

**USE OF SOCIAL MEDIA ON LEARNING ACTIVITIES AMONG
THE STUDENTS OF GOVT. HRANGBANA COLLEGE,
AIZAWL**

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
PHILOSOPHY IN LIBRARY AND INFORMATION SCIENCE.**

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MZU REGISTRATION NO. 4106 of 2010-11

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DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

**SCHOOL OF ECONOMICS, MANAGEMENT AND
INFORMATION SCIENCE (SEMIS)**

SEPTEMBER, 2021

USE OF SOCIAL MEDIA ON LEARNING ACTIVITIES AMONG THE
STUDENTS OF GOVT. HRANGBANA COLLEGE

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Submitted

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Library and Information Science of Mizoram University, Aizawl.



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CERTIFICATE

This is to certify that the dissertation entitled **“USE OF SOCIAL MEDIA ON LEARNING ACTIVITIES AMONG THE STUDENTS OF GOVT. HRANGBANA COLLEGE”** submitted by **Samuel Vanlalmalsawmtluanga** for the award of **Master of Philosophy in Library and Information Science** is carried out under my guidance and incorporates the students bona fide research and this has not been submitted for award of any degree in this or any other university or institute of learning.

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DECLARATION

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I, Samuel Vanlalmalsawmtluanga hereby declare that the subject matter of this dissertation is the record of the work done by me, the contents of this dissertation did not form basis of the award of any previous degree to me, or to do the best of my knowledge to anybody else and that the dissertation has not been submitted by me for any research degree in any other university institute.

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ACKNOWLEDGEMENT

I am eternally grateful to the Almighty God for his unending blessings and guidance. Next to him are my parents, to whom I owe a debt of gratitude for their unwavering support, encouragement, and unending love.

I'd want to use this opportunity to express my gratitude to my supervisor, Prof. S.N. Singh, for taking me under his wing. All of the assistance and advice he has provided throughout my time as a research scholar has been important in the accomplishment of this project. I am highly obliged in taking the opportunity to sincerely thank to the college faculties, the college students and their class representatives whose assistance was a milestone in the completion of this work.

I'd want to express my gratitude to the faculty and staff of the Department of Library and Information Science for providing excellent advice and assistance whenever needed.

Last but not least, I'd like to express my gratitude to all of my cooperative friends and fellow research experts. I owe a huge debt of gratitude to everyone who has encouraged and supported me throughout my M.Phil. journey.

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LIST OF ABBREVIATIONS AND ACRONYMS

AICTE	All India Council for Technical Education
ASNS	Academic Social-Networking Sites
CDS	Chief of Defence Staff
DDK	Doordarshan Kendra
HBC	Hrangbana College
ICT	Information and Communication Technology
IGNOU	Indira Gandhi National Open University
INDEST	Indian National Digital Library in Engineering Sciences and Technology
INFONET	Information Network
iOS	iPhone Operating System
LPS	LaldailovaPachuau& Sons
MHRD	Ministry of Human Resource Development
MOOC	Massive Open Online Course
MPSC	Mizoram Public Service Commission
MSSSB	Mizoram Subordinate Services Selection Board
NDA	National Defence Academy

NEHU	North-Eastern Hill University
NLIST	National Library and Information Services Infrastructure for Scholarly Content
OS	Operating System
SNS	Social Networking Sites
SOP	Standard Operating Procedure
SSC CGL	Staff Selection Commission Combined Graduate Level
SWAYAM	Study Webs of Active-Learning for Young Aspiring Minds
TV	Television
UGC	University Grants Commission

CHAPTER 1

INTRODUCTION

1.1. Introduction

The advancement of modern technology have had many impacts in today's learning environment where social media and its networking sites enhanced and degrade the student's performance. The modern world has offered us an effective way of socializing and to stay connected in this digital environment through Information and Communication Technologies (ICTs). The effects of social media have hit a new course where social networking sites are the main sources of communication, the digital learning environment offers a new platform where virtual learning sites and their applications are introduced to millions of users worldwide, these platforms results in having positive impacts aside from classroom teaching, from knowledge enhancement to keeping the students informed. Social networking sites and their applications such as Facebook, Twitter, Instagram, WhatsApp, Telegram, Skype, YouTube, Gmail, Reddit, Online shopping sites, etc. are the most popular used sites. Social media is capable of disseminating information as well as generating more independent learners, provision of endless resource materials, and extension of learning environment with given opportunities including promotion of career development.

Therefore, social media is a perfect platform for building confidence to meet educational goals. With its user-friendly and remote access in nature, till today the impact of social media can be considered a revolution in an academic line. The Revolution cannot be one-sided as every impact have two different sides "Positive and Negative". Social Networking Sites (SNS) are commonly used by teenagers and students who are younger in the generation. The present social media platforms have offered user interface communication which allows the user's to interact, participate, stay connected and build a relationship with different users all over the world. The sole purpose of Social Media is to provide entertainment, which results in bringing comfort among the users. Due to this, students skipped their study hours and give more time to access social media results in degrading in their academic performance. The Online Gaming environment has reached a new phase in which the game allowed players to interact with other players just like any social media platform. The networking sites are linked with the Game application itself and are now capable of browsing every gaming tutorial, recent updates, and information about the game

development. This happens to be considered one of the main reason why student's performance have been degraded so far since the introduction of Online Gaming in Android (OS) and iPhone Operating System (iOS) smartphones within the past few years. Therefore, social media is likely to have a more negative impact on Under Graduate students all over the world. The influence of social media is growing larger every day, not just in the line of academics but in our society as well, provision of better living conditions and the potential to nurture a person's mentality is one of its best fortes.

1.2. Govt. Hrangbana College: An overview

Govt. Hrangbana College (HBC) is located in Chanmari, Aizawl, Mizoram. It was established in July 1980 named after the late Mr. Hrangbana has financially funded the institution for its maintenances. The College became a Govt. College in 2003, which firstly affiliated with North-Eastern Hill University (NEHU) then comes under the Mizoram University. The institution is currently one of the biggest institutions locating at the heart of the city. The college is listed under 2(f) and 12(B) of UGC Act. National Assessment and Accreditation Council (NAAC) Accredited B++ in 2006 and was Accredited A in 2011. Two subject streams (Arts and Commerce) was offered by the college in which ten individual departments are present, a full-functioned Library with a collection of 28,000 books, and a faculty including 69 Teaching staff and 22 Establishment Staffs. The College facilities offered including Laboratories, Indira Gandhi National Open University (IGNOU) Study Centre, Computer Lab, Language Lab, College Canteen, Remedial Coaching Centre, Information Communication Tool, Hostel (Boys & Girls). The total number of students enrolled (according to their website <https://ghbc.edu.in/>) is 1758 (2017-18).

1.3. Significance and Scope of the study

The significance of the investigation tends to indicate the best practices of social media in academics among the students of Govt. Hrangbana College which will create an awareness regarding the positive utilization among the students afterward. The study highlight students' digital literacy skills and competencies as well as the study cover the exact status of circumstances during this pandemic crisis where Institutions were closed but yet received an education with the continuation of their

project works through different social media platforms, the study also discussed the actions and measures taken by the college regarding the distribution of information needs and seeking behavior. It is expected that the output of the research likely benefit the students and the faculties of Govt. Hrangbana College as the level of social media usage by the students is shown. Therefore, it is highly felt that with proper awareness, the chances of reducing the negative impacts and chances of the utilization of social networking tools for greater use among the students are high.

The scope of the study is confined to Under Graduate students of Govt. Hrangbana College. The College itself is affiliated with Mizoram University which happens to be considered one of the top colleges in Mizoram. The study is conducted among the final year students (6th semesters) from their respective departments. The college students' demographic condition is suitable for conducting a research as the study covers both the impact and utilization of social media among the students. The following table shows the lists of departments and their number of students:

Table.1.3. List of Departments under Govt. Hrangbana College

List of Departments under Govt. Hrangbana College			
Sl.no	Name of College Departments	Year of Estd.	No. of Students
1	Department of English	1981	46
2	Department of Mizo	1985	56
3	Department of History	1987	60
4	Department of Political Science	1980	51
5	Department of Economics	1980	43
6	Department of Geography	1980	51
7	Department of Commerce	1980	42
8	Department of Education	1980	42
9	Department of Psychology	2001	36
10	Department of Public Administration	1996	48
	Total no. of students		475

(Source: Survey data)

1.4. Review of Literature

Akakandelwa and Gabriel Walubita (2018) investigates the University students' of Zambia on the social media usage and its perceive impact on their social lives, the study revealed that most of the sampled student' used social media to obtain new

information as well as keep in touch with friends and for school work. The authors further discuss the students usage of social media as life satisfaction relating to participate and engage in online networks to stay active and connected with friends and to maintain stronger bonds with peers and colleagues as well as increasing their social networks. The investigation highlights students' found social media irresistible as they often keep in touch with the network resulting negligence of their study which lowers their academic performance often known as negative impact.

Ankita Pathak (2021) discussed Role of Social Media in a Student's Life where social media has emerge as an effective place for sharing and exchange of information. Its importance of students is being discussed on the article that it plays a role on every students life as such; its easy sharing of information in nature, possibility of remote learning, availability of wide knowledge sharing and the potential benefit of shaping the students' future.

Ansari and Khan(2020) "Exploring the role of social media in collaborative learning the new domain of learning", in their empirical study they examine the usefulness of social media and mobile devices and found that the social media applications and its usefulness for transfer of resource materials, collaborative learning including the interaction with colleagues and teachers could facilitate students to be more enthusiastic and dynamic.

Binesh Sarwar, et al. (2018), in their study "Usage of Social Media Tools for Collaborative Learning: The Effect on Learning Success with the Moderating Role of Cyber bullying" discussed collaborating tools helps in students learning where these tools let the students became more motivated and more creative in terms of accomplishment of their study projects. These platforms helped them in exchange of useful information in their community.

Chester Keasberry (2018) in his study, Social Media,Teacher-Student Relationships, and Student Learning discussed the importance of social media as the teacher utilize the social media to improve the students academic record and maintain communications with students which impacted the teacher-student's relation resulting to a less intimidating environment, bridging communication barrier

between teacher-student. In addition, social media allows and give platforms to shy individuals to be more open and able to connect with their teachers.

Clark Quinn (2009) Social Networking: Bridging Formal and Informal Learning, in his article he discussed how social interaction facilitates learning, it allows sharing of ideas, developed their ability to apply it to solve meaningful problems. Sharing conceptual knowledge with others accelerate learning and our collaborative tools are meant for that

David Williams and Anita Whiting (2016) examined Why People Use Social Media the uses and gratification approach with the relationship between student engagement, tweeter and a learning management system in their study, the study found that student's felt more engaged when Learning Management System was used and when Tweeter feed was used. Hence, the study proves that social media is indeed an effective way to enhance one's academic performance. The authors indicates student's engagement could be a major predictor of student's success. The major finding of the study is that social media usage did significantly influence engagement levels.

F. Alhumaid (2020) in his paper "Qualitative Evaluation: Effectiveness of Utilizing Digital and Social Media in Education" discussed the role of social communication tools as the social networks could be used for research purpose and homework assignments by the utilization of these networks through which it encourage the students to raise issues and be creative, it make the students keep updated with latest developments in their subject area.

Gina Mowafy (2018) in her study among Nile University Students to find out the Effects of Social Media on Academic Performance and found that using social media as a way of communication in discussing course contents has a positive effect on their performance. The author finds the relationship between social media use and academic performance depends on the student's usage of social media. This explains the negative correlation between the student's academic GPA and the time they spend on social media, which can be addressed by increasing the student's awareness about media addiction effects.

Hagit Meishar-Tal and Efrat Pieterse (2017) conducted a research on Why do Academics Use Academic Social Networking Sites and the study finds that academic networks do not function as other social networks do, where social networks focus on interactions with others academic networks are used chiefly for information consumption and are perceived more as database of sorts than as a place to establish social or professional relations and interact with others. The authors further explain the behavior users of academic social networking sites shows that they recognize the network as a mechanism for the creation of social capital and for an attempt to transform it into professional capital.

Heyam A. Al-Tarawneh (2014) took a study on the influence of social networks on student's performance. The author learned that improving productivity, communication and collaboration comes from positive impact of social media as well as injecting fun into the educational system can improve the motivation to learn and the involvement of students. The author further discussed that seeking help while belonging to the system is a social process that social media application such as Facebook made the students adapt to the new culture easier and faster in achieving productivity goals. Suggestions was left by the author that how important it is to empirically explore such social media's factors and how they interact with the educational system.

Jaffar Abbas et al. (2019) conducted a research on the impact of social media on learning behavior for sustainable education from the selected universities in Pakistan and found that how much the emergence of social media has shaped the world in many ways, and how it has been affecting the people. The study focused on the positive aspect of social media among university students in which the study reveals the excessive use of social media makes students emotionally and physically imbalanced and results in dull or irritable behavior, the authors find that technology acceptance and its perceived benefits play a decisive role in student's decision to use social media. These findings suggest that taking a balanced approach to social media can help avoid the negative health consequences of excessive social media use.

Kayla Minguéz (2014) in her article, The Merging of Social Media and Gaming described how video games alone can be addictive, combine that reality with the widespread lure of social media platforms and it should be easy to see that blending

of social media and gaming is great for marketing reasons. The author further elaborate how experts say video games let people embrace their individuality, help them feel competent and also make them able to other games. Those three perks could keep a person hooked that he or she hardly does anything except play during any free moment. Then the author concluded, at first glance the scenario may seem like a waste of time, however it also helps students to develop important knowledge and social skills, and be active citizens who create and share content (*Qingya Wang, Wei Chen, and Yu Liang ,2011*).

Kolan John Bernard & Patience EmefaDzandza (2018) conducted a case study on the Effect of Social Media on Academic Performance of Ghana University students, their findings revealed corroboration of other scholars whose findings suggested that social media is a nuisance to students' academic life because most of their usage are not geared towards academics but rather to useless things as far as enhancing students' academic life is concerned. The study also indicates that certain students agree to the fact that engaging in academic forums on social media increases their understanding of topics discussed in class and yield good results in enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities.

Kritika Premnath Amin, Mark D. Griffiths & Deena Dimple Dsouza (2020), in their published article Online Gaming during the COVID-19 Pandemic in India: Strategies for Work-Life Balance, report and mentioned the increase of user engagement in online gaming among the age group of 25–35 years including female users. The study also highlight how extreme engagement in an online gaming could be associated with poor academic performance among certain age groups.

M. Owusu-Acheaw Agatha Gifty Larson (2015) on their study Use of Social Media and its impact on academic performance of tertiary institution students in Ghana, indicates the use of social media had affected academic performance of the respondents negatively but the authors states that there was a strong positive relationship between the use of social media and academic performance afterwards. Although the authors confirms that more usage of social networking sites often leads to poor academic records, suggestions were made where students should be advised to limit the time they spend on social media since the study confirms that social

networking sites had affected their academic performance negatively. Encouragement can nurture one's academic potential as well as proper awareness like introduction to sites that can add values to their academic work and research can be critical.

Neil Selwyn (2012) studied social media in higher education in which the author mentioned social media support forms of knowledge consumption and knowledge construction that are very different to the epistemological principles of formal education and individualized instruction. The study indicates learning can be seen as an individual's ability to connect to specialized information nodes and sources as and when required, the author then continued to discuss availability of rooms for the higher education community itself to assume a greater role in shaping the development of social media on the ground in higher education settings.

Qingya Wang, Wei Chen, and Yu Liang (2011) investigated the effects of social media on college students studying at Johnson & Wales University, research has revealed that college students were likely to be affected by social media. The authors states that social media is attractive as it offers a platform to stay entertained and its perfect nature to kill boredom is one good way to release pressure. The study also reveals that to some degree social media indeed affects the lives and grades of the students. A suitable conclusion was made in which the research indicates an approach is needed to better the balance the relationship between social media and academic study.

Rahul Jain (2019) in his article "Use of Social Media In Teaching And Learning: Emerging Role Of Social Media And Its Importance In Teaching And Learning" discussed Social networks are providing students and educational institutions opportunities to improve teaching-learning process. The article talks the increase of social media's popularity among the learning environment as it offered benefits to learners and educational practitioners that social media offer collaborative learning, easy exchange of information, social media marketing for educators and how it helps to foster research are discussed in the article.

RdouanFaizi, Albdellatif El Afia and RaddouaneChiheb (2013) conducted a research in Exploring the potential benefits of using social media in education, in which the researchers found out that social media are an effective way to promote

student's engagement as it enables shy, intimidated or bored students to share ideas and to express their opinions in a more comfortable way. The authors exercise their statement giving additional advantage of social media applications that they offer teachers and students a single destination where they can bring their ideas together in a common platform. The authors left an opinion where social media could be used as valuable educational tools capable of enriching the learning experience.

S. Venkataraman (2020) in his study Problems of Online Classes he discussed that learners lacked concentrations during an online classes when compared to conventional learning. The study highlight absence of high bandwidth internet connection and low IT skills are major problems faced in online learning.

Sanjukta Mukherji (2013) in her article Social Media In Education – The Bright Side discussed social media possible benefits in schools and colleges and how this networking sites can help them in their studies with relevant information. The author even talks about the social media trend is the new lifestyle that will stay and influence every phase of life as it should be used in a brighter way and to promote actual learning in the virtual world.

SemsettinSahin MS &Meltem Huri Baturay (2016) conducted a research on the Effect of 5E-learning Model Supported with WebQuest media on students' achievement and satisfaction, the study finds that students give positive attraction towards the use of WebQuest. The study shows high satisfaction levels of the students with the WebQuest intervention was assumed to contribute to student's motivation, which in turn would affect their learning. The authors find students paid more attention as they are active and had a chance to participate in a class teaching. Moreover, the research conclude its findings as the present study would be hard since the student characteristics, educational environment, instructional content and design might not fit in other environments and represent other WebQuest media interventions.

Sudha & Kavitha (2016) studied the Effect of Social Networking on Students Academic Performance in Salem University, the researchers stressed on the student's addiction of Social networking sites has become problematic hence results in negative impacts due to distraction from the student studies. The study found that

Social networking sites have a negative impact on the student's academic performance compared with positive impacts, due to lack of awareness among the students and increase usage of inappropriate use of social networking sites while positive impacts of Social networking sites on their academic performance are considerably low.

