in their platform choices, prioritizing content quality, authenticity, and security. Educational institutions can leverage these preferences by integrating social media into teaching-learning strategies, promoting digital ethics, and guiding students towards responsible usage.

In conclusion, social media preference among college students reflects broader technological, cultural, and generational shifts in communication and information consumption. When used wisely, social media can serve as a powerful tool for academic enrichment, professional growth, and social connectivity. Therefore, fostering awareness, digital discipline, and critical thinking skills is essential to ensure that social media remains a constructive force in the lives of college students rather than a disruptive influence.

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