Usage of Social Media among Undergraduate University Students

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Abstract: Social media is being used in various forms by many different platforms for numerous reasons. Many people define social media as applications on their smartphones, tablets or computers. It is a tool that is becoming quite popular these days because of its user-friendly features. It has become an integral part of the lives of people of all ages around the world as it enables people to communicate easily and across distances. In today's world, it is undeniable that social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate in a democratic fashion including people in repressive countries. The adverse effects of these social networking sites outweigh the positive ones. Thus, these sites have caused potential harm to society. Students become victims of social networks more often than anyone else. This may be because social media is an attractive way for students to avoid boredom while they are studying or searching their course material online, diverting their attention from their work. Social media platforms have also been criticized for revealing and feeling negativity which has a net-negative effect on students. The study reveals that majority of university students use different types of social media platforms. And greater number of students agree that there are equal pros and cons of using social media networks and felt that it has effect in their studies. Based on the proverb "Too Much Anything is Good for Nothing", social media usage must be utilized in proper and rightful manner when needed. This study concludes that during this modern era it's not possible to restrict an individual on using social media networks, as it helps to develop them in all aspects to flourish in their life.

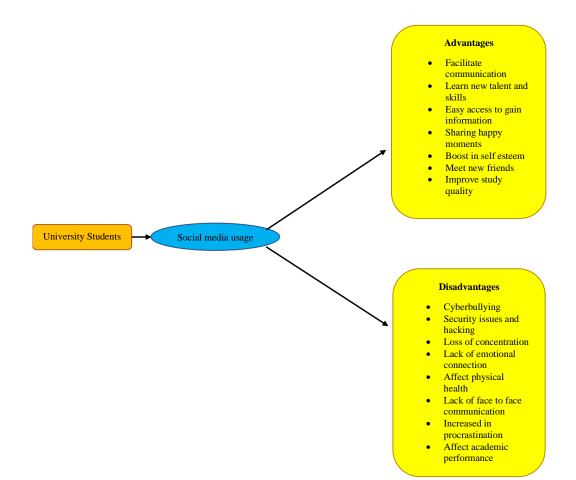*Keywords: Social Media, Usage, University, Students*

INTRODUCTION:

The biggest revolution in the history of communication is social media and this has started a completely new era altogether. Social media refers to the means of interactions among people in which they create,

share, and/or exchange information and ideas in virtual communities and networks.[1] Social media is being used in various forms by many different platforms for numerous reasons. Many people define social media as applications on their smartphones, tablets or computers. It is a tool that is becoming quite popular these days because of its user-friendly features. It has become an integral part of the lives of people of all ages around the world as it enables people to communicate easily and across distances. In today's world, it is undeniable that social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate in a democratic fashion including people in repressive countries.[2]

Before social media, people must buy the newspaper to keep up with daily news but nowadays a click or two is enough to read any news source from anywhere in the world, updated up to the minute. Almost all day-to-day activities can be done through social media such as ordering food, buying groceries, promoting business and even finding a partner. Social media also has clearly impacted all levels of education by providing unbounded possibilities for learning. Social networking use has shot up in past decade. Nearly two-thirds of American adults i.e 65% use social networking sites. Research reports have documented in great detail how the rise of social media has affected such things as work, politics and political deliberation, communications patterns around the globe, as well as the way people get and share information about health, civic life, news consumption, communities, teenage life, parenting, dating and even people's level of stress. Adults who live in rural communities have historically been the least likely to use social media. Today, 58% of rural residents, 68% of suburban residents and 64% of urban residents use social media.[3] This shows how social media has greatly impacted the world and it has clearly changed the way everyone across the world lives their daily lives. The usage and impact of social medias in developed countries plays important role in businesses and economies. As social media have become very popular amongst people and have become an integral part of the world economy in recent years, predicting impact of social media sites has become a major goal of many researchers in academia and industry.