Sue Bennett, Karl Maton and Lisa Kervin (2008) on their study claims that young people of the digital native generation possess sophisticated knowledge of and skills with information technologies. As a result of their upbringing and experiences with technology, digital natives have particular learning preferences or styles that differ from earlier generations of students. This is however just an early stage of how much the social media and its networking sites have had an impact on the younger generations today. The authors opined that technology always favors the younger generations as technologies were embedded in their lives but their usage and skills are not always uniform.

1.5. Research Gap

After going through the literature it is found that lack of publication on the related papers carried out by Mizo researchers to generate proper awareness has left a huge gap in the literature related to social media influences, this could be the major factor of social media improficiency and undisciplined practices among the Mizo community. So a field study is carried out to fill the gap in literature especially the aid of social media in academics.

1.6. Research Design

1.6.1 Statement of the Problem

With the advancement and emergence of technologies, the learning environment have become more dynamic and the educational system have been redefined, the usage of social media have been popular among the society, communication and information retrieval have become much easier compared to the last decade or so. Therefore, a study is required to highlight how these social networking sites are implemented in academic. There are numerous research papers reporting the negative aspects among the students, how it affects their studies and how it became a major factor in wasting their time. To outweigh the social media's negative aspects,

realization of the effectiveness of proper awareness, guidance and through perception on the student's academic career and the role it played in this digital era, it's nature in improving one's digital literacy skill and competencies and the provision of opportunities, a research is conducted in this particular area to create appropriate awareness to develop further proper utilization of social media among the students to enhance their academic performance.

1.6.2 Objectives of the Study

The study objectives are as below:

- To discover the SNS used by the students.
- To determine the social media impact and how it affects the students performance.
- To find out the level of social media addictiveness and its impact on the students.
- To explore the problems faced by the students in using social media for their education.
- To investigate the potential benefits of social media among the students.

1.7. Research Methodology

1.7.1. Data Collection Techniques

The study is designed to determine the use of social media on learning activities among the students of Govt. Hrangbana College, Aizawl, Mizoram. A random sampling method with an online mode of the distribution of the questionnaire was used to collect the data for the study. The questionnaire was generated via Google Form and was distributed to a number of 10 individual departments available in Govt. Hrangbana College, from each respective department there are 20 respondents making it 200 respondents in total. The link of the questionnaire was forwarded to the head of departments and class representatives from each department. The respondents were selected randomly neither by the head of department nor their class representatives.

Out of 200 questionnaires distributed, 100% rate of response was achieved successfully due to the help of the Students' Union, faculties and friends who are enrolled in the college.

1.7.2. Analysis and Interpretation

The data collected from the questionnaire are being analyzed, shown and further interpreted in the form of table and figures.

1.8. Chapterization

The present study consists of the following chapters:

Chapter – 1 is the brief introductory part of the practice of ICT in modern environment, practice of social media in academics and social gaming including an over view of Govt. Hrangbana College along with the scope of the study, significance of the study, review of literature, research gap, research design comprising statement of the problem, objectives of the study. The chapter also consists of the research methodology and data collection technique of the present study followed by analysis and interpretation.

Chapter – 2 the name of the title goes under “Social Media : An Overview” , the chapter consist of an introduction of social media, different social media platforms, popular social media tools, general use of social media and a brief highlight of social media during the pandemic.

Chapter – 3 of the study discuss the role of social media in an academic environment, the brief introduction of academic social networking sites and the use of social media by the students, students' exposure to social media, social media in academics and the particular social media tools used by the concerned institution for online classes. The study also deals with the role of social media in learning, perceptions of social media on students' academic engagement: efficient use of social media in academic and the cost of remote learning among the undergraduate students. The study discussed the students' time spent on social media and the prevalence of education in Mizoram during the pandemic.

Chapter – 4 of the study is devoted to data analysis and interpretation.

Chapter – 5 shows the findings of the study, conclusions and suggestions.

The chapters are therefore followed by a bibliography based on the 6th Ed. A.P.A style manual.

The following chapter deals with the present scenario of the use of social media in learning activities among the undergraduate students of Govt. Hrangbana College and the conceptual idea of the newly introduction of the non-conventional learning within the State.

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CHAPTER 2

SOCIAL MEDIA: AN OVERVIEW

2.1. Introduction

The world has become a digital environment where our mode of socialization becomes virtually digitized. Several applications are being developed for means of communication, interaction, and transaction in which the whole world is participating and currently racing. The sole purpose of popular social media tools today is to provide entertainment, to become a helping hand in any given situation. For these, such applications are being made and developed to help meet our daily requirements. Several big Companies took a keen interest in Social media tools compatibility and invest a large sum of money to increase their reach and capabilities. A common characteristic of Social media is to create a marketing brand within the network community, then create the brand's visibility through advertisements using various social networking plat forms to their users.

2.2. Influence of social media in everyday life

The use of social media increased day by day, the actual component of social media is the ability to possesses vast amount of knowledge which are ready to be access by the user on any given day or time. The influence is has in today's lifestyle is hard to disregard, gone are the days where every morning the newspaper guy deliver newspaper to each house, instead of printed daily newspapers, many now used digital news media where it is more environmental friendly and it provide the user a relevant content which the user can access with ease anywhere, anytime. Social media help us digitally socially active as majority of the world population engaged in digital environment and have a multiple account on different social networking sites. Beneficiary with a vast employment option, suitable career guidance with abundant options of digital marketing. Social media give the users to stay productive as digital journalism get the users help developed their skills since sharing information, spreading an occurrence to the world is not an issue.

The role of social media goes great lengths; the role of efficient utility of social media is the role of digital banking also known as internet banking or online banking. It has proven its usefulness during the pandemic period in terms of online payment where implementation of partial lockdown was carried by the government. Online bill payment is one helpful feature the social media has to offer where customers don't need to queue up in great lines to pay their utility bills amidst covid19.

2.3. Social media platforms

There are several platforms in social media Lucia Moses (2004) in his published web article “The many definitions publishers use for platform” discussed the social media platform as the platform is applied to everything from social networking to online marketplaces, social gaming to academic social networking and from meeting one’s particular need and interests through a web-based applications. Erin Pettigrew define social media platform as the platforms are technologies and standards that allows the users to interface more efficiently, as long as the platform built a collaboration, finding mutual interests and discovery, audience building between the content publishers and users with easy access of the content published, then it succeeds in bringing the problem solving challenges. Following are the common social media platforms classified by their purpose and function:

2.3.1. Social Networking

The networking sites using websites and applications in which the users communicate, interacted and stay connected with one another, to find people and to share similar interest such as Facebook, LinkedIn and MySpace etc. Social networking sites are the modern mode of socializing.

2.3.2. Blogging

Blogging relates to the regular update of writing an event, situation, a journey, a trip, sharing a link to other personal website to anything the blogger interests’ in. The published articles are known as blog posts. Blog posts often contain relevant information.

2.3.3. Microblogging

Microblogging relate to making concise posts for lesser audience compared to Blogging, possibility for virality and the social media tools today are compatible with such concise post targeting bigger crowd of social media users. Twitter and Tumblr are the two examples of Microblogging applications.

2.3.4. Photosharing

Photosharing platform provide the users a platform where they share photo content to the site. One of the early photosharing website was Photobucket with users all over around the world shared and uploads their content on that website. Nowadays, Instagram, Flickr, Pinterest and Snapchat are the relevant photosharing platforms.

2.3.5. Videosharing

Videosharing platform allows users to upload their video content to the networking site or application where users can view the content from different part of the globe. YouTube is the most popular used relevant videosharing platform used in today's entertainment. TikTok, Facebook, Vimeno, Twitch, Instagram by Instagram are relevant videosharing platforms.

2.3.6. Social gaming

Social Gaming platform is a newly relevant concept within the online gaming community, The platform provide visibility of gamers' activity, tutorials, recorded game plays, online streaming, and interactions with player to players within the community. The use of technology appliances in our daily activities have been increased. One of the most fast growing today's industry could be social gaming, the social media features are added to the gaming application giving the gamers an experience of web 2.0 compatible within the game, the feature is applied to Smartphones which let the industry joined the rank of the fastest growing platforms in the modern world. Social gaming is an online multi-player gaming, with a fast growing community. Facebook, YouTube, Steam, Discord, Twitch, Omlet Arcade are the biggest livestreaming social gaming platforms.

2.4. Popular social media tools

Different aspects of social media tools are available for different purposes, from content creation to discussion forums, there are tons of applications to help suffice one's basic need. Social networking platforms can be versatile depending on the user's interest, provision of a platform for one-way entertainment like listening to a podcast, to two-way interaction content sharing and response through other social

media platform, a platform for online streaming, and all are mostly meant for entertainment and connecting people all over the world.

2.4.1. Facebook

Facebook is the most popular social networking site with 2.85 billion monthly active users worldwide. Due to its monthly active users, the site is still growing with most of the large companies and different Brands are invested in Facebook. Due to its large number of users, it has become a hub for business promotion as millions of companies sell and advertised their products on the Facebook site. The website is link with many online shopping sites resulting the company's newly arrival and sale products can be seen on the news feed.

Facebook is easy to use and it is user-friendly, at present feature it has offered capture the interest of people who are old among Mizo community. Facebook contents have been developed and upgraded the current feature support videos, live videos, and story that permit the users share contents that disappear after a certain period. The new feature is popular among the youth and it is seen as useful and satisfying. Like any other social media platform, the majority of the users access Facebook via Smartphone (Alfred Lua, 2018). Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.1. Student's usage of Facebook

Sl.no	Name of social media application	No. of students	Percentage
1	Facebook	165	82%

(Source: Survey Data)

2.4.2. Instagram

One of the most trending applications with 1 billion monthly active users worldwide surfacing the mainstream media. The majority of the Instagram users are mostly the age group of teenagers to middle-aged persons. The content focuses on sharing image and videos, live-videos and a story which reveals one status or random interests. One of its key features i.e. image filter captures the eye and interest of the young arguably the reason why it became a trend among the younger audience. The users can interact by giving a like and comment on other user's contents. Like any other social media application, it is becoming a business hub for online marketing by

creation of marketing Instagram pages. The explore page on Instagram shows different trending content uploaded by users all over the world results in more hours of usage of the application. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.2. Student's usage of Instagram

Sl.no	Name of social media application	No. of students	Percentage
1	Instagram	187	93%

(Source: Survey Data)

2.4.3. LinkedIn

LinkedIn focuses on professional networking and career development. There are many users worldwide who strengthen their contacts and find career opportunities, the site is useful for applying and finding jobs. The feature also consists of a setting which alert users/recruiters the users are searching for a job within the networking site (Johnson, 2019). LinkedIn is one of the most important social media applications where students take their study materials from. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.3. Student's usage of LinkedIn

Sl.no	Name of social media application	No. of students	Percentage
1	LinkedIn	5	2%

(Source: Survey Data)

2.4.4. Reddit

A discussion forum where users can ask/opined their subject topic of interest which is to be seen by users all over the world. To answer or participate in a hot debate topic the user must first join the community. Reddit platform has a vast outreach community that any social media issues are often first discussed in this platform. All most of the relevant topics of today's current affairs are being discussed here. With estimated monthly users of 430 million worldwide it is considered one of the top popular social media tools. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.4. Student's usage of Reddit

Sl.no	Name of social media application	No. of students	Percentage
1	Reddit	10	5%

(Source: Survey Data)

2.4.5. Snapchat

Popular by its iconic feature Snapchat filters won the eyes and interest of female users all over the world. The majority of the users are from teenagers to middle-aged in person. Like Facebook and Instagram, Social media influencers and many Celebrities used this site to connect with their followers. An estimated 238 million monthly active users Snapchat surfaced mainstream media but arguable due to its competitors Snapchat might have lost its popularity among teens or its users. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.5. Students usage of Snapchat

Sl.no	Name of social media application	No. of students	Percentage
1	Snapchat	56	28%

(Source: Survey Data)

2.4.6. TikTok

A short video sharing platform with 27.43 million monthly active users where users create musical relate content by dancing, lip-syncing, singing, and comedy. The users can create an account or by sign-in TikTok account via Facebook, Instagram, Twitter, or through an existing email account. The application is popular among teenagers to those who are in their mid-30s. The application surfaced the mainstream media especially during the Pandemic year, it has become one of the top most used social media tools. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.6. Student's usage of TikTok

Sl.no	Name of social media application	No. of students	Percentage
1	TikTok	12	6%

(Source: Survey Data)

2.4.7. Tinder

An online dating platform surfaced the mainstream media with an interest in finding a dating partner, a friend, or to keep connecting with users all around the world who share a common interest. Once the two users are matched the system allows them to interact in exchange for conversation. The newly updated version of paid subscription service may have an impact on making Tinder irrelevant as a decrease in the usage of monthly active users could be found. Nevertheless, the online dating application is currently trending among the youth. The dating App is only popular among the community after the data has been collected. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.7. Student's usage of Tinder

Sl.no	Name of social media application	No. of students	Percentage
1	Tinder	3	1%

(Source: Survey Data)

2.4.8. Twitter

A Microblogging platform with 353 million monthly active users and is popular among the age group of 15-36. Twitter is a trending platform where relevant topics are discussed in the form of updating a post called Tweets. Like some of the social media platforms, Twitter is gradually becoming a suitable networking site for marketers. Following table shows the usage of social media tool by the undergraduate students.

Table.2.4.8. Student's usage of Twitter

Sl.no	Name of social media application	No. of students	Percentage
1	Twitter	59	29%

(Source: Survey Data)

2.4.9. WeChat

With its wide range of functions the social networking site made its name as an instant messaging application. WeChat became the most used application in China as the developers have had to improve many of the service and features, users can use

mini-applications inside the application itself where they could book a doctor's appointment, take a taxi, apply for a loan, etc. (Zheng, 2020). By the end of late 2020, statistical research has shown that WeChat had crossed over 1.2 billion users from different age groups. Following table shows the usage of social media tool by the undergraduate students.

Table.2.4.9. Student's usage of WeChat

Sl.no	Name of social media application	No. of students	Percentage
1	WeChat	4	2%

(Source: Survey Data)

2.4.10. WhatsApp

A common social media tool used by different wide age groups because of its easy access and new features where face timing and story posts were available. Sharing of documents and the exchange of data were the main function of this application. The new update has a feature called WhatsApp pay, the newly added feature will authorize the users to send or receive money. Like any other social media banking platforms share the same principle. Following table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.10. Student's usage of WhatsApp

Sl.no	Name of social media application	No. of students	Percentage
1	WhatsApp	200	100%

(Source: Survey Data)

2.4.11. YouTube

With 1.9 billion monthly active users worldwide the largest video sharing platform on the internet enters the list of most used social media tools. The site is easy to access and the users can have a channel by creating an account to upload content. Generation of money is possible with above 1000 channel subscribers, with a minimum of 4000 hours of viewship (Bee bom,2020). The users can give a like, comment, and subscription on other's uploaded content, it is estimated that billions of content uploaded videos are being watched every day. YouTube is one of the most useful social media platforms where the content promotes a self-taught enthusiast mentality which often generates independent learners and self-promoters. Following

table shows the usage of social media tool by the undergraduate students of Govt. Hrangbana College.

Table.2.4.11. Student's usage of YouTube

Sl.no	Name of social media application	No. of students	Percentage
1	YouTube	186	93%

(Source: Survey Data)

2.5. General usage of social media

The use of social media is a necessary activity in our modern society, the social media itself is versatile that the networking sites manage to meet user's requirement in almost every aspect. Its ability to collect information and share out the contents created from one platform to another changing the mode of information exchange and the ways of interaction. List of the general use of social media in modern society follows:

2.5.1. Entertainment

Majority of the social media use are for entertainment purpose, it has changed the entertainment culture and had influence on the entertainment industry. Social networking sites are becoming the main source of entertainment, any uploaded content on a social media have a high potential chance for virality, and the content view could reach to millions overnight. The entertainment and marketing industries focus on the effective utilization of social media as social platforms nowadays support monetization. Social media finds common ground for people making interaction easier and making the world more digitally approachable. Reasons for using social media could be due to:

- Because friends, relatives, classmates and colleagues are having an account on social media
- To stay connected, stay in touch and to stay relevant
- To kill time
- To keep oneself a company
- To see what the social media has brought (news, products, any daily dose of happiness to relieve stress)

- Mostly to meet new people, study cultures and meet different cuisine around the world

2.5.2. Marketing

About 40% of the world's population are engaged on Social media (Jenkins, 2018) and its functions are beneficiary for marketing purpose, since the social media has a vast out reach of customers big companies often targeted and focused on publicity, commercial, ads, sponsorship of content, sponsorship of public figure social media users, social media influencers through certain websites and networking sites. Several articles related to social media marketing could be found on the internet. The user can deliver messages to its followers and inspire them to buy the merchandise while growing an audience with a small budget. The products can reach the potential buyers as soon as it is launched.

2.5.3. Education

Academic social networking sites (ASNS) are a social media platform where social media users stay connected, share publications and ideas, the social media features are imply to the networking site with a focus on academic purposes. These networking sites are designed to meet the needs of user requirements and to cater high demands of academic community. Throughout the pandemic times social media aid in academic could be seen, technology's advancement at its peak during devastating times. The importance and implementation of social media is blooming rapidly, the role it played regarding the pandemic out break and the impact in education and the use of ICT in learning during the pandemic capture the eyes of many researchers.

2.5.4. Livestreaming

One of the great features of social media today is generation of money, being able to monetize the contents uploaded on social media platform has attracted many to pursue this modern advancement as a career passion. There are many livestreaming platforms among which Omlet Arcade and Twitch are the most used by today's streamers for livestreaming platform, the social networking sites like Facebook and Instagram also support this feature as well but aren't meant for monetizing but to entertain their audiences. Twitch livestreaming application is popular among Mizo

community; streamers also shared their streaming records to social networking sites. Although some of the streams were free of cost and are usually open for all users, there are streamers who put their contents private and are only available to subscribers. The application charged the subscription price based on the user's location, the subscribers can have the privilege of subscribers' badges, emotes, and enable access of chat which is available for subscribers only.

2.6. Social media during the pandemic

The outbreak of the Corona Virus has impacted high internet usage as the student's movements were restricted and housebound. Government all over the world implemented partial lockdown to prevent further spread of the virus. During the shut-in period, students are more engaged and attracted to new hobbies result in increase of huge digital usage as social media provide comfort and entertainment and a way to raise opinions during a stressful situation. Increase in usage of the Smartphone as today's Smartphones are compatible with the accession of different social media platforms. Social media act as a bridge that gaps the reality and virtual entertainment ensuring mental stability and providing an escape during a stressful environment. The evolution of technology will continue to expand as the virtual environment kept growing bigger, social media is the platform to reach out to a lot of people, this is proven during the pandemic crisis as many content developers and content creators have used social media tools to disseminate information. Media literacy will continue to prevail in modern society.

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CHAPTER 3

ROLE OF SOCIAL MEDIA IN AN ACADEMIC ENVIRONMENT

3.1. Introduction

The use of academic social networking sites allow students to take part in their learning process, the pursuit of education in the digital environment remained a relevant topic since the early 2000's. When the first blogging site became popular in the 1999, the social media sensations it create haven't left the room since then. Social Networking Sites like MySpace and LinkedIn gained popularity in 2000's. The birth of social media came in to existence when MySpace achieved its milestone by meeting million monthly active users in the year of 2004. From there it skyrocketed and mankind's mode of socializing and information seeking behaviour was forever changed. Social media gradually become the main source of communication and many contents were uploaded in the internet. Rapid increased in use of social media leads to the practice of social networking sites in academic environment which encompasses online platforms and their potential benefits in academic purpose. Academia.edu and ResearchGate are the most picked academic social networking sites having millions of users worldwide. Nowadays there are several online platforms and e-learning tools devised specially for academic purposed with the immergence of technology.

3.1.1. Use of social media by the students

Social media impact on the undergraduates could have positive and negative results. The outcome is constantly measured by the regular management of social networking sites, and how the user used them. With the frequent use of social media platforms creation of new opportunities and devise a new way of approaching problems for the learning professionals with the goal of promoting formal learning (Arshavskiy, 2018).

The potential benefits and the opportunities that social media offers are what we applied to today's education system. Therefore, research was conducted to highlight the present scenario among the students of Govt. Hrangbana College, Aizawl, Mizoram. Use of social media in academic comes with great significance where the technology enhances the students' understanding capacity to reach further education; the students accept the fact that technology helped in their learning environment. Because of the availability of e-materials, students have more resources to help them

in their studies, and most of the e-resource materials were new research papers and articles, the students can access these e-resource materials easily and increase their knowledge. Students can take part in the discussion forum and can have multiple interactions with experts all over the world, social media pave way for all learners, educators, experts, and practitioners, it narrowed the information route yet provide a broad platform with the availability of unlimited e-resources in any given subject area. Students with above-average ICT skills are likely to prevail over the ones who are facing difficulties in operating smart electronic devices. Practice of ICT in academic concerning access of information aids students' ability to find, evaluate information through other digital platforms are some of the potential benefits of social media in academics.

Social media changed the learning tradition; one of the most advantages of social media in academic is that adding a fun and simple way to understand certain definitions and interpretations. Regular use of Thesaurus (Synonyms and Antonyms) site, dictionaries, facility for checking grammatical errors and easy access of translation services on the internet. Research data have shown that students look at synonyms and antonyms of certain words, the undergraduate students also search for an easier explanation for some of the textbook definitions on Wikis, Facebook, YouTube, and discussion forum like Reddit, Qoura and comment sections of other social media networking sites and applications where language barrier serves a role to those areas. Another advantage of e-learning is that there are many relevant contents related to any subject topic, students can easily access these resources as the content can be versatile, it could be in pdf format, videos, and digital illustration. The digital environment that is flexible and versatile forever replaced the learning system to a more interesting and distinctive way of learning.

Table.3.1.1.Students' use of internet for correcting linguistic errors

Sl.no	Response	No. of students	percentage
1.	Yes	188	94%
2.	No	12	6%

(Source: Survey Data)

3.1.2. Student's exposure to social media

The present situation has put the world more engaged in social media usage. The undergraduate students of Govt. Hrangbana College have also took part in utilization of modern advancements. The tools are mainly used for socializing and to stay connected with the rest of the world. The following table shows the social networking tools that students have an account on.

Table.3.1.2. Student's exposure to social media

Sl.no	Name of Social media apps students used	No. of Users	Percentage
1	Facebook	165	82.5%
2	Instagram	187	93.5%
3	LinkedIn	5	2.5%
4	Reddit	10	5%
5	Snapchat	56	28%
6	TikTok	12	6%
7	Tinder	3	1.5%
8	Twitter	59	29.5%
9	WeChat	4	2%
10	WhatsApp	200	100%
11	YouTube	186	93%

(Source: Survey Data)

3.2. Social media in academics

From an academic perspective, there are several applications and networking sites that are programmed and designed to guide students' academic performance, Research Gate, Academia.edu, LinkedIn, etc. are the top trending academic networking sites used globally. Individual social media platforms are becoming a trend whether it is related to academics for socializing, content sharing, and mainly for connecting people, etc. They all serve a purpose from meeting the user's requirement and procurement of individual essential commodities. Social media influence has gone from being entertaining to a fully integrated part of nearly every aspect of daily life for many (Wharton, 2019).

The social media platform has brought a revolution in modern civilization. From textbook learning to virtual learning, from classroom teaching to remote teaching it makes pavement for an effective learning system where the users can share and distribute social media platform contents quickly and efficiently. From one-way communication teaching to an actual engagement regarding interaction and involvement on a certain project helps in better comprehensive understanding which boosts the student's academic performance as well as student's engagement on content management in different social media platforms also help built their ICT skills as well. Social media platforms are becoming diverse due to the availability of multi-disciplinary subjects. Remote access for unlimited resource publications all over the world has made Social media ushered in a new era.

The pandemic year proved the challenge and competencies of social media in the learning environment while the whole world was shut down but still able to receive education throughout the continent. The year 2020 will forever be marked as a paradigm shift as there is a huge increase in the use of social media, users seek comfort and entertainment as well as amplify the creation of content in every social media platform. The pandemic situation has forced many institutions to provide online teaching and during that period social media has played a crucial role in the production of effective and optimal online learning. Online learning became a primal trend where integrated and instructive applications direct the users on the right course. E-learning offers different subject courses for the students, multiple content sharing and rapid content creation generates independent learners as they took charge in their interest and are responsible for their education. Nevertheless, the social media impact regardless of the user's behavioral approach will intrigue and conceptualize a fresh educational system.

Modern advancements in academic have broken the walls of one-way communication, the technology serves as an online learning collaboration and networking tool which is critically important for students to stay connected, to cover a wider area for information, and to contribute and share valuable ideas, study projects, and exchange of academic files. Social media aids in collaborative studies as it provides a facility for teacher-student interaction where the students can ask questions about the concerned subject topic or a chance to clear doubts during online lectures. Academic discussions, debates, and awareness programs are being often

held in the e-learning environment and the participants can have a value increase of knowledge not just in the concerned subject area but also gained experience in ICT knowledge. Social media elevate some new heights as the undergraduate students have an option to use a variety of social media platforms to share and to contribute content. The college preferable mode of distribution of study materials and assignments was done with the help of WhatsApp, MOODLE, and Google Classroom, ZOOM, and Google Meet. The utility of information communication tool in sharing e-content resources with students can make online learning more efficient as the students are engaged to their phones all the time, they rarely picked up a pen to write their assignment papers and when the students want to revise, they can look at the handout materials in their phones (Keasberry, 2018).

Social media helps in statistic-based studies, there are certain websites available for research like Google Form, Survey Monkey, Typeform, SurveyLegend, etc., these websites save the time of the user and the user can get a quick response. These websites ease the time and energy spent on hours drafting questionnaires, and it makes the collection of data easier and interesting. It allows the user to share the questionnaire link through various social media platforms, and the respondents could provide quick feedback from their electronic devices. Online questionnaires enhance the response rate and the respondents can take time to provide feedback, the questionnaire can be accessed remotely. These websites are usually budget-friendly; they help in saving money for the printout of the questionnaire. The students monitor the feedbacks which are auto-saved and the data analysis is done automatically by the system. Since the respondents are not directly enclosing their feedback in person, the respondents are more open-minded and the provision of better suggestions occurred. Baker & Oswald in their study, Shyness and Online Social Networking Service(2010) discussed how social media can bridge the gap between shy individual students getting good academic grades by unable to share an opinion on one's thoughts and ideas in class, or from being unable to make interaction which chained students from moving forward, with observation, use of social media indeed bridging the gap for shy individuals when providing online questionnaire as the college students gave adequate feedback which does not occur in face-face interaction. It highlights the significant use of academic social media where students produce productive results given their own pace.

In this information era, none can suffice their educational needs with printed resource materials alone. The utilization of social networking sites and applications helped achieve the students' goals and visibility in productive results. Some websites provide the latest relevant subject contents by which the students can have an interesting presentation paper. Users often review the digital learning environment provided online learning tools for students, its functions, and the credibility of those learning tools by grading the learning tool. From social entertainment to an open access publishing platform, the two relevant academic social networking sites i.e. Academia.edu and ResearchGate provide help with a publication platform of academic concerned topics for students, professionals, and research scholars. Maximum utilization of academic social networking sites increased the productivity rate of research output.

The Millennials witness the revolution of technology advancing, but unlike the Millennial's the Generation Z's are growing up with the technology and are endowed with every updated software and newly launched gadgets. Today's undergraduates are now exposed to such social media-compatible technologies which get them more engaged in communal activities and networking sites. Studies have shown that students' engagement in academic social networking platforms have helped improve not only their academic performance but also their ICT skills, 99.9% (*source: survey data*) of the undergraduate students from Hrangbana College owned a Smartphone and 99.9% (*source: survey data*) from the college have accounts on social media. The wide abundant availability of information over social networking sites has sharpened the ability of the students to seek and extract information that is useful and relevant. Efficient usage of academic social networking sites can shape the ability of practical reasoning, of course, the students must be aware of the way to distinguish the relevant and validation of information from the distractions (Mukherji, 2013).

The majority of the undergraduate students who are better engaged in social media accepted when they are more connected with friends, it heightens their mutual understanding which results in better communication and positive chemistry. The undergraduates further admit that the creation of teacher-student interaction facilitates the relationship between the two, a good relationship with the teacher develops with better understanding and a satisfactory academic achievement.

Considering this, the potential benefit of social media usage in academics seems to be overshadowed by the negative effects on society but has proven its worth in this information era during the pandemic times. The negative impact indeed outweighs the positive influence in society, the components and major attributes of academic social networking sites were hindered by the wrongful use of social media. The pandemic time highlighted the importance of remote learning and the effectiveness of collaboration tools, but some students are having a problematic issue on the network due to low bandwidth, poor electrical power maintenance, and low ICT skill. The digital gap is wide between the rural and urban areas and the language barrier will continue to be a border that stands between the effective use of social media and the demand for students' education.

Institutions have noted the perceived usefulness of academic social networking sites during the present scenario. The education system is fond of both teacher-students as it is a new learning system in Mizoram, and the pandemic has forced the entire country to receive online education, but difficulty in adjusting to the new learning environment could be quite a challenge for both parties. The college faculties who are of old ages are believed to have a hard time adapting to this digital environment but the traditional education system is forced to convert to a rational digital learning system affecting not only the undergraduate students but also the college faculties to learn a new set of ICT skills.

3.3. Social media tool used for virtual learning

Different social media tools were used to conduct classes, distribute study materials, and conducting students' paper presentations during the pandemic, following are the social media tools that aid education during the pandemic:

1. Google Meet
2. Google Classroom
3. MOODLE
4. ZOOM

3.3.1. Google Meet

The distance learning essential tool Google Meet is the most learning tool used by the respective departments of Govt. Hrangbana College (see fig.4.26). It doesn't require fast and stable network during virtual classes compared to online collaborative tools. One of its great features lies in distribution of study material where the teacher can share pre-recorded sessions to their students for future preferences. The remote learning tool is also used to conduct presentation papers proving its worth in the new normal education while reducing the distance in distance learning.

3.3.2. Google Classroom

The distance learning tool is used for virtual classroom teaching and while it is popular among the pre-matric classes and higher secondary schools in Mizoram, it is one of the least tools used to conduct online classes here in the college (fig.4.26). The collaborative tool is rarely used for distribution of study material (fig.4.27) and managing students' online presentation. (fig.4.28)

3.3.3. MOODLE

The collaborative tool may not be most favourite among the college departments for online classes and not the most favourable one in conducting students' presentation papers but it is the most used for the distribution of study materials. (fig. 4.27)

3.3.4. ZOOM

The application deliver dynamic online learning, its nature in users' friendly made it popular among the State and is often used by the departments of the college for online learning and for conducting students' presentation papers. ZOOM is one of the popular collaborative tool available in today's social media but the college usage for the distribution of study material is of absent regardless.

3.4. Role of social media in learning

Technological advancements have placed a new moderate learning system, any person who has a PC, Laptop, Tablet, or Smartphone with an internet connection

could access the wisdom of the digital world. Social media usage for academic purposes has eased the learning pattern laid out for the students, bridging the third world education system with the well-laid education system of the developed countries. The provision of access to top institutional online educations, open access publications of research papers and availability of study materials in websites and web portals, and access to unique datasets to provide information to the user and a platform to create and share contents with the community is the nature and purpose of academic social networking.

Importance of social media for student's performance:

- It helps in meeting the educational needs of the students
- Provision of direct communication between teacher and students
- Accession of relevant information for study purposes
- An essential tool to help education prevail during the Pandemic

The use of social media in education is completely depended on the user, students who seek materials to aid their studies can outweigh the negative influence it has on society. The College students have multiple social media accounts; open learning helped the students take control in every aspect of their studies. It helped the students to make sense of new concepts and ideas (Race, 2005). The availability of e-resources and a variety of resource formats can give the students a great deal of achievement in the course they choose. A vast network of e-resource materials certainly boosts students' academic performance; availability of visual and audio-recorded multimedia comes in handy whenever the student wants to revise a certain topic. The students' information-seeking behaviour in this era compared to the old ways of collection of information has remarkably changed significantly. Immense growth in the research field, online publications, free online diploma courses on every concerned subject, online tutor, and career guidance are the impacts of social media and the role it played in academics to aid the student's performance. Technology is ingrained in today's society; social media became part of the community, in terms of learning with academic social networking sites the education practitioners can find a way to connect with their students with social media and

provide visual (multimedia) support on classroom teaching, it could be developed into a more streamlined experience for both parties (Warfiled,2016).

The current education system stressed the students with a sudden change in their learning environment meanwhile social media is utilised in a way to supplement the students' academic work and the social media competencies are used to strengthen the curricula through the implementation of social media tools in academic learning allowing global wide access of knowledge and a robust learning curve. The negative thought of the degradation of students' academic performance for implementation of social media with learning still lingers. As the main source of today's major distractions came from social media, it is also a quick way of learning, interaction and the most preferable choice as the mode of distribution of information simultaneously. The social media obviously became the bulletin board where certain information with regard to classes, academic sessions and results are shown leaving social media no longer a disturbance but a provider of constant education for the students during their study phase (Pathak, 2021).

The college institution has adapted to this learning environment, it conducted online semester exams as e-learning becomes the new educational norm. The institution further stretches its hands by hosting a certificate course in personality development for all the outgoing students. The service was conducted via ZOOM where the faculty personnel sent the link to each of the departmental WhatsApp groups. The course programme was attended with an average of 100-140 students and was also put on live at the institution's channel, YouTube. The extended service course include 10 consecutive students' skill enhancement by outsourcing personnel from various disciplines. Following are the course provided by the institutional college.

Table.3.4. Certificate course in personality development for the outgoing students.

Sl.no	Resource Person	Course Provided
1	Dr. H. Laldinmawia	Career in Mizo language & literature
2	Dr. ZothanchhingiKhangte	Empowering Through Traditional Inherited Skill Enhancement
3	F. Vanlalrochhana	The Power of Reading
4	Joseph L. Ralte	Opportunities in Agri-Business: Mizoram Perspective
5	Mark Laldusaka	Management Skills
6	Prof. C. Lalfamkima	Life Skills

7	Prof. LallianzualiFanai	Career in Teaching Profession
8	Vanneihtluanga	Time & Lifestyle Management
9	Zarzoliana	Career in Government Services
10	ZoramwiiRalte	Interview & Communication Skills

(Source: Survey Data)

Competencies of social media can be fully taken advantage of for higher education during the pandemic crisis. The Ministry of Human Resource Development (MHRD) and University Grand Commission (UGC) have made several arrangements through which they launched ICT initiative platforms like websites and portals for online education (Jena, 2020). Following are the digital initiatives of UGC and MHRD for online education:

- e-Gyankosh: It is a national digital repository to store, and share e-learning resources that are developed by Open and Distance Learning Institutions within the country.
- Gyandarshan: A web-based TV channel prior to the education and focus on developmental needs of independent learners.
- SWAYAM: It stands for Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM). The country's national MOOC platform covers 2,150 courses with 1,300 instructors from more than 135 universities in India. The platform allows students to earn credit online. Since its launch, more than 10 million learners have taken the course on SWAYAM. With its rapid growth, many believe SWAYAM could be the largest Massive Open Online Courses (MOOC) provider.
- e-Adhyayan: It is an online repository for undergraduates and postgraduates courses. The e-books are a derivation of e-PGPathshala. The portal consists' over 700 e-books for the postgraduate courses.
- e-PGPathshala: An initiative platform launched and developed by MHRD and UGC to develop integrated e-resource to benefit postgraduates in their studies.
- e-shodhsindhu: The merging of three consortia initiatives i.e. UGC-INFONET Digital Library Consortium, NLIST, and INDEST-AICTE formed e-shodhsindhu intending to provide access to qualitative e-resources to the country's academic institutions with a lower rate of subscription. It is a

collection of e-journals with an archive of e-journals with an availability of over 10,000 e-journals and over 31,35,000 e-books.

- e-Shodhganga: A platform with availability of scholarly content where the research output was deposited and open access is granted for the whole scholarly community.