The first phase of the research using web content analysis revealed that Facebook is the most popular social media presence among various organizations. It was also found that there are a higher percentage of organizations that use Facebook for interactivity with stakeholders. social media helps developing countries be more visible to the rest of the world. On platforms such as YouTube, Facebook, Twitter, Instagram, and Tumblr, they all provide a voice and insight into what's happening. Social media is also helping to fuel the global economy by creating new jobs, democratizing information and pushing brands far beyond their borders. Social media network has become a trendy style for youngsters nowadays including undergraduate students. Based on study in University in Nigeria, major effect of using social media is meeting with new friends, getting news, communication and online teaching and learning purpose. Low level of social media addiction and excellent self-perception are achieved among these students too.[4] On the other hand, another study done in Kenyan Universities show that majority students spent more time on social media than lecture hours. They have found out that the social media have negatively affect the students' study performance and behaviours.[5] Another study in developing countries show that undergraduates students using effective social media will have learnt new skilful technique in learning.[6] Similar study done show that students who addicted to social media will have depression and anxiety compared to students that are not using social media.[7] Therefore, in developing and developed countries, undergraduate students show different outcome toward social media. Social Media based on Cambridge definition, can be defined as websites or computer programs that allow people to communicate and share information on internet using computer or mobile phones. Many have not known that social media can be divided into 6 classes. The classes are social networks, bookmarking sites, social news, media sharing, micro blogging, blog comment and forums. Social networks are a social media sites that enhances communication with people surrounding with same interest and background. Examples are Facebook, Twitter and Instagram. Bookmarking Sites are sites that allow user to save and organize link to numbers of online resources and website. Popular example for this media is Pinterest. Furthermore, Social News sites allow it user to post new link and item to external websites which then users will proceed to vote on said items, therefore item with highest votes will

prominently displayed. Reddit is example for this kind of social media. [6] Next, Media Sharing website allowing its users to share different type of media, which 2 major media is image sharing and video hosting media. Usually this platform encourages user-generated content where anyone can create, curate, and share the creativity that speaks about them or spark conversations. YouTube still been the top well known Media Sharing platform worldwide till now. Microblogging allowed the users to submit their short-written entries, which can include links to product and service sites, as well as links to other social media sites. These are then posted on the 'walls' of everyone who has subscribed to that user's account. Examples are like Twitter, Weibo and Facebook. Finally, Blog comment and forums, a site that lets users communicate in conversations by posting and responding to community messages like in Blogger.[5]

Social media is a medium or website that facilitate the people to share and search the content quickly. The popularity of social media applications and social networking sites have increased precipitously during the last decade. Typically, the reason for this rapid increase is that teenagers and college and university students using social media applications to gain global access. These social media sites, such as Facebook and Twitter are becoming the craze in our society for everyone these days. Today, students are relying increasingly on information and data that is easily accessible on social networking sites and the internet. This is the reason why students' learning skills and research capabilities are decreasing in certain situations, as their engagement with these sites their which causes them to dedicate less time to their studies and results in a decline in their academic performance.[4] Typically, as students spend more time on social media, they spend less time socializing face to face or in person with other people and these habits reduce their communication skills. The wasting of students' time on social media may also cause them to miss deadlines on occasion. As a result, students might not be able to communicate and effectively in person, and it is well known that strong communication skills are a key to success. Additionally, the daily overuse of social media is unhealthy, because it enables students to avoid

creating bonds with people. Parents are monitoring their children use of social media and they should be vigilant about whether their children use the internet for an appropriate amount of time. [7]According to recent survey, online networking can make it more difficult for people to identify meaningful communication from other diverse interactions or connections created via social networks such a reduction in the number of significant connections may intimidate individuals, making them fear the development of important interactions and communication. Online networks also affect adolescents and health they excessive of social media. Hence in this study, we determined the pros and cons of social media usage among undergraduate students in Malaysian university.

Pros of Using Social Media:

A.   Meet New Friends

Social media is undeniably a perfect platform to meet new people online. There are a lot of social media provides the features such as Facebook, Instagram, Twitter and the others. With the help of the advanced search tools of these applications, one can easily find a he/she who is also having the same interest, which could be a starting point of a great friendship.[8] Based on research done among 918 adolescents on this topic, whereby 186 (20.6%) of them had claimed that they are using social media to make new friends. Besides, regarding the number of friends on social networks, out of 918 participants, 189 (20.9%) of them have from 300 to 500 friends and 153 (16.9%) from 700 to 1000. There are only 45 (5%) of participants have less than 100 friends on social networks.[9]These results have proven that social media indeed a great platform for students to meet new friends online.