3.5. Perception of social media on student's academic engagement

The majority of the college students saw the emerging technology have a positive influence on education, 90% of the respondents (via survey data) showed that the use of academic social networking sites has helped improve the students' grades. Interviews with the top candidate students among respective departments of Govt. Hrangbana College admits social networking sites have a positive influence, 80% of the total research population admits the use of websites and portals for the collection of study materials, while the rest of the 19% are solely depended on library and teachers' handout materials. Following are the efficient use of social media in academic:

- The internet is harnessing e-resources that consolidate learning.
- Learning with multimedia results in deeper understanding.
- Reduction of time constraints on completion of classwork projects and assignments.
- Provision of access to vast information.
- The availability of educational videos makes the undergraduate students more engaged with the content.
- Retention of knowledge as social media aids in the creation of new knowledge.
- Improve collaboration with diverse interactions.
- Academic social networking sites entail more resources for learners.
- Definitions and interpretations from the internet are always easier to understand than textbook definitions.

The pandemic forced conventional education to non-conventional learning. The change brings an unprecedented challenge with the absence of uniform digital infrastructure, digital inequity, slow internet bandwidth as such are common issues

faced by the students. Lack of interaction caused decrease engagement as the students feel interactions with their class and teachers are convenient in education. There are students who lack qualities to function properly under the new learning environment; they are incompetent to bear the change which makes the learning process radically difficult. The present scenario left the undergraduates unmotivated and the students are having trouble with concentration when it comes to online learning. Major distractions during online classes are notifications pops on the screen and incoming phone calls as the digital divide is manifested and not everyone could afford computers, tablet or laptops. Students use Smartphones as their main source of access to social media as well as a tool for attending online classes, the devastating period make the world more engage in social media which lead to fatigue and eyestrain.

3.6. Student's engagement on social media

Although it is mandatory for learning purposes, the student's social media usage after online classis being measured and focused on. The matter is under consideration that the data collected could be different if it was like any other year and it is to believe the pandemic plays a role in students' increase time spent on social media. The time spent of Govt. Hrangbana College undergraduate students' on social media have been highlighted through the following table:

Table.3.6. Frequency of student's time spent on social media

Sl. no	Frequency	No. of students	Percentage
1	2 -4 hours	43	21%
2	4 - 6 hours	69	34%
3	6 -8 hours	49	24%
4	8 - 10 hours	28	14%
5	More than 10 hours	11	5%

(Source: Survey Data)

Undergraduate students of Govt. Hrangbana College during the pandemic took interest in learning new things and eventually picked up a skill set through social media. Social gaming has surfaced the mainstream media, numerous students started

to play Games and the following table represent the students’ social gaming time spent.

Table.3.6.1. Frequency of student’s time spent on social gaming

Sl. no	Frequency	No. of students	Percentage
1	2 -4 hours	133	66%
2	4 - 6 hours	20	10%
3	6 -8 hours	6	3%
4	8 - 10 hours	1	0.5%
5	More than 10 hours	2	1%

(Source: Survey Data)

3.7. Prevalence of education in Mizoram during the pandemic

To keep abreast of recent development in education the School Education Department, Government of Mizoram has taken an initiative as the prolonged school has taken a toll on the students. Adverse consequences of school closures are becoming more and more visible. The Directorate of School Education, Mizoram provided a guidelines (higher secondary and below) in which a recent study shows that 241107 children have been affected by the outbreak of pandemic in Mizoram. It has been observed that virtual classroom teaching was practiced for the first time in every institution across the state, upon introduction of digital learning environment, immediate challenges are faced as Mizoram is located to a mountainous region, therefore, connectivity and geographical locations are of the top concerned matter when it comes to implementing the competencies of ICT in Mizoram education.

Following are initiative taken for the upliftment of education:

- Hosting an educational programme show telecast by DDK and broadcasted on local private TV channels i.e. LPS & Zonet
- Efficient utilization of the concerned departmental YouTube channel
- The process of the conversion of e-contents to compact discs which are distributed to those students who are residing in rural, isolated and remote areas

Local content creators from YouTube are focusing their channel contents academic related since nonconventional education is practiced in the country. Becoming a boon to many students in their respective subject areas as the contents are made in Mizo dialect, following are the YouTube channels made and rearranged for academic purpose and career guidance to aid students in their learning:

- John Chhana: This YouTuber secured the highest subscriber among Mizo community, this channel is rearranged to focus the upliftment of a versatile academic relate, the contents were recently delivered through a live recorded podcast with a total of 304 videos and 56900 current subscribers.
- Kamliana: The YouTuber have a total 378 videos and 54600 current subscribers. The channel usually covers vacant posts in central government and the job description in detail. A feature of a brief guidance of Competitive Exam, MPSC, MSSSB, Bank Recruitment, Police Recruitment and a national-level exam Staff Selection Commission Combined Graduate Level (SSC CGL) are of the channel's main focused. His channel is of considered one of the most influential in career guidance within the community.
- Chiko Hmar: A channel which solely focused on a rich content in Mathematics and Science subjects securing 7810 current subscribers and uploaded 135 videos in total.
- Zirna Huang: A YouTube covering the contents of Mathematics, Commerce and Science subject streams for higher secondary standards. The channel is said to have a great used during the implementation of covid19 Standard Operating Procedure (SOP) across the State. The channel has current 7170 subscribers and 130 videos in total.
- Mali Hrahse: The channel is owned and run by a female with a content of guidance and awareness of UPSC exams with anything that is related in that subject field. The channel has 21 videos in total and current 5230 subscribers.
- ZirnaInpui: A channel made solely purpose on an online education with a total of 4480 subscribers and 45 videos uploaded.
- MISSTA Academic: One of the efficient YouTube channels of virtual learning platform social media has to offer. The target audiences are of pre-matric students. The channel consists of 185 videos uploaded and 4580 current subscribers.

- Eleazer Tetea Hmar: The channel feature contents related brief awareness of competitive exams UPSC, SSC CGL and departmental job recruitments etc. The channel has a 4170 subscribers with 26 videos uploaded.
- Competitive Preparation Mizo: Just by the name of it the content of the channel is clear. The channel is consisting of 3860 subscribers and 38 videos uploaded.
- VanhnuailianaSailo: The channel focused on Mathematics, tutorial and problem solving with a target group of pre-matric students. The channel is good for those who are weak in Mathematics, till now 31 videos are uploaded on the channel with 3780 subscribers.
- Benjamin Lalrinawma: The content is as versatile as it can be; the channel is for students with different subject streams. The channel consists of 29 videos and is currently subscribed by 1770.
- Ralte Tutor: The channel mainly focus on Mathematics subject, the target audience are pre-matric students. There are 41 tutorial videos uploaded with 1420 subscribers.
- ZirlaitePuitu: The content featured coaching class, instructions and explanation of Mathematics and Science subjects for post-matric students. The channel has 95 tutorial videos available with 1420 subscribers.
- Lekhazirna: The channel contains a wide abundant knowledge, versatile in covering subject streams. There is no specific target audience but to disseminate information through its contents. There are 338 educational videos with 823 currently subscribers.
- SM Ngaihte: The contents for this channel are through Residential Hostel Cum Coaching Centre. The contents are present both Paite and Mizo language, the purpose of the channel is to carry out education through video sharing platform i.e. YouTube. The channel is for the guidance and preparation of State Exams, Banking, Insurance and SSC exams. There are 25 videos available with 662 subscribers.
- Maths tutorial Mizo: The channel has 19 videos available for pre-matric students and learners with 561 subscribers.
- F. Vanlalrochana: The channel is converted from vlogging to educational content, it helped prepare learners in Combined Graduate Level competitive

exams, and the channel also goes great length to cover career guidance with 54 videos available in the channel with 457 current subscribers.

- V. Lalchandama: Like some of the channels in this list, the present channels to focus on Mathematics field. The channel also covers a brief guidance of National Defence Academy (NDA), non-NDA and Chief of Defence Staff (CDS) entry. The channel has 412 subscribers with 13 videos uploaded.

The channel's subscription rate and their number of videos uploaded could be different as the channel grows. Before social media there were subject-wise guidebooks with a well prepared exam questions and answers, the market was good, selling to a target area of pre-matric and post-matric board examination. From then till now many content creators tend to focus on covering Mathematics and Science subjects due to popular demand.

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CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1. Data analysis and interpretation

This chapter is the visual representation of the data collected from the Undergraduate Students. The study will highlight the proficiency level of students' social media usage and the current scenario of the usage of social media on learning activities in Govt. Hrangbana College. The questionnaire was distributed via online, a total of 200 questionnaire with the target of 200 respondents from an exact random 20 students each from their individual departments. The target response rate was successfully achieved and the collected data was analyzed and represented in the form of tables and figures using MS-Excel.

4.2. Analysis by gender-wise

The following table and figure will display the undergraduate student's gender-wise response rate of the distributed questionnaire.

Table.4.2. Statistical data of gender-wise analysis

Sl.no	Sex	Frequency
1	Male	97
2	Female	103

(Source: Survey Data)

The above table shows the gender-wise total rate of responses by the undergraduate students, the data is further represented with the help of Fig. 4.2

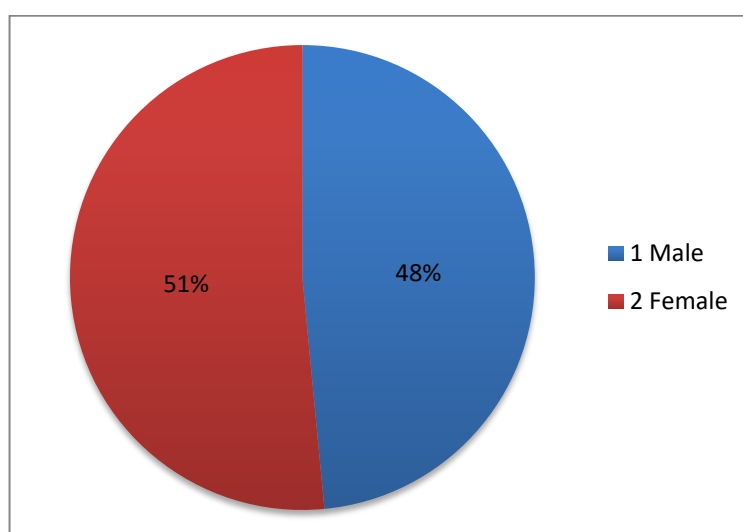


Fig. 4.2 Gender-wise analysis

The above figure shown the gender-wise total rate of responses by the undergraduate students. Out of the total 200 respondents, 51% were female students and the remaining 48% were male undergraduate students.

4.3. Analysis by Response from the students

The following table shows the number of questionnaire circulated in each college departments with the total number of respondents.

Table.4.3. Statistical data of responses by the undergraduate students

Sl.no	Name of the Departments	Questionnaire Circulated	Response
1	English	20	20
2	Mizo	20	20
3	History	20	20
4	Political Science	20	20
5	Economics	20	20
6	Geography	20	20
7	Commerce	20	20
8	Education	20	20
9	Psychology	20	20
10	Public Administration	20	20
	Total	200	200

(Source: Survey Data)

The table showing the responses by the Undergraduate students have been further represented in Fig. 4.3 as shown below.

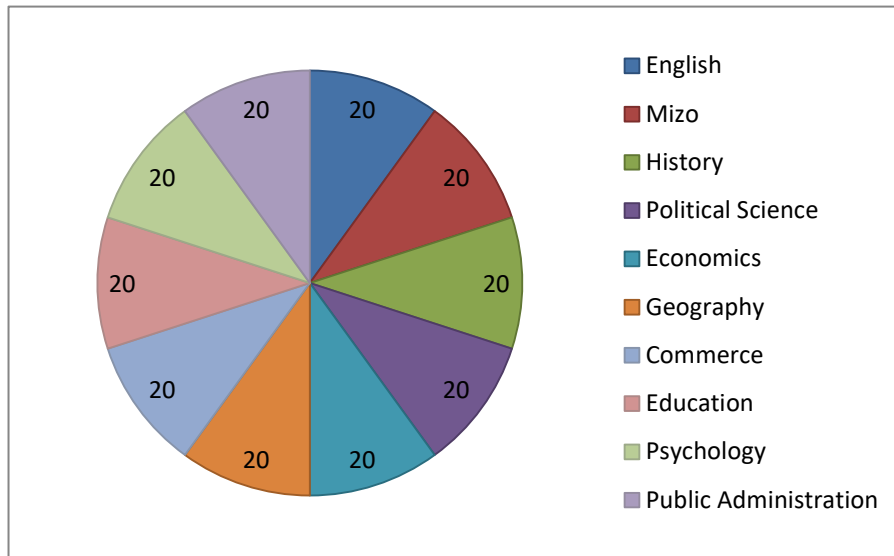


Fig 4.3 Responses by the Undergraduate students

From the above table and figure representation, it is visible that the total response rate of the College departments, both data representation shows the total response rate is 100% out of 200 respondents.

4.4. Mode of accession of social media account

The questionnaire asks the students' mode of accession of their social media account, following were the undergraduate students' feedback represented in tables and figures.

Table.4.4. Statistical data of mode of access of Social media

Sl.no	Mode of access	Frequency
1	PC	
2	Laptop	
3	Tablet	
4	Smartphone	176
5	All of the above	24

(Source: Survey Data)

The above table shows the frequency use of electronic devices for the access of social media account by the undergraduate students of Govt. Hrangbana College. The data is further represented in Fig. 4.4

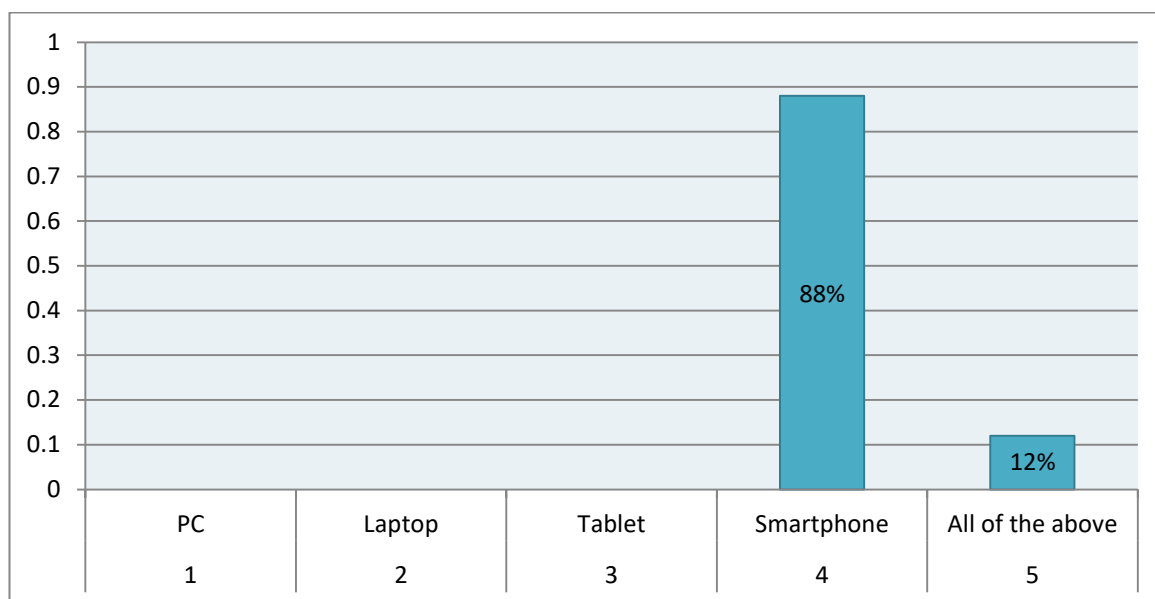


Fig. 4.4 Mode of access of Social media

Fig. 4.4 provide a visual representation of mode of students accession of social media, 88% of the research population favor the use of Smartphones while 12% of the population accepted their mode of accessing social media is by using all the options given in the questionnaire.

4.5. Social networking tools that students have an account on.

The following table shows the social media sites which the students used. The data collected will show the students' exposure of social media.

Table.4.5. Statistical data of social networking tools that the students have an account on.

Sl.no	Social media tools	Frequency
1	Facebook	165
2	Instagram	187
3	LinkedIn	5
4	Reddit	10

5	Snapchat	56
6	TikTok	12
7	Tinder	3
8	Twitter	59
9	WeChat	4
10	WhatsApp	200
11	YouTube	186

(Source; Survey Data)

The table represents the social networking sites that the students have an account on, the data is further displayed in Fig.4.5

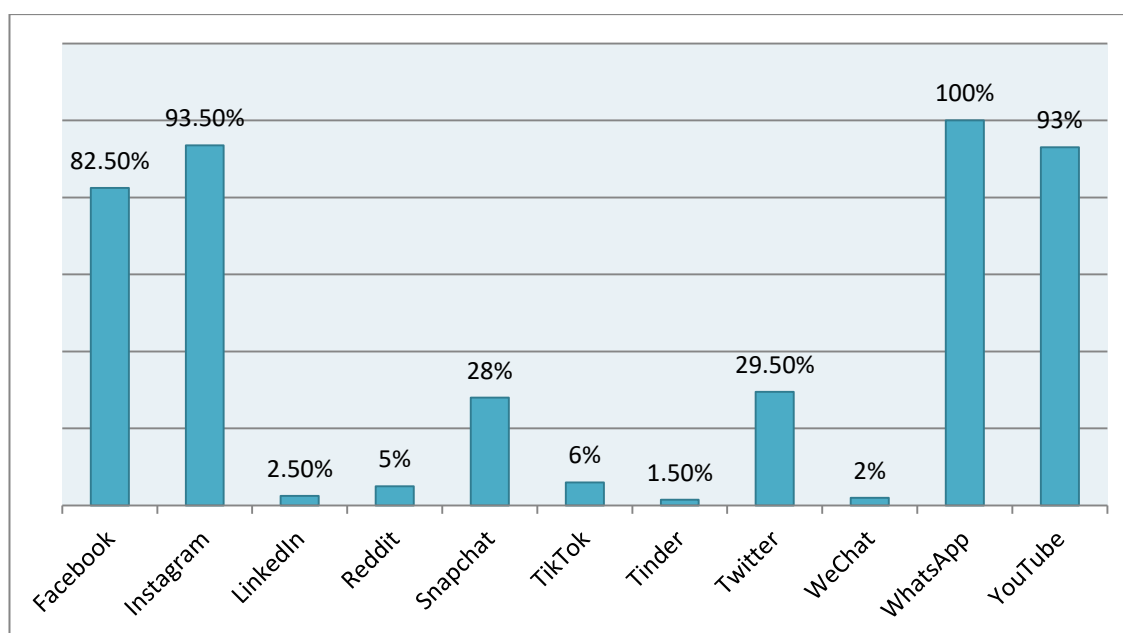


Fig.4.5. Social networking tools that the students have an account on.