B.   Facilitate Communication

According to a study in Malaysia, the results demonstrated that the interaction between students and teachers was found to be lower than interactivity with peers. It was also revealed that these interaction and communication improve the students' academic performance.[10] Based on the similar study majority of respondents - 61% find it convenient to use social media for discussion. This may be because interaction, communication and sharing between users are enhanced by using social media. Thus, the communication tools and environments of social media are much more beneficial than what could be usually found in learning management systems (LMS) used in Malaysian universities.[11]

C.   Learn New Skill and Talent

Social media has become a powerful tool for learning various things. Through social networking sites such as Facebook and Myspace, users can improve their social skills. They can increase their social and political awareness by watching the news, programs on current events and documentaries. Engagement with social media can parallel engagement in the learning process over time, to the extent that online social networking fosters feedback and collaboration. The use of social media and online networking platforms are a keyway to continuously learn in today's information sharing society.[12]As with many professional opportunities, simply signing up for social media accounts is not enough. It is important that continue use of these sites. The next section offers key tips for optimizing use of social media to include (1) choosing the right channels for yourself, (2) continually updating your profiles, and (3) staying connected for self or organizational promotion. Professionals are practicing now in an increasing digital era. It is critical that young and mature professionals alike are cognizant of different types of social media and how to capitalize on those resources for career enhancement. Social media provides users with a variety of platforms to successfully contribute, learn, and teach related to their profession .[13]

D.   Easy Access to Information

Students use social media for many purposes such as sharing resources and access to information. Students believe that they can acquire more information and have access to learning resources through the use of social media.[14] Third most used social media to gain information is YouTube. YouTube has dedicated a special channel for education called Teacher Tube for teachers to upload instructional materials and it provides great resources for students. There are evidences in education that students

use YouTube videos as research resources, and it has videos as visual aid to help students better understand the learning content. YouTube has quickly become a learning tool due to its ease of use. Wherever there is an Internet connection, YouTube videos are available to viewers.[15]

E. Sharing Happy Moments in Social Media

Living alone, far away from friends and family can make depressed now and then. Many wish they could visit them more often, but tricky job responsibility prevents any one from following their heart. Depressed mind is never productive. It tends to have negative thoughts that keep a person sad all the time. Instead of grumbling about a pathetic life, a person can always use social networking sites to stay in touch with friends and family. Social media can bring happiness in a person's life. But it depends on how he thinks of it. Having a positive attitude towards life is more important. For example, we will see our friends partying, going to holiday destinations, and so on. If we think that we are missing out on so many things, then social media may not work in your favour. Instead, we should be happy to see them happy. Should understand that it's the job that's keep away from these events. Sharing photos on Facebook or Instagram can make life happier.[16]

F. Boost in Self Esteem

Social media, especially social networking sites have become increasingly popular in recent years. Social networking sites has around billion users in world which allows users to create electronic profiles for themselves , provide details about their life and experiences , post pictures , maintain relationship , plan social event , meet a new friends , comment on others' lives , express belief , preferences and emotions as well as fulfil belongingness needs , social networking sites can also serves the basis for social comparison , self-evaluation and self enhancement. When people with low self-esteems use social media sites to express themselves in what seems like a safe environment, they could get into vicious cycle of receiving some social support.[17]

G. Improve Study Quality as Lot Teaching Video Online

The adoption of E-learning in education, especially for higher educational institutions has several benefits, and given its several advantages and benefits, e-learning is considered among the best methods of education. It is flexible when issues of time and place are taken into consideration. Every student has the luxury of choosing the place and time that suits him/her. The adoption of e-learning provides the institutions as well as their students or learners the much flexibility of time and place of delivery or receipt of according to learning information.[18] E-learning enhances the efficacy of knowledge and qualifications via ease of access to a huge amount of information. E-learning is cost effective in the sense that there is no need for the students or learners to travel. It is also cost effective in the sense that it offers opportunities for learning for maximum number of learners with no need for many buildings. E-learning always takes into consideration the individual learners' differences. Some learners, for instance prefer to concentrate on certain parts of the course, while others are prepared to review the entire course.[16] The use of e-Learning allows self-pacing. For instance, the asynchronous way permits each student to study at his or her own pace and speed whether slow or quick.