The above table and figure clearly shows the least and most used social networking sites in which undergraduate students have an account on. 100% of the undergraduate students have an account on the instant messaging application WhatsApp and 94% of the students have an account on Instagram. Study shows 83% of the students have an account on Facebook, while the biggest video-sharing platform YouTube has 93%. Study report students are using the Microblogging site in which 30% of the students have an account on Twitter. 28% of the students are engaged and have an account in photosharing application Snapchat. 6% of research population shows students have an account on TikTok and the survey revealed 5% of

the students use Reddit. The least social networking sites that the students used are LinkedIn with only 3% usage, an online dating application Tinder with 2% which is followed by another instant messaging application WeChat with a record of 2% from the total research population.

4.6. Improvement in Academic work by Social media

The study shows the students' improvement in academic work by social media via data representation. The following table represent students' usage of internet has help improved their grades.

Table.4.6. Statistical data of Improvement in academic work by social media

Sl.no	Statement	SA	A	D	SD
1	The usage of internet has helped improve my grades	26	154	19	1

(Source: Survey Data)

The table shown the students agreement with the aid of social media in academic, the collected data is further represented in the following Fig. 4.6

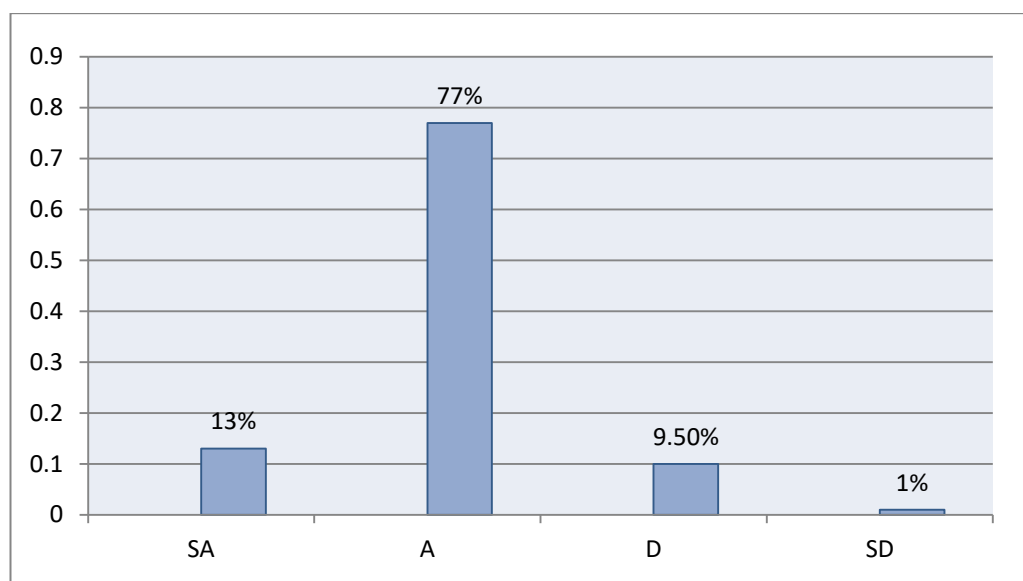


Fig. 4.6 Improvement in academic work by social media

The figure clearly shows majority of the research population 77% of the undergraduates have Agreed on the social media aid in academic, 13% of the research population states that they are Strongly Agree with the statement while

9.50% of the undergraduates disapproved the social media aid and a 1% of Strongly disapproval with the statement could be found.

4.7. Addiction to Social media affecting academic line

The study asks the undergraduate students that whether too much time on the social media has affected their academic line, the students give response to the research question and the following table shows too much of social media is indeed affecting their academic line.

Table.4.7. Statistical data of students’ addictiveness to social media affects their academic line.

Sl.no	Statement	SA	A	D	SD
1	Addiction to social media are a problematic matter that affects academic line	37	136	27	

(Source: Survey Data)

The above table represents’ the students’ addictiveness to social media affect their academic line. The data is further represented in Fig. 4.7

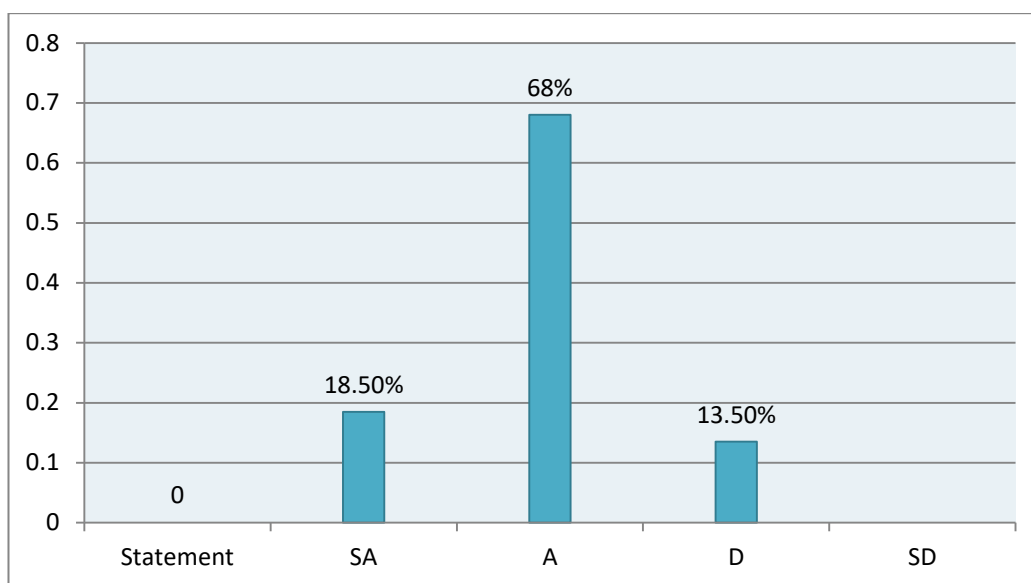


Fig.4.7 Students’ addictiveness to social media affects their academic line

The figure shows 68% of the undergraduate students Agreed the addictiveness of social media has affected their academic line. 18.50% of the research population strongly agreed the social media impact and 13.50% of the population Disagree the negative impact is has on their academic line.

4.8 Students' Engagement with academic social media tools

The study asks the undergraduate students that whether using academic social media tools have reduced their rate of understanding or not. The following table and figure shows the students response of the research question.

Table.4.8. Statistical data of students' engagement on academic social media tools

Sl.no	Statement	SA	A	D	SD
1	Engaging on academic tools reduce my rate of understanding	8	85	102	5

(Source: Survey Data)

The above table shows the data representation of students' engagement on academic social media tools. The data is further represented in Fig. 4.8

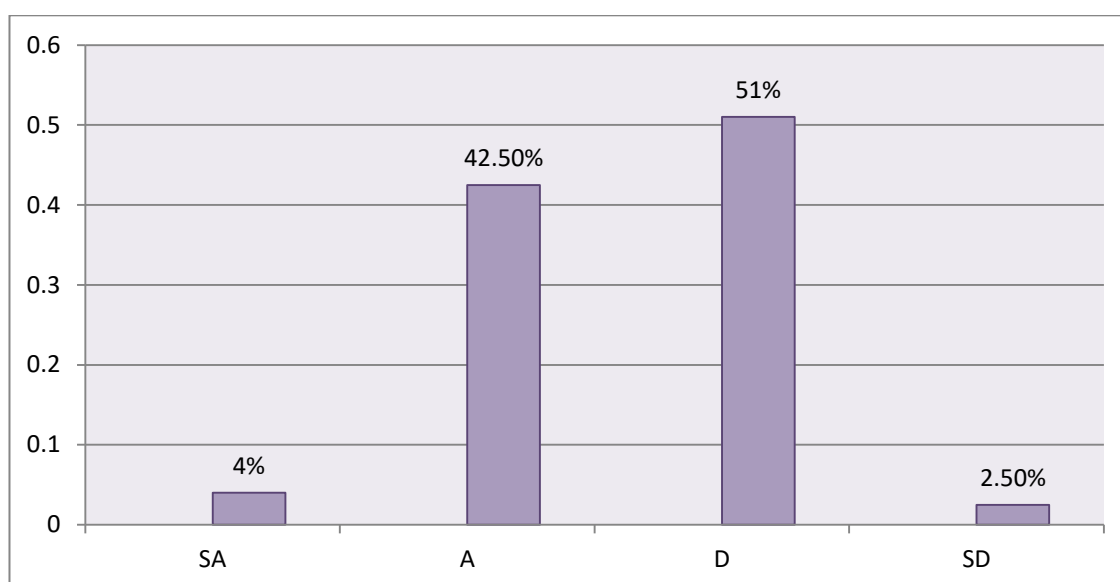


Fig.4.8 Students' engagement on academic social media tools

The study shows 51% of the research population have disapproved the research question, a strongly disapproval rate of 3% from the undergraduate students could also be seen. The figure also shows that 42.50% from the total population are Agree with the statement and 4% of the undergraduates within the research population have strongly agreed the given statement.

4.9 Use of Social media for correcting Linguistic error

The study asks the students whether their social media usage covers social media as a tool to correct linguistic error. The following table represents the students' response of the research question.

Table.4.9. Statistical data of social media usage for correction of linguistic error.

Sl.no	Statement	SA	A	D	SD
1	The use of the internet for checking spelling mistakes and grammatical error, dictionary and for certain synonyms is quite common	72	116	12	

(Source: Survey Data)

The above table shows the undergraduate students' social media usage for correction of linguistic error and the data collected is further represented in Fig. 4.9

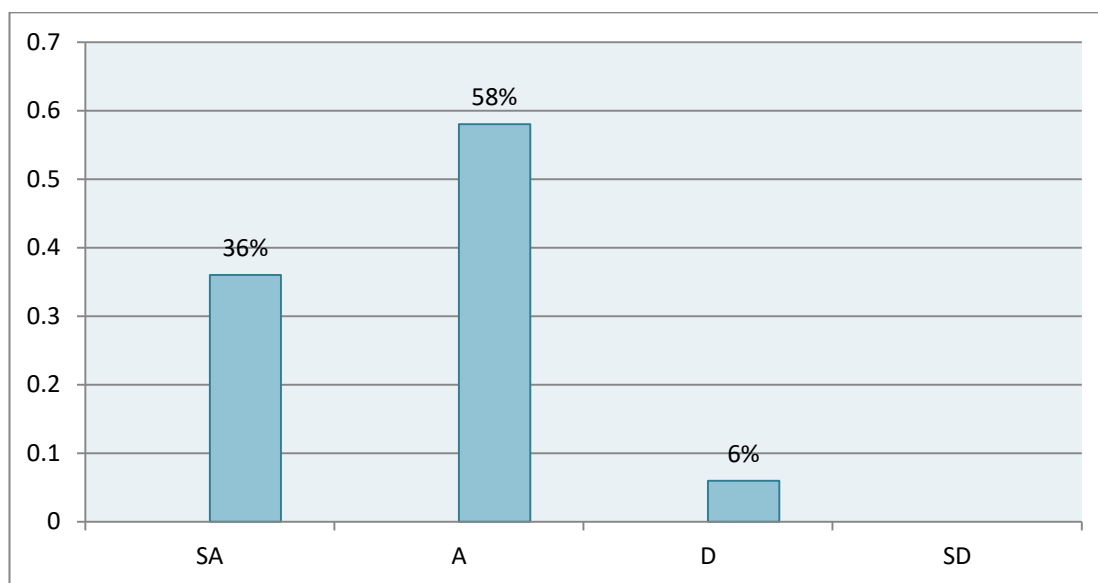


Fig. 4.9 Social media usage for correction of linguistic error

The study shows that the undergraduate students' social media usage for correction of linguistic error is Agreed by majority of the research population 58%, 36% of the undergraduate students Strongly Agreed the statement while 6% of the population denied the use.

4.10. Social media impact in communication and Student-Teacher's Interaction

The study asks the undergraduate students' whether the social media communication and interaction of the student-teacher has an impact in their academic progress. The following table highlights the students' responses to the research question.

Table.4.10. Statistical data of social media impact in communication and Student-Teacher's Interaction

Sl.no	Statement	SA	A	D	SD
1	Aside from the online lectures, communication and an interaction with student-teacher boosts the students' morale which helps in production of better academic progress	33	125	38	2

(Source: Survey Data)

The table shows the students' responses to the study questions and the table is further represented in Fig.4.10

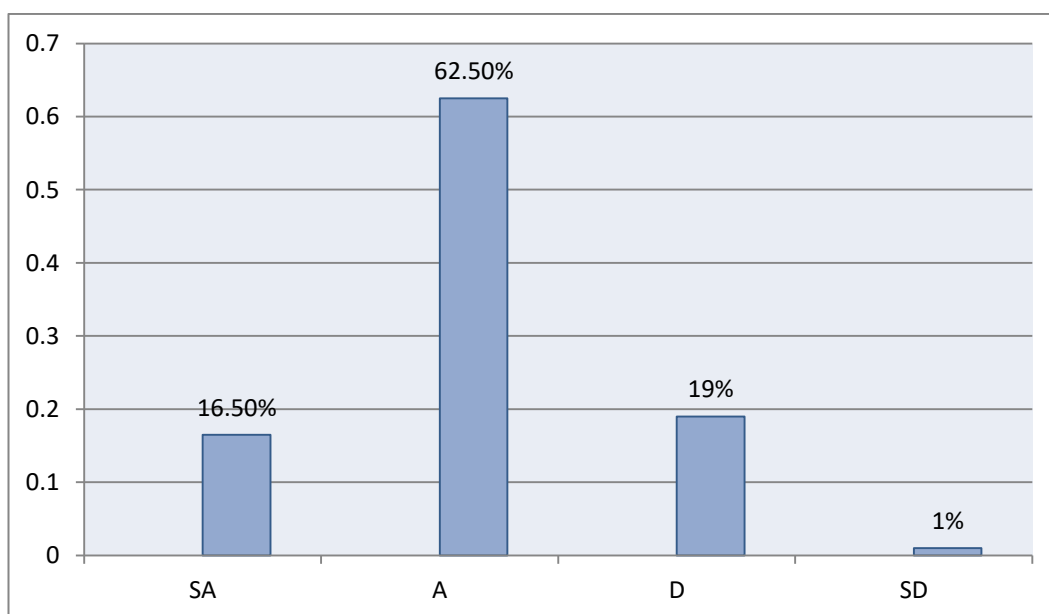


Fig.4.10. Social media impact in communication and Student-Teacher's Interaction

The Fig.4.10 shows the study that the statement is Agreed by majority of the research population 62.50%. 16.50% of the population shows they are Strongly Agreed the statement while 19% of the research population among the undergraduate students disapproved the statement. 1% of the population study shows Strongly Disapproval of the research statement.

4.11 Social media aid in education during pandemic

The study propose a statement with the aid of social media during the pandemic, the following table highlight the undergraduate students' responses.

Table.4.11. Statistical data of social media aid in education during pandemic

Sl.no	Statement	SA	A	D	SD
1	Social media has become a great help in terms of education especially during the pandemic	85	110	5	

(Source: Survey Data)

The table shows the students' response to the research question, and the table is further represented in Fig. 4.11

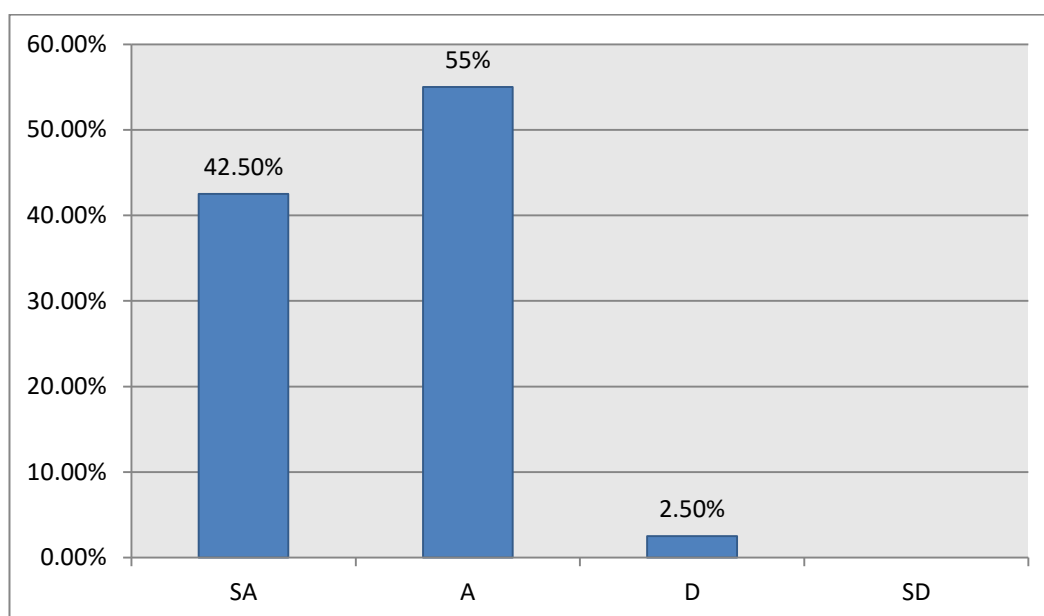


Fig. 4.11 Social media aid in education during pandemic

The study shows the undergraduates have accepted the social media aid in education during pandemic, study reveals 42.50% of the students' Strongly Agree the statement while majority of the total population accepted the social media aid during pandemic by 55%. There are 2.50% of undergraduate students who disapproved the given statement.