Cons of Using Social Media

A. Cyberbullying

The convenience of social media nowadays has given birth to some adverse effects including cyberbullying. Cyberbullying is no longer an uncommon matter seen in social networks, in fact, it has become a common phenomenon which could been experienced by anyone at least once in a lifetime. Regarding a research on undergraduates' cyberbullying experiences in public universities in Malaysia, out of 400 students, 244 (61%) students have experienced cyberbullying. This has confirmed that cyberbullying behavior is rampant among the university students.[19] Besides, in another research done by a private university in Malaysia, few types of cyberbullying options have been given to be chosen, including denigration, outing, exclusion, harassment, flaming and stalking. Out of 30 university students, 19 (63%) of them experienced denigration, 15 (50%) of them experienced outing, 17 (57%)

of them experienced exclusion, 8 (27%) of them experienced harassment, 26 (87%) of them experienced and 24 (80%) of them experienced stalking. Flaming refers to rude and unpleasant comments/messages, which was rated highest (87%).[20] These statistics have clearly shown that social media playing a main role contributing to cyberbullying, which is a serious condition as it may further lead to depression, anxiety or even suicide.

B. Security Issue and Hacking

As much as social media helps in many good ways, it also contributes to increased number security issues and hacking. Based on studies done, top 10 most active countries in terms of their number of percentages, positive percentage exceeds negative percentage.[21]

C. Leads to Distraction

The top two concerns for usage of social media among students relate to addictiveness and distraction. Social medias can have negative impacts on students as they might distract their attention from the learning process[14]. Disadvantages included social media potentially becoming a distraction. Many professors would already agree that social media is a constant distraction in the classroom. What used to be passing notes has become updating statuses and tweeting. It would be difficult for students to use social media in class and only focus on learning and this could be damaging the valuable classroom interface.[22]

Social Media Leads to Lack of Emotional Connection.

Social media allows individuals to connect with others at the click of a button and the type of a keyboard, but there is a definite decrease in face-to-face interaction and empathy in users in this technological age. Only 7 percent of communication is based on the verbal word, according to Forbes magazine. Technology's popularization over the past decade has meant that texting, Facebook and Twitter have practically taken over as the most efficient ways of communicating with each other. The 18-24-year-old college age demographic spends 5 to 6 hours daily on Facebook and Twitter, according to recent survey. This leaves very little time for interpersonal interaction with others. The emphasis on social media in society today makes it difficult to grow relationships and put the cell phone down. It seems that society places importance on the number of likes an individual gets on Instagram or how many retweets a tweet receives. It places an obscene amount of pressure on a user to perform to these "social media standards." It is the responsibility of an individual to create time to respond and react to people. Positive, supportive relationships with other people can improve all aspects of life. It strengthens mental health and connections with others. Relationships are an investment. The more an individual put in, the more he or she can get back.[23]

D. Physical Inactivity

Adolescent use of social media which has increased considerably which has negative impact on physical health. However, there are notable negative health outcomes associated with social media use among adolescent. Higher level of social media use among the population are associated with lower level of participation in sports activity, less happiness, socio emotional difficulties. Mental health condition including anxiety and depression are exacerbated by excessive social media use among the adults. There is a high risk of poor quality of sleep or sleeping disturbance is associated with frequent use of social media. The predominant conclusion reached by studies that time spent on social media use supplants time spent otherwise on physical activity or sleeping.[24]

E. Lack of Face to Face Communication So No Communication Skill

When it comes to improvement in communication skills of learners, e-learning as a method might have a negative effect. The learners. Though might have an excellent knowledge in academics, they may not possess the needed skills to deliver their acquired knowledge to others. Since tests for assessments in e-learning are possibly done with the use of proxy, it will be difficult, if not impossible to control or regulate bad activities like cheating. E-learning may also probably be misled to piracy and plagiarism,

predisposed by inadequate selection skills, as well as the ease of copy and paste.[25] E-learning may also deteriorate institutions' role socialization role and also the role of instructors as the directors of the process of education. With respect to clarifications, offer of explanations, as well as interpretations, the e-learning method might be less effective that the traditional method of learning. The learning process is much easier with the use of the face to face encounter with the instructors or teachers.[26]