4.12 Remote learning amidst covid

The study proposes a statement whether the college students' think remote learning have an impact during the partial lockdown in Mizoram. The responses were shown in the following table.

Table.4.12. Statistical data of remote learning amidst covid

Sl.no	Statement	SA	A	D	SD
1	Remote learning plays vital role during the partial lockdown	26	165	7	2

(Source: Survey Data)

The above table highlights the students' response of the research question- remote learning amidst covid. The table is further represented in the following Fig. 4.12

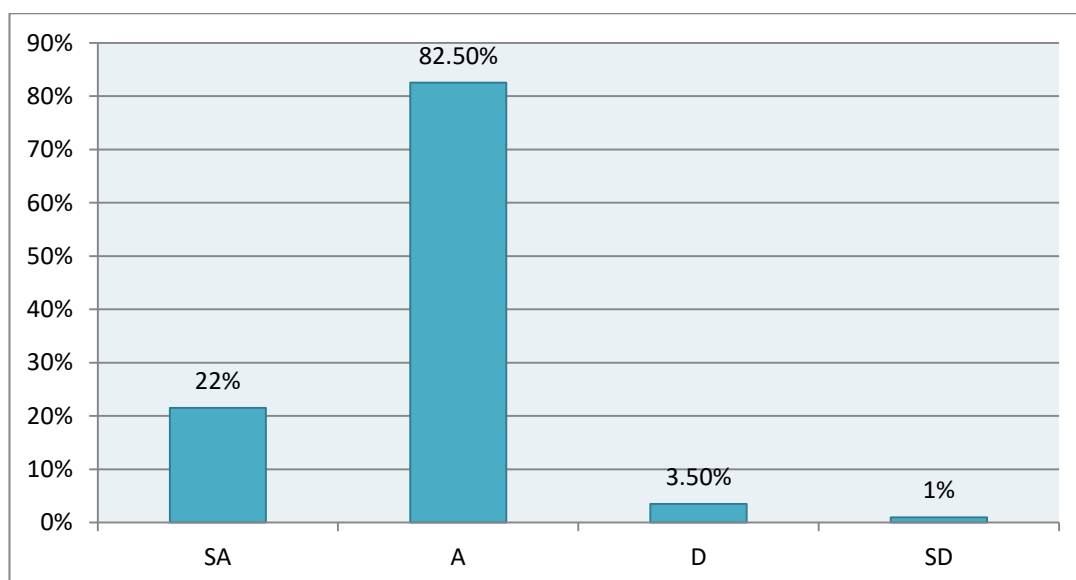


Fig. 4.12 Remote learning amidst covid

The study shows the College students took majority of the research population Agreeing the research statement by 82.50%. 13% of the College students' Strongly Agree the statement while 3.50% of the research population Disapproved the statement. There are 1% of the total population who Strongly Disapproved the statement.

4.13 Student's time spent on Social media

The study asks the average time spend on social networking sites of the college students, the responses are displayed in the following table

Table.4.13. Statistical data of student's time spent on social media

Sl.no	Statement	2-4hrs	4-6hrs	6-8hrs	8-10hrs	More than 10hrs
1	On an average how much time do you think you spend daily on a social networking site	43	69	49	28	11

(Source: Survey Data)

The above table highlight the response rate of college students' average time spend on social networking sites. The data is further represented in Fig.4.13

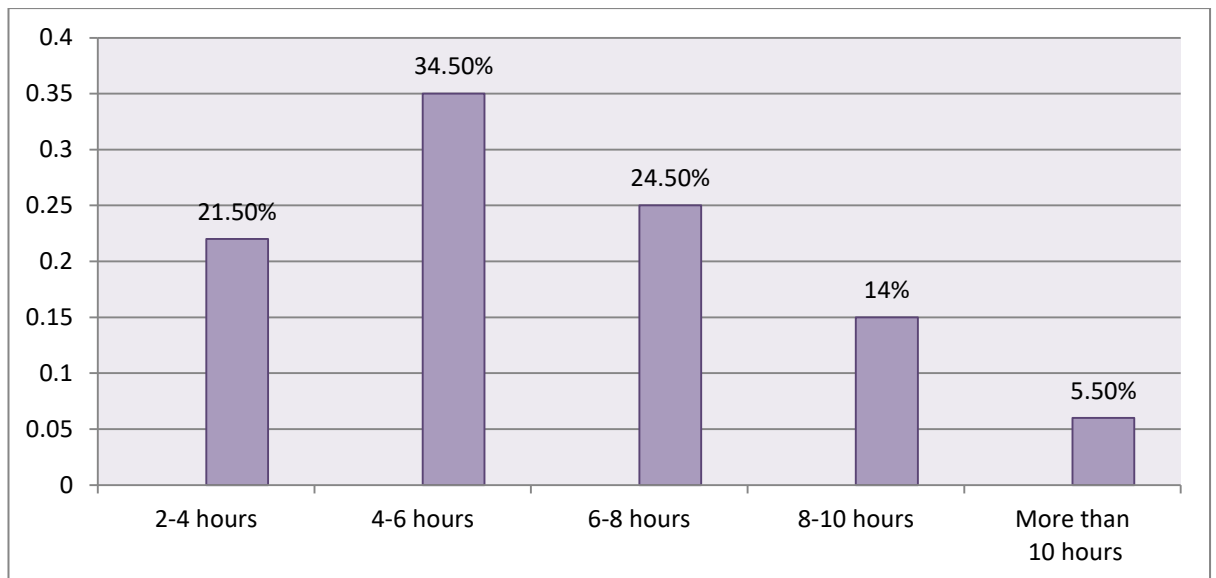


Fig. 4.13 Student's time spent on social media

Study shows the average time spend on social networking sites of the college students that 34.50% of the students' spent 4-6 hours daily on a social media, 24.50% of the population spent 6-8 hours of their time in social networking sites. Study reports 21.50% of the college students spent 2-4 hours on social media while 15% from the research population are engaged to social media 8-10 hours daily. Study also revealed there are 5.50% among the college students who spent more than 10 hours on the social media.

4.14 Student's time spent on social gaming

The study questioned the average time spends of the undergraduate students regarding to their social gaming. The following table shows the students' responses on their average time spend of playing games.

Table.4.14. Statistical data of student's time spent on social gaming

Sl.no	Statement	2-4hrs	4-6hrs	6-8hrs	8-10hrs	More than 10hrs
1	On an average how much time do you think you play games	133	20	6	1	2

(Source: Survey Data)

The above table shows students engagement on social gaming. The table is further represented in Fig.4.14

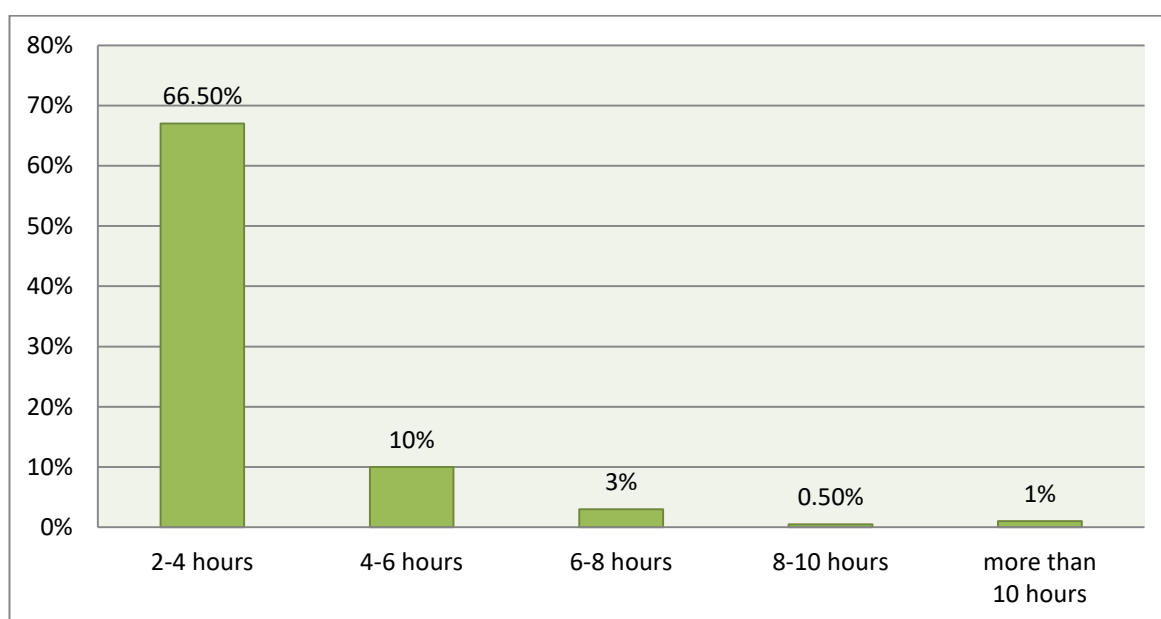


Fig.4.14. Student's time spent on social gaming

Study had shown 66.50% of the college students play games 2-4 hours on a regular basis. 10% of the research population shows they are engaged 4-6 hours while 3% of the undergraduates play 6-8 hours a day. There are record of students who played 8-10 hours but are less in numbers, these student are only 0.5% of the research population. Study also reveals there are 1% of the college students who spend more than 10 hours playing games. The study is limited to those who play games only, so

the total response rate for this research question is only 80% of the research population.

4.15 Increase time spent on social media and social gaming during the pandemic

The study proposes a statement whether the pandemic has impacted the increase students' time spend on social media and social gaming. The following table shows the responses from the college students' statuses regarding the pandemic influence.

Table.4.15. Statistical data of increase time spent on social media and social gaming during the pandemic

Sl.no	Statement	SA	A	D	SD
1	Time spent on social media / playing games have increased during the pandemic period	83	95	18	1

(Source: Survey Data)

The above table shows the data representative of the increase time spent on social media and social gaming during the pandemic period. The table is being further represented in the following Fig. 4.15

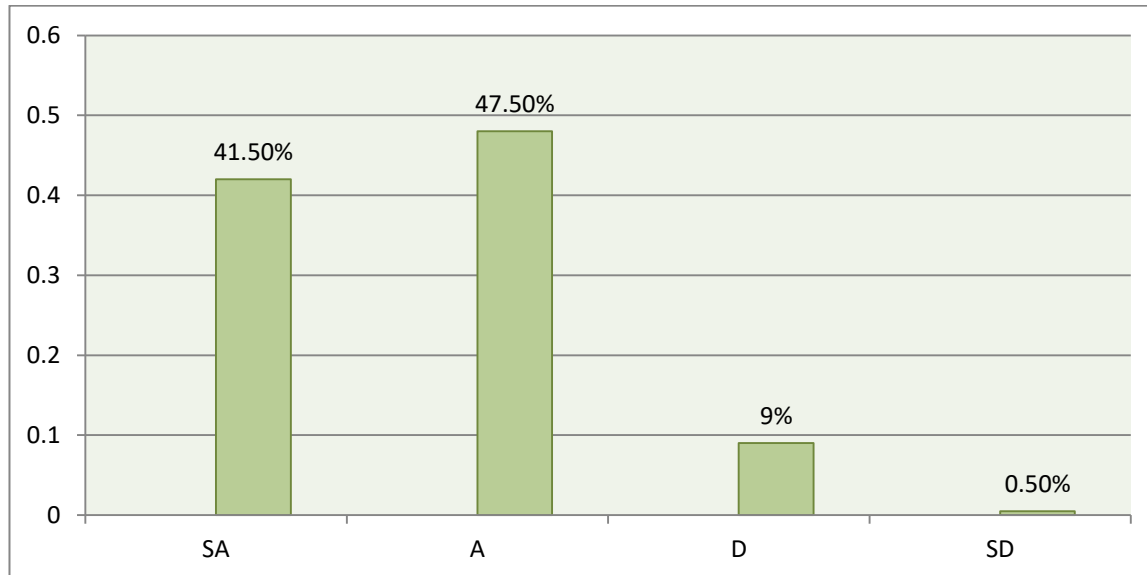


Fig. 4.15 Increase time spent on social media and social gaming during the pandemic

Study reveals Majority of the research population are in favor of the increase used of social media and social gaming during the pandemic period. 41.50% of the college students can't help but Strongly Agreed to the statement. 47.50% of the research

populations Agreed to the time spend increased of social media and social gaming whereas 9% of the college students Disapproved the given statement. Signs of Strongly Disapproval rate 0.5% from the college students could also be seen.

4.16 Addiction to social media / bad gaming habit creates family conflict

The study question asks whether the students' addictiveness of social media and their gaming habit create family conflict. The following table highlights the response of the undergraduate students.

Table.4.16. Statistical data of addiction to social media / bad gaming habit creates family conflict

Sl.no	Statement	SA	A	D	SD
1	Too much time on social media / bad gaming habit creates family conflict	46	128	24	2

(Source: Survey Data)

The above table shows the students' response on the research question too much time on social media / gaming habit creates family conflict. The table is further represented in Fig.416

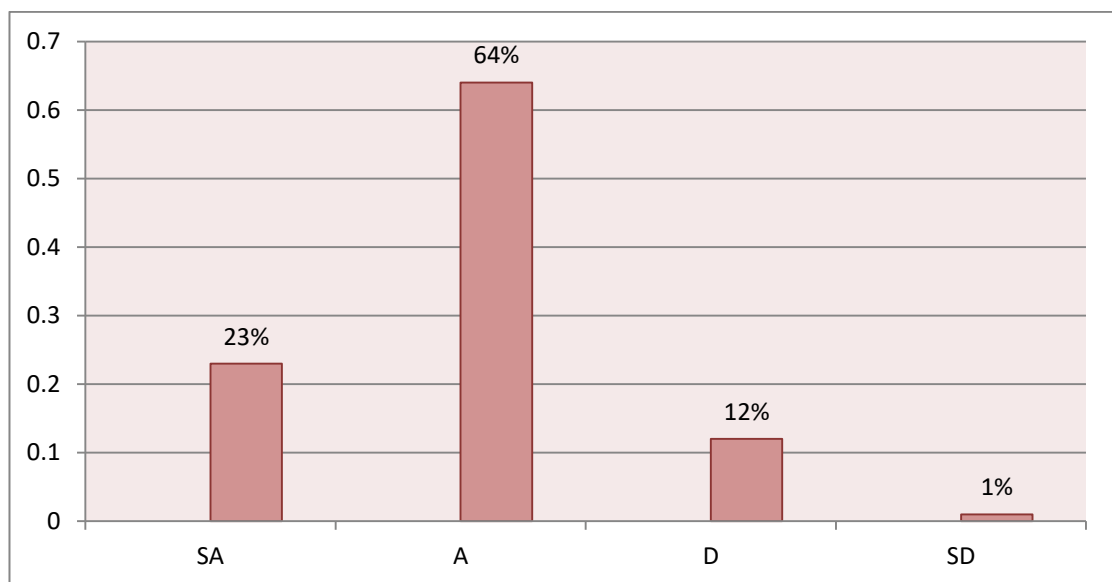


Fig.4.16 Addiction to social media / gaming habit creates family conflict

The study shows majority of the research population Agrees to the statement with 23% Strongly Agreed responses. 12% of the College students Disapproved the

statement with 1% of the undergraduate students has cast their vote Strongly Disapproved to the statement.

4.17 Advantage of social media in education

Study asks the students whether having academic discussions on social media platform has a positive impact in their academic performance or not. The following table will show the undergraduate students' response.

Table.4.17. Statistical data of an advantage of social media in education

Sl.no	Statement	SA	A	D	SD
1	Having academic discussions on WhatsApp class group or any discussion forum has a positive result in my academic performance	28	137	34	1

(Source: Survey Data)

The table shows the students' responses on an advantage of social media in education. The collected data is being further represented in Fig.17.

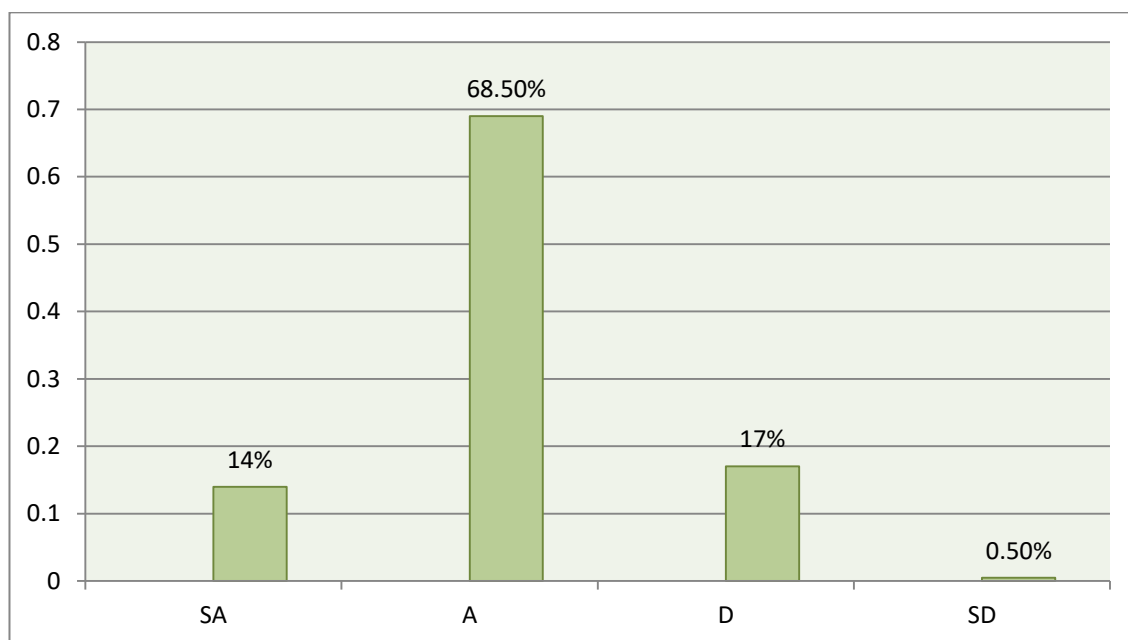


Fig.4.17 An advantage of social media in education

The study examine the students' response on an advantage of social media in education, study reveals that 68.50% of the total population of the research Agreed to the research statement with 14% Strongly Agree responses from the college students.