F. Increased in Academic Procrastination

We cannot deny that social media also bring disadvantages to undergraduate students nowadays. One of the examples are those students may develop procrastination in finishing their works when they are badly affected by social media. Academic procrastination defined as delay in completing or starting a due academic task. This is a very normal phenomenon among students. Procrastinator are aware of their task, they still delaying or unable to the finish their works due to procrastination. Based on a research done, there is strong relationship between "problematic social media usage" and "social anxiety, self-regulation and academic procrastination". But, neither the length of time taken for social media usage nor the problematic use of Internet showed a significant relationship with problematic social media usage.[27]According to a study done in University of Bristol, number of hours spent on social media is positively related with academic procrastination. The more the total time they spent on social media, the higher the level of procrastination.[28] This strongly proved that duration spent of social media heavily affected students' performances and their overall behaviors.

G. Affect the Academic Performance

Nowadays, undergraduate students will use the social media and forget to study which lead to reduce their academic performance. Based on study done by Oberiri on 2016 state that majority of the respondents 65 (65%) strongly agreed that students' exposure to social media have effect on their academic performance, 15 (15%) agreed that students' exposure to social media have effect on their academic performance, 10 (10%) disagreed that Students' exposure to social media have effect on their academic performance, while 5 (5%) strongly disagreed that students' exposure to social media have effect on their academic performance and 5 (5%) remained undecided. In conclusion, students who spend more time on social media are likely to perform poorly in their academic activities than those who do not.[29]

METHODOLOGY:

A cross sectional study was done for this research to determine the advantages and disadvantages of social media usage among undergraduate students in university. Convenient method of sampling was employed in this research.

RESULTS:

Table 1: Age

Variables	N	Mean	SD
Age	100	21.97	1.507

We had collected 100 responses through Google form from undergraduate students in University. From Table 1 the mean age of the respondents was 21.97 years old while the standard deviation was 1.507.

Table 2: Social demography

Variables		Frequency	%
Gender	Male	33	33
	Female	67	67
Nationality	Malaysian	80	80

	International	20	20
Course of study	Medical	60	60
	Non-medical	40	40

Among of all respondents, 33 of them were male and 67 were female. Furthermore, 60 of the students were from Bachelor of Dental surgery (BDS) course while the rest are from other courses like Medical, Biomedical Science, Physiotherapy and Pharmacy.

Table 3: Social Media Usage

Variables		Frequency	%
Social media being used often	Facebook	69	69
	YouTube	93	93
	WhatsApp	93	93
	WeChat	24	24
	Instagram	87	87
	Twitter	22	22
Purpose of social media used often	Communication	91	91
	Education	81	81
	Entertainment	98	98
	Business	7	7
Frequency of social media used in a day	2-5 times a day	13	13
	5-10 times a day	30	30
	More than 10 times a day	57	5
Duration of social media used per day	Less than 30 minutes	10	10
	30-60 minutes	14	14
	1-2 hours	18	18
	2-3 hours	12	12
	More than 3 hours	46	46

Among total number of 100 students, 69 respondents gave in response of often using Facebook. YouTube and WhatsApp become the most often used social media among undergraduate students in this study where 97 students agreed that they used both platforms often. Only 24 students had used WeChat as their often use social media. Next, 87 of the respondents had chosen Instagram as one of the most often used social media, while 22 students chose twitter as their often use social platform. In the following question, we have asked respondents' purposes on using social media. Among all the purposes, entertainment is mainly chosen by the respondents with 98 responds given. The following most agreed purposes are communication and education, which are chosen by 91 and 81 respondents respectively. The least chosen purpose is business, whereby by only 7 respondents doing business on social media. Entertainment has been agreed as the most common purpose on using social media. Participants were also asked on their frequency of using social media in a day with 3 options given. The mostly chosen option is usage of more than 10 times per day, which were chosen by 57 respondents. The following option is 5 to 10 times usage per day with up to 30 respondents had voted on it. The least chosen option is 2 to 5 times per day, which has been chosen by 13 respondents. Participants were also asked on their duration of using social media per day with 5 options given including less than 30 minutes, 30 to 60 minutes, 1 to 2 hours, 2 to 3 hours, and more than 3 hours. Up to 46 respondents had agreed on usage of more than 3 hours per day, which is most voted. The following chosen options are

1 to 2 hours, 30 to 60 minutes, and 2 to 3 hours, with responds of 18, 14 and 12 respectively. The least chosen option is less than 30, which only got 10 responds.