There are 17% Disapproval responses and 0.5% Strongly Disapproval responses from the undergraduate students.

4.18. Perks of having ICT background

The study asks the college students whether having an ICT background will help provide a better opportunity for academic future or not. The following table shows the students' responses.

Table.4.18. Statistical data of perks of having ICT background

Sl.no	Statement	SA	A	D	SD
1	Having an ICT background will help provide a better opportunity for my academic future	15	163	19	

(Source: Survey Data)

The above table shows the students' response rate of perks of having ICT background in academic line. The collected data is further represented fig.4.18.

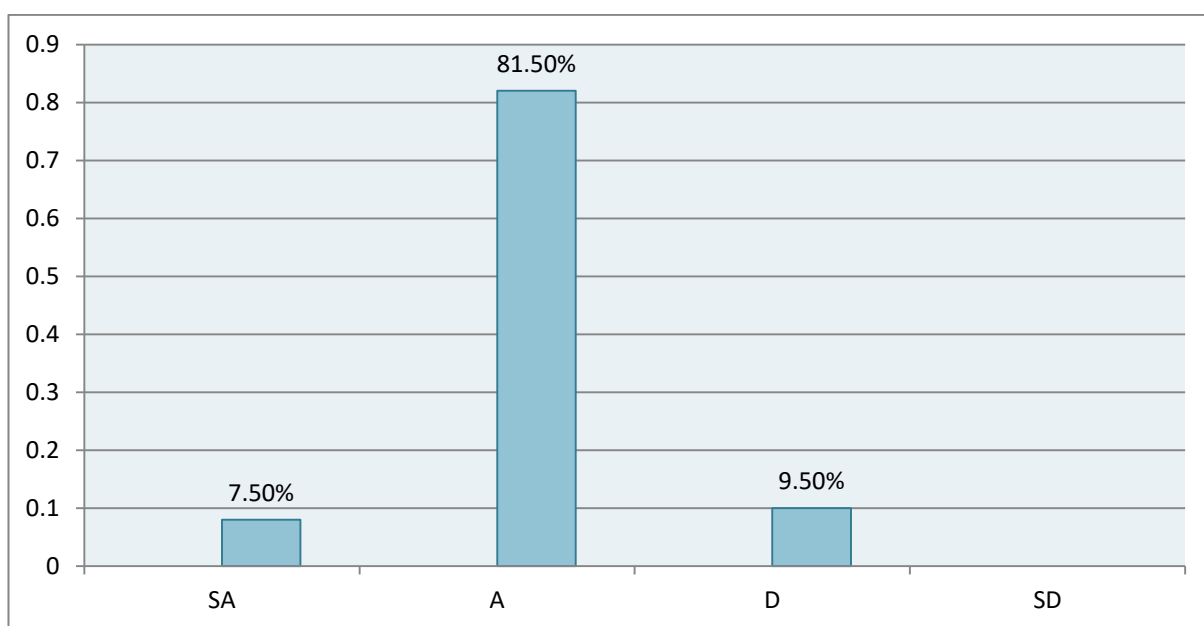


Fig.4.18. Perks of having ICT background

Study argues the perks of having ICT background. The total research population of 81.50% from the undergraduates Agreed the perks of having an ICT background will help provide a better opportunity for their academic future. While 7.50% of the students support the survey question Strongly Agreed. Study reveals 9.50% of Disapproval responses from the college students. The total response rate for the

particular research question is 99% showing that there are some students among the research population who leave this research question unanswered.

4.19. Awareness in provision of e-materials in certain websites and portals

The students are questioned whether they are aware of such websites and web portals which provide e-materials for the students. Their responses are being shown in the following table.

Table.4.19. Statistical data of awareness in provision of e-materials in certain websites and portals

Sl.no	Statement	Yes	No
1	Are you aware of the networking sites and portals that provide e-materials	161	39

(Source: Survey Data)

The above table shows the students response of their awareness in provision of e-materials in certain websites and portals. The collected data is further represented in Fig.4.19

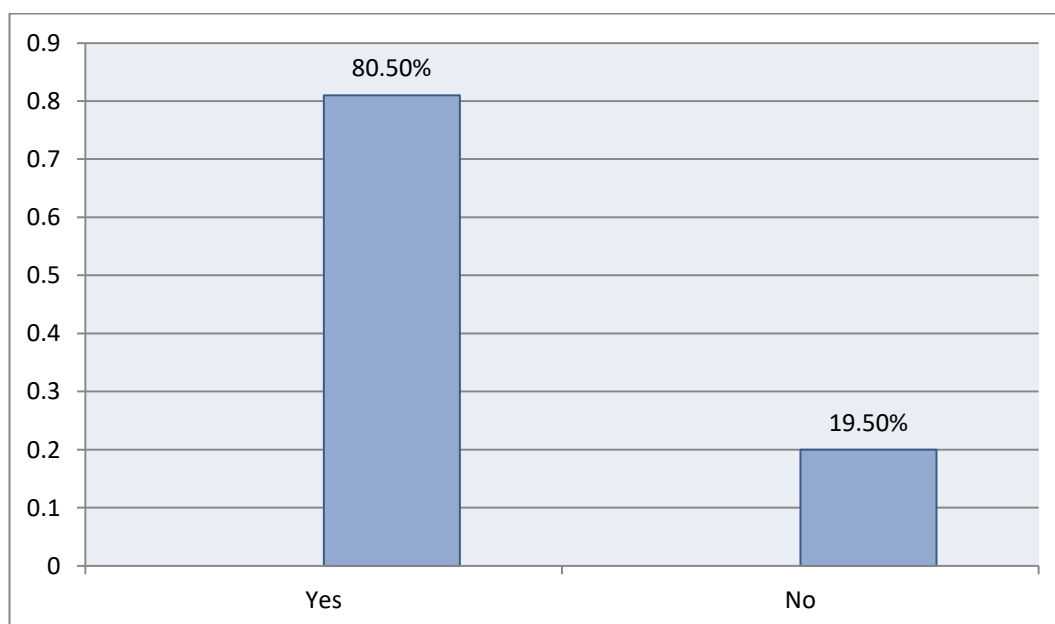


Fig.4.19 Awareness in provision of e-materials in certain websites and portals

Study asks the students' awareness regarding the websites and web portals which provide e-materials for the students and the fig.4.19 shows the undergraduate students' response. 80.50% of the total population is aware of the websites and web

portals while 19.50% of the college students admit they are unaware of the given statement.

4.20. Does remote learning help students in their learning?

The study asks the undergraduate students whether the remote learning has help the students in their learning. Their responses are being shown in the following table.

Table.4.20. Statistical data of remote learning help students in their learning

Sl.no	Statement	Very Likely	Likely	Unlikely	Very Unlikely
1	Does remote learning help you in your studies	19	145	34	2

(Source: Survey Data)

The above table has shown the students responses when asked the role of remote learning in students learning. The collected data is being further represented in

Fig.4.20.

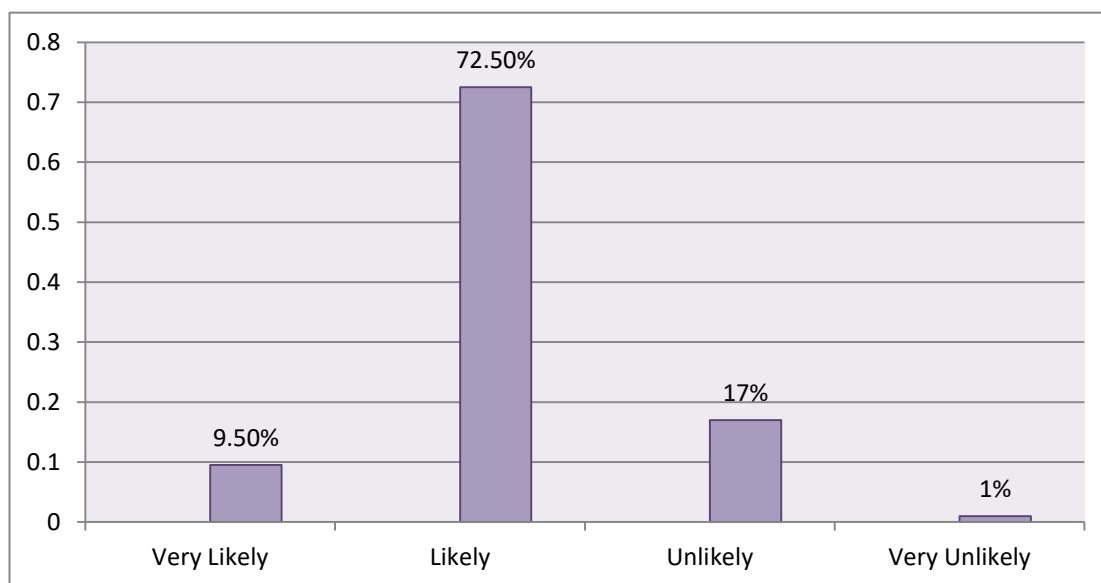


Fig.4.20 Does remote learning help students in their learning

The figure shows the students response in which majority of the research population 72.50% cast their vote Likely, the students believe the remote learning does help in their studies. Study shows 9.50% of the college students cast their vote on Very Likely. 17% of the students are in disbelief of the remote learning aid in their studies

and response to the statement Unlikely. Study also reveal the 1% disapproval of the statement in which the students response to the statement Very Unlikely.

4.21. Major issue faced during online lecture

The study focus on the major issues of the students during an online class, the following table shows the problems faced by the undergraduate students.

Table.4.21. Statistical data of major issue faced during online lecture

Sl.no	Statement	Frequency
1	Network issue	95
2	Lack of concentration (calls/notifications pop up during class lecture)	55
3	Lack of interaction with classmates-teacher-friends create tension	27
4	Finds trouble adjusting to new learning environment	12
5	Possibility of distractions from other family members during online classes	11

(Source: Survey Data)

The above table shows the students major issues during online class, the collected data is further represented in Fig. 4.21

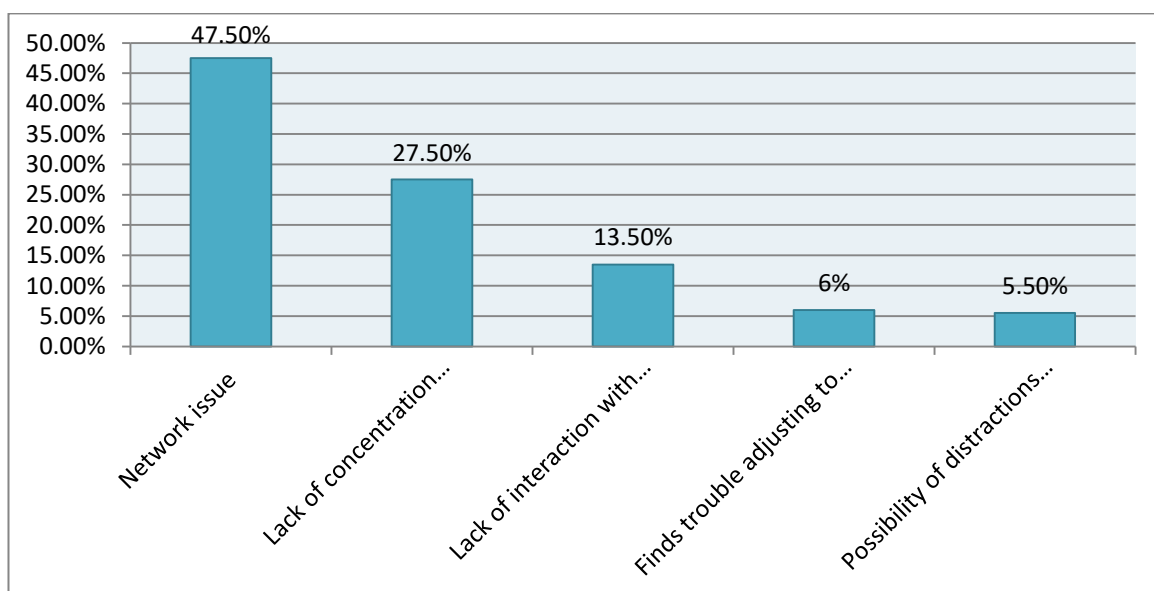


Fig.4.21. Major Issue faced during online lecture

The college student's response on major issue faced during online lecture, 47.50% of the students stated the main problematic issue faced during an online class is bad network, study shows 27.50% of the total population goes with lack of concentration

where 13.50% of the college students are having an issue with lack of interaction with classmates-teacher-friends which creates tension. There are 6% of the populations who are having hard time adjusting to the new environment whereas 5.50 of the remaining population stated there is a distraction from their family members during an online class.

4.22. Students' perception of remote learning

Study asks the college students how they feel about the remote learning, and the following table shows their responses.

Table.4.22 Statistical data of students' perception of remote learning

Sl.no	Statement	Frequency
1	One sided, lack of interaction	67
2	Difficult in understanding	76
3	Improvement of one's digital literacy	52
4	Waste of time	5

(Source: Survey data)

The above table shows the response rate of the undergraduate students and the collected data is further analyzed and represented in fig.4.22

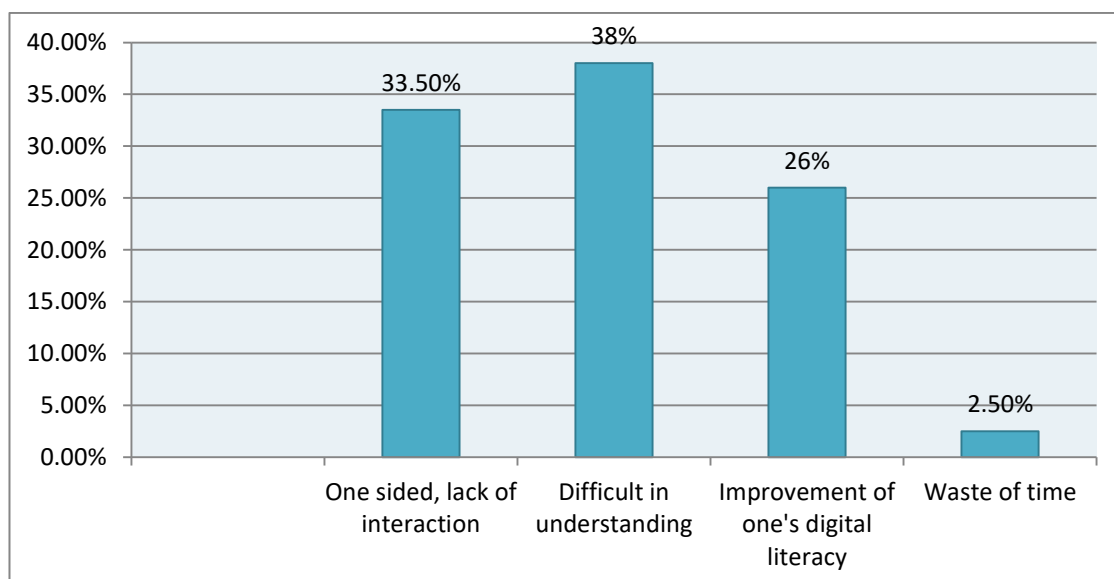


Fig.4.2. Students' perception of remote learning

The study shows the students' perception of remote learning in which 33.50% of the total research population saw online learning as one sided, lack of interaction. Majority, 38% of the college students think remote learning makes it hard to understand the class lecture whereas 26% of the research population believes remote learning is an improvement of one's digital literacy skill. Study also reveals that 2.50% of the students believe remote learning is a complete waste of time.

4.23. Facility to resolve queries during online lectures

Study asks the students whether they have a facility to resolve queries during online lecture or not, following table shows the undergraduate responses.

Table.4.23. Statistical data of facility to resolve queries during online lectures

Sl.no	Statement	Yes	No
1	Do you have the facility to ask a question or clear doubts during online lectures?	141	59

(Source: Survey Data)

The above table represents the responses from the undergraduate students' and the collected data is being further represented in Fig.4.23

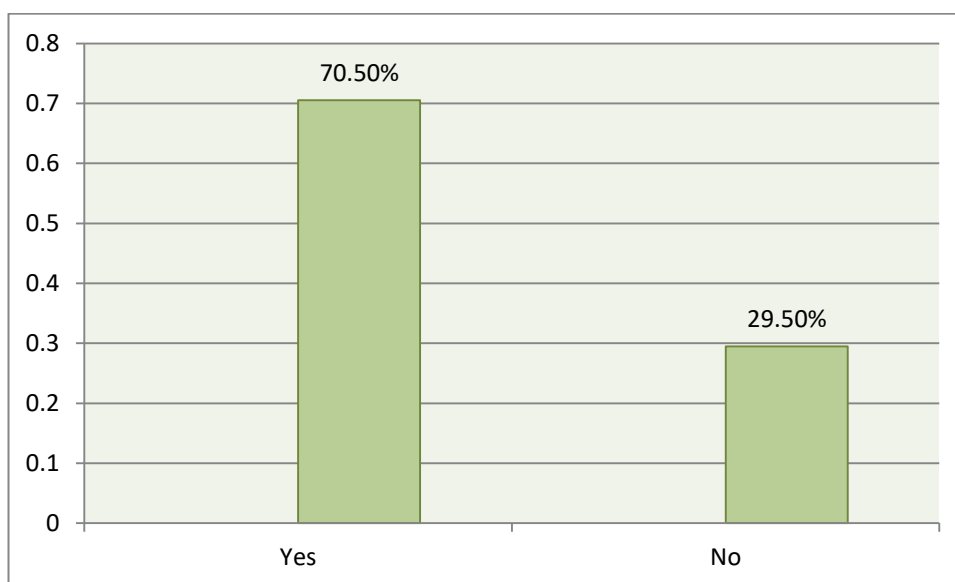


Fig.4.23. Facility to resolve queries during online lectures

When the study ask the students whether they have a facility to resolve queries during online lecture or not, 70.50% of the total population responded Yes to the statement whereas 29.50% of the college students are in denial of the statement.

4.24. Students experience in e-learning before the pandemic

Students' experience in e-learning before the pandemic has been questioned and their responses are shown in the following table.