Table 4: Advantages of Social Media

Advantages		Frequency	%
Improve study quality	Yes	84	84
	No	16	16
Helps in doing project with online group discussion	Yes	86	86
	No	14	14
Build skills	Yes	79	79
	No	21	21
Helps to release stress	Yes	76	76
	No	24	24
Meet new friends	Yes	60	60
	No	40	40
Improve technological skills	Yes	75	75
	No	25	25
Interaction with peers, share ideas and study materials	Yes	93	93
	No	7	7
Do businesses and make money	Yes	22	22
	No	78	78
Get latest news	Yes	91	91
	No	9	9
Encourage people to be more confident & expressive	Yes	61	61
	No	39	39
Get relief from academic stress	Yes	91	91
	No	9	9
Long distance or overseas communication	Yes	85	85
	No	15	15

Table 4 indicates 84 percentage of students says that social media improves study quality and 16 percentage of students denied it. Maximum percentage of students supports that social media improves the study quality. 86 percentage of students says online group discussion helps in doing project and 14 percentage of students denied. Maximum percentage of students supports that online discussions helps the project work. 79 percentage of students says social media helps to build skills and 21 percentage of students denied. Maximum percentage of students agrees that social media improve skills. 76 percentage of students says social media helps to release stress and 24 percentage of students were denied. Maximum percentage of students accept that social media helps to release stress. 60 percentage of students says that social media helps to meet new friends and 40 percentage of students denied. Maximum percentage of students agrees that social media helps to meet new friends. 75 percentage of student says that social media improves technology sills and 25 percentage of student denies it. Maximum percentage of student accept that social media improves technology skills. 93 percentage of students says social media improves interaction and sharing study materials and only 7 percentage of students denied it. Maximum percentage of students supports that social media improves the interaction and sharing study material. 22 percentage of students says social media helps in doing business and 78 percentage of students denied. Maximum percentage of students denies this statement. 91 percentage of students says that social media helps to get latest news and 9 percentage of students denies it. Maximum percentage of students agrees that social media helps to get latest news. 61 percentage of students says social media encourage confidents and 39 percentage of students denies. Maximum percentage of students accepts that social media improves confident. 91 percentage of student says

social media gives relief from academic stress and 9 percentage of student denies it. Maximum percentage of student supports that social media gives relief from stress. 85 percentage of student says social media overcome social distances and communication, but 15 percentage of students denies it. Maximum percentage of students supports that social media improves in long distances and communication.

Table 5: Disadvantages of Social Media

Disadvantages		Frequency	Percentage
Cause distraction and affect academic performance	Yes	74	74
	No	26	26
Convey wrong or misleading information	Yes	77	77
	No	23	23
Physical inactivity	Yes	48	48
	No	52	52
Decreases face-to-face communication skills	Yes	55	55
	No	45	45
Makes people lazy and tired	Yes	65	65
	No	35	35
Feel regret after spending more hours on social media	Yes	68	68
	No	32	32
Increase in cyber bullying and public harassment	Yes	88	88
	No	12	12
Postpone academic tasks for spending more time on social media	Yes	54	54
	No	46	46
Lack of privacy or security	Yes	50	50
	No	50	50
Lack of emotional connection	Yes	47	47
	No	53	53

Table 5 reveals 74% of respondents agrees that social media is causing distraction and affect academic performance and 26% of respondents opposes it.77% of respondents says social media conveys wrong or misleading information and 23% of respondents declined it.48% of respondents says usage of social media causes lack of exercise and 52% of respondents opposing this statement.55% of respondents agrees social media advancement leads to decreases face to face communication skills and 45% opposes the statement.65% of respondents agrees that social media is making people lazy and tired and 35% of respondents is rejecting the statement.68% of respondents agrees that after the usage of social media it feels regret after spending more time on social media and 32% of respondents opposing it.88% of respondents says that social media causes increase in cyber bullying and public harassment and 12% of respondents opposes it.54% of respondents agrees that social media usage causes postpone academic tasks for spending more time on social media and 46% of respondents opposes it.50% of respondents agrees that social media usage leads to lack of privacy or security and 50% of respondents opposing

this statement.47% of respondents agrees that social media causes of lack of emotional connection and 53% of respondents rejecting it.

Table 6: Social Media Usage among Course of Study in University

Applications		Course of study		X2	P-value
		Medical	Non-medical		
Facebook	Often Not often	39 21	30 10	1.122	0.289
YouTube	Often Not often	54 6	39 1	2.074	0.150
WhatsApp	Often Not often	55 5	38 2	0.410	0.522
WeChat	Often Not often	12 48	12 28	1.316	0.251
Instagram	Often Not often	52 8	35 5	0.015	0.903
Twitter	Often Not often	13 47	9 31	0.01	0.921

Based on Table 6, data collected shows the type of social media frequently used among the medical and non-medical undergraduate students. All the results collected were analysed using Statistical Package of Science Analysis (SPSS). The association between type of social media usage among medical and non-medical students were analysed by descriptive analysis as frequency. Chi-Square test (x^2) was used to test the frequency of usage of social media among different types of social media. The type of course may influence the frequency of different types of social media, this was explored using logistic regression. The independent variables with a significant p-value of <0.05 indicates the association between type of social media usage among medical and non-medical students. Among total number of 100 students, 69 respondents gave in response of often using Facebook, 39 of them were medical students and 30 of them were non-medical students (p=0.289). YouTube and WhatsApp are the most often used social media among undergraduate students in this study where 93 students agreed that they used both platforms often. As for YouTube, 54 of them were medical students and 39 of them were non-medical students (p=0.150). As for WhatsApp, 55 of them were medical students and 38 of them were non-medical students (p=0.522). Only 24 students used WeChat often. 12 of them were medical students and 12 of them were non-medical students (p=0.251). Next, 87 of the respondents had chosen Instagram as the most often used social media where 52 of them were medical students and 35 of them were non-medical students (p=0.903). 22 students chose twitter as their often-used social platform, 13 of them were medical students and 9 of them were non-medical students (p=0.921). Overall, WhatsApp is the most often social media used among medical students while YouTube is the most often used among the non- medical students. In conclusion, there is no significant association between social media usage and course of study in University.

DISCUSSION

From the result the mean age of the respondents was 21.97 years old, 33% were of male and 67% were female. Female students are majority in compared to male students. Among the various course the highest respondent was from Dentistry (BDS) in comparing with other course such as medical, bio medical science, physiotherapy and pharmacy. The study shows maximum social media being used often are YouTube; WhatsApp followed by Instagram. Majority of them said that purpose of social media usage is entertainment followed by communication. Maximum said that frequency of social media used in a day is more than 10 times a day. Many of them said the duration of usage of social media in a day is more than 3hours. Most of them answered social media improves study quality, helps in doing project with online group discussion, helps to release stress, to meet new friends, improve technological skills, to interact with peers, share ideas, study material, to do business and make money, getting latest news, encourage people to be confident and expressive, get relief from academic stress, for long distance communication and to build skills. The first disadvantage of using social media found that most of them said increased in cyberbullying and public harassment with the frequency percentage of 88 and the second most answered was social media conveys wrong or misleading information with the frequency of 77%. Most of the medical students often use WhatsApp followed by YouTube, while non-medical students often use YouTube followed by WhatsApp.

CONCLUSION

The study reveals that majority of university students use different types of social media platforms, and greater number of students agree that there are equal pros and cons of using social media networks and felt that it has effect in their studies. Both students from dentistry and medical background used social media irrespective of their course of study which shows that social media usage is crucial factor for any individual no matter the stream of study of a person. To add up on, social media has emerged a mandatory factor for an individual to shine in their career. Based on the proverb "Too Much Anything is Good for Nothing", social media usage must be utilized in proper and rightful manner when needed. This study concludes that during this modern era it's not possible to restrict an individual on using social media networks, as it helps to develop them in all aspects to flourish in their life.

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