Table.4.24. Statistical data of students experience in e-learning before the pandemic

Sl.no	Statement	Yes	No
1	Have you had an experience in e-learning (online lectures, video conferences, seminars etc.?) before the pandemic?	69	131

(Source: Survey Data)

The above table shows the students' responses on whether they have an experience in e-learning before the pandemic. The collected data is further represented in Fig.4.24

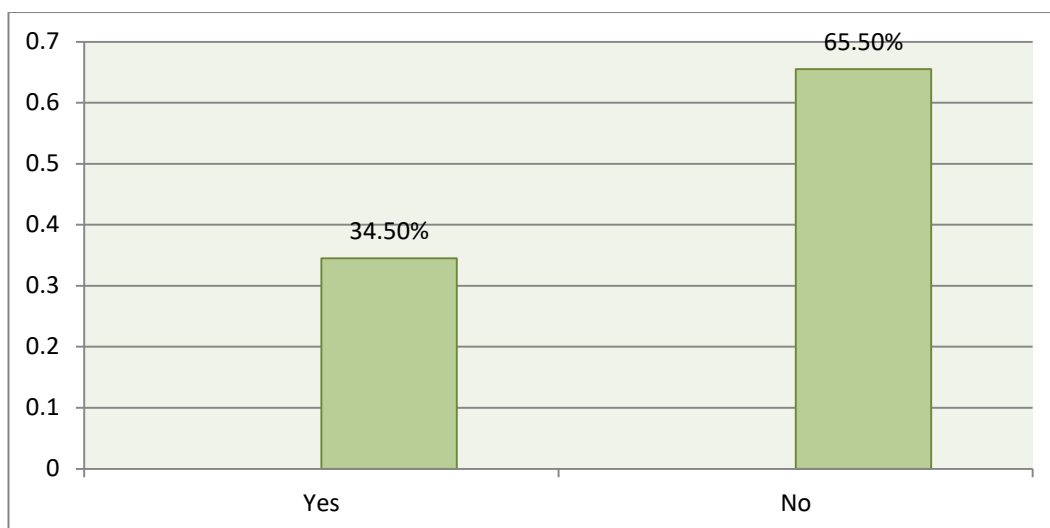


Fig.4.24. Students experience in e-learning before the pandemic

The study shows the visibility of the students who haven't had any experience in e-learning and took majority by 65.50% whereas 34.50% of the research population report's students experienced e-learning before the pandemic.

4.25. Benefit of social media in academic

The study asks the students whether they think certain explanations on the internet are more easy to understand than textbook definitions, the following table show the students response on the research question.

Table.4.25.Statistical data of benefit of social media in academic

Sl.no	Statement	SA	A	D	SD
1	I find certain explanations on the internet more easy to understand than textbook definitions	24	111	61	4

(Source: Survey Data)

The above table shows the students' response rate on the study question, The collected data is further represented in Fig.4.25

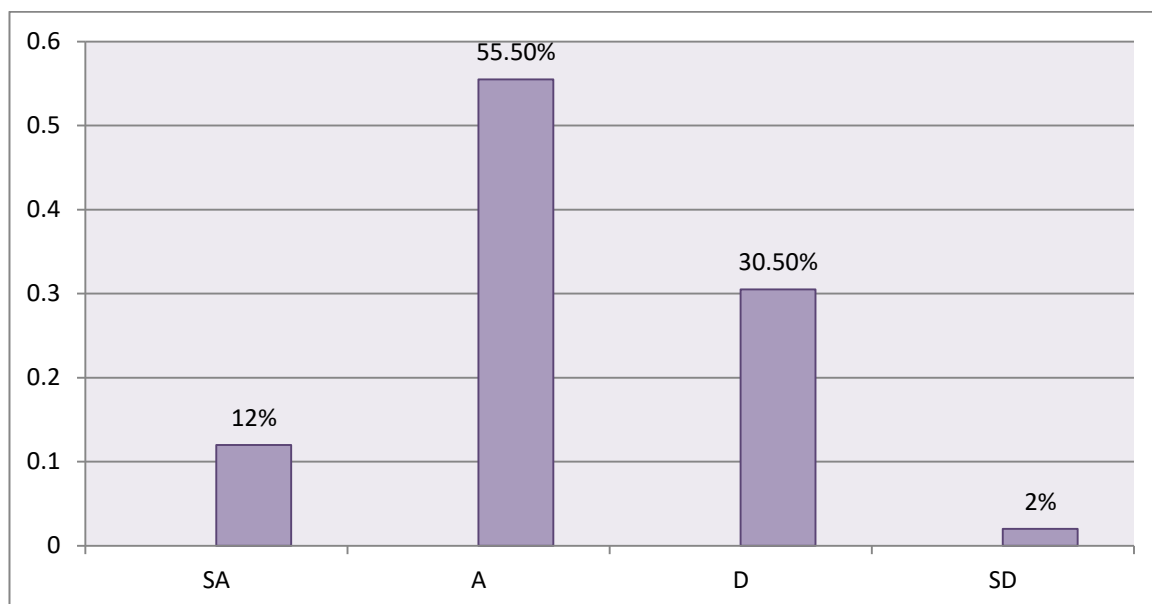


Fig.4.25.Benefit of social media in academic

The study shows that 12% of the research population is Strongly Agreed to the statement. Majority of the college students Agreed to the given statement whereas 30.50% of the college students Disapproved the statement. Study reveals 2% of the research population Strongly Disapproved the statement.

4.26. Social media tool used in online learning

The study examines the social media tools that are used by the Govt. Hrangbana College amidst the pandemic. The following table shows the social media tools that are used for online learning.

Table.4.26 Statistical data of social media tools used in virtual classroom teaching

Sl.no	Name of Social media tool	Frequency
1	ZOOM	33
2	MOODLE	26
3	Google Meet	135
4	Google Classroom	6

(Source: Survey Data)

The above table shows the students response of the social media tool used in virtual classroom teaching. The collected data is further represented in Fig. 4.26.

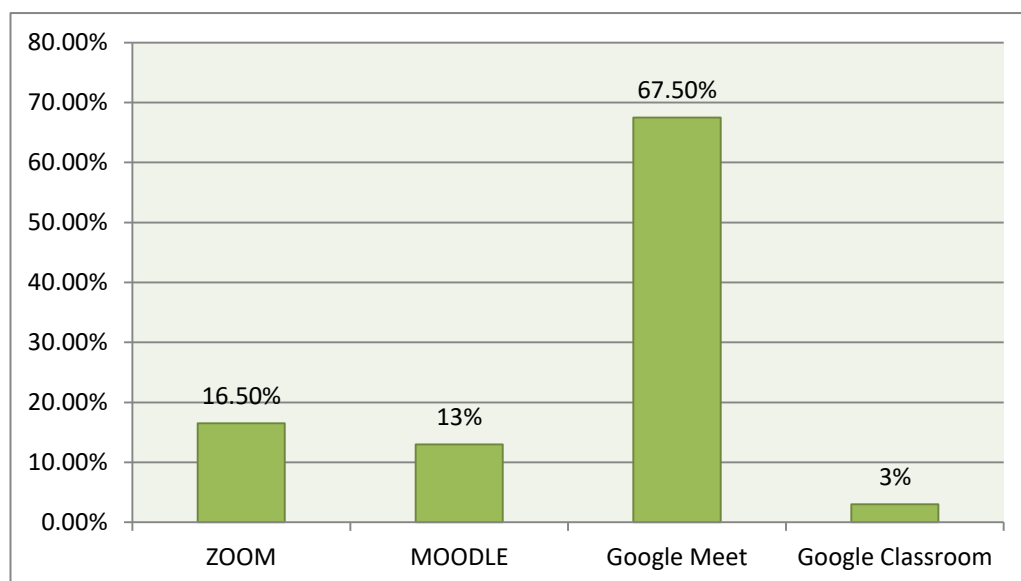


Fig.4.26 Social media tools used in virtual classroom teaching

The study reveals that the most used social media tool for virtual classroom teaching among Govt. Hrangbana College is Google Meet by 67.50% which is second by ZOOM 16.50%. Study also shows that 13% used of MOODLE and 3% usage of Google Classroom for taking online classes.

4.27 Mode of distribution of study material

Mode of distribution of study material has been asked to each individual department, and the responses are on the following table.

Table.4.27. Statistical data of mode of distribution of study material

Sl.no	Mode of distribution	Frequency
1	Email	1
2	Google Classroom	8
3	MOODLE	119
4	ZOOM	72

(Source: Survey Data)

The above table shows the mode of distribution of study materials done by Govt. Hrangbana College, the collected data is further represented in Fig. 4.27.

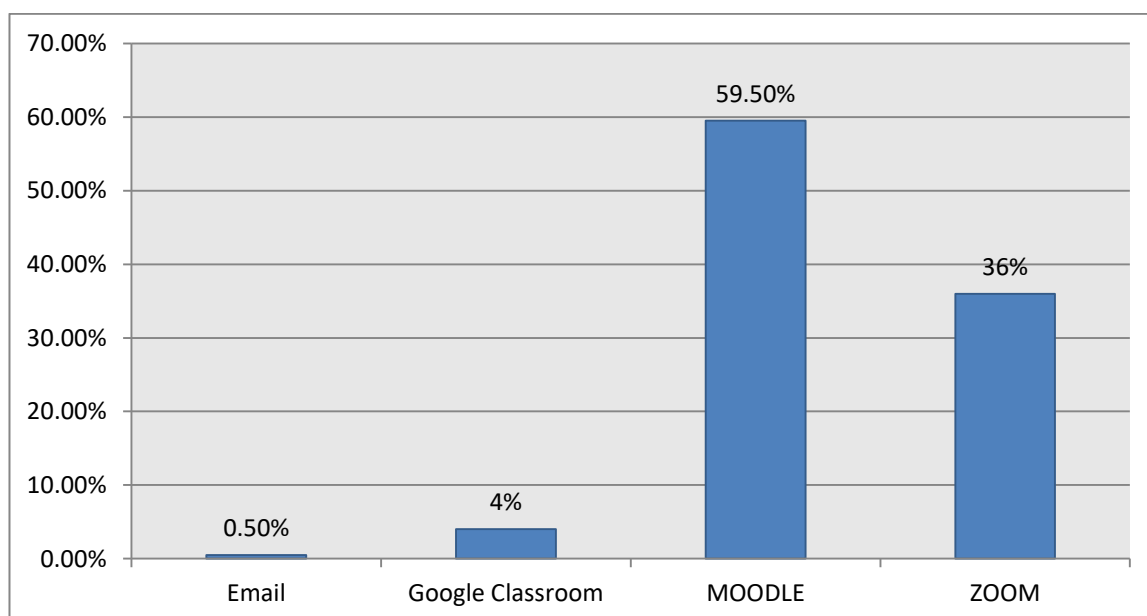


Fig.4.27. Mode of distribution of study material

The study highlights the College mode of distribution of study materials to the students. A 0.50% usage of Email and 4% usage of Google Classroom for the distribution of study materials. MOODLE is the most application tool used by the college reaching 59.50% and ZOOM is the 2nd most used social media tool for the distribution of study material reaching 36%.

4.28. Managing student's online presentation

The study asks the students from individual departments how the college conduct students' presentation. The responses are shown by the following table.

Table.4.28.Statistical data of managing student's online presentation

Sl.no	Managing student's online presentation	Frequency
1	Google Meet	112
2	Google Classroom	4
3	MOODLE	31
4	ZOOM	27
5	None of the above	26

(Source: Survey Data)

The table shows how the students' paper presentation is conducted by the college. The collected data is further represented in Fig.4.28

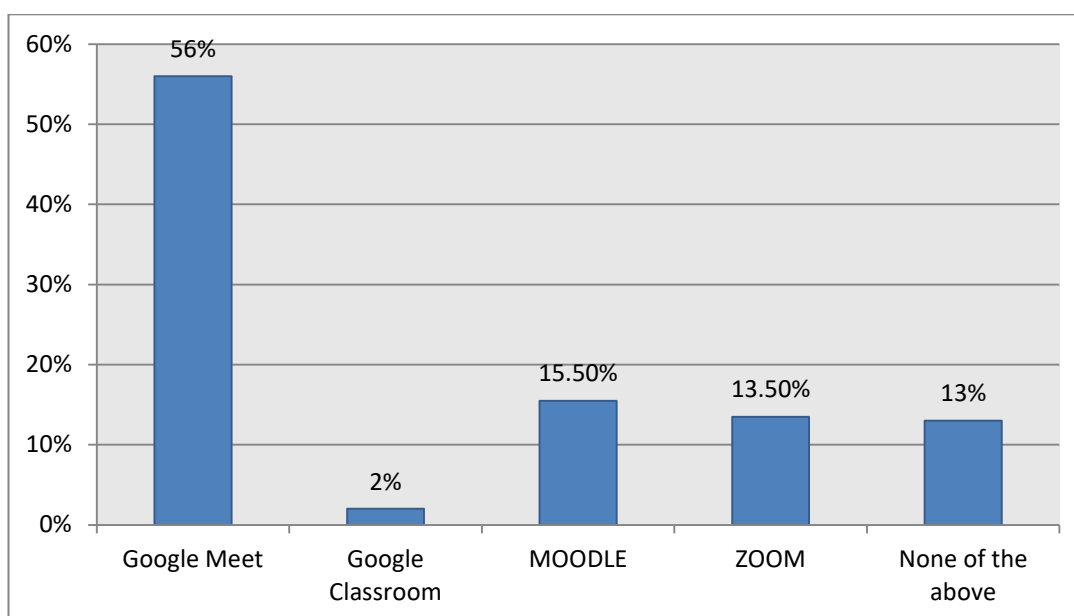


Fig.4.28.Managing student's online presentation

The study shows Google Meet is the most used application for conducting students' presentation paper reaching 56%. The usage of Google Classroom is only 2% whereas MOODLE reach 15.50% usage and ZOOM by 13.50%. The study also has a record of 13% for None of the above statement.

Note: The study is almost hindered by the ‘None of the above’ responses made by the college students. The researcher felt even if the response rate were Nil, none could top Google Meet as the most used application for managing students’ online presentation nevertheless.

4.29. Mode of submission of assignment paper

The study examine mode of submission of assignment paper by the college students. The following table shows the students response.

Table.4.29. Statistical data of mode of submission of assignment paper

Sl.no	Mode of submission	Frequency
1	Online	200
2	offline	

(Source: Survey Data)

The above table represents the mode of submissions of assignment paper, and collected data is further displayed in Fig.4.29.

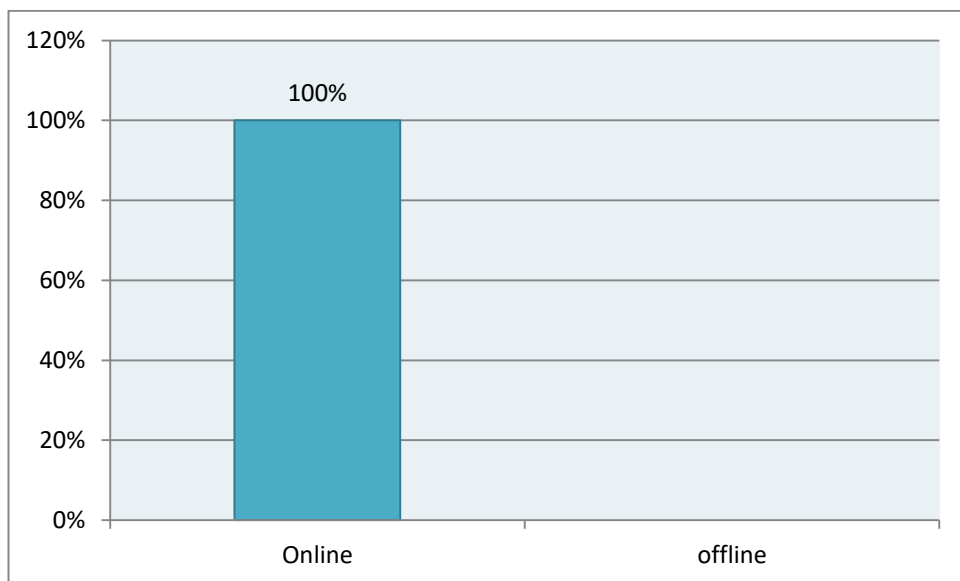


Fig.4.29 Mode of submission of assignment paper

TheFig.4.29 highlights the response rate of the college students. The study reveals 100% of the students’ response the mode of submission of assignment paper is via Online.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. Findings

A study was conducted on the use of social media on learning activities among the students of Govt. Hrangbana College. The main purpose of the study was to highlight the best practices of the potential benefits of social media in academics. The important findings of the study are shown below.

- The study confirms undergraduates of Govt. Hrangbana College have used social networking sites and has an account on multiple social media sites. Among the social media platforms, the instant messaging application WhatsApp (100%) was the most favorable social networking site used by the students followed by Instagram (94%), YouTube (93%), and Facebook (83%). Most of the students (28%) are using Snapchat and students who have an account on LinkedIn are only 3% of the research population. The discussion forum Reddit was not that popular among the students it only has 5% usage from the students. The trending application TikTok was surprisingly not that famous among the students, it only has 6% usage from the college students. The two least used social media tool was Tinder with 2% usage and WeChat with another 2% usage from the research population.
- Data shows the positive impact has outweighed the negative when it comes to student's academic performance as social media allows the pursuit of education in a semi-formal manner (Derakshan, 2018). The present scenario has proven education can still prevail through an informal learning, majority of the students believe the non-conventional learning do help in their studies and upon implementation of ICT in their learning environment, students developed more familiarity with ICT tools and devices. Therefore, the findings imply that social media has an impact on the students improving the students' performance by helping them to learn faster, equipped the students with requisite knowledge and prepare them for promising careers. A research carried out by Maweu & Yudah (2020) supports this research finding by where they mentioned social media assists the students to get connected with their classmates and allowed them to have a class-related discussion via social media which eventually have a positive result in their academic performance.

- The undergraduate students have spent quite an amount of time on social networking sites and a considerable amount of time on social gaming, study confirms increased frequency usage of social media and the alarming rate of social gaming is due to the pandemic outbreak. Data reports addiction to social networking and social gaming has caused family conflict, although the research populations of undergraduate students are active on social media, the study revealed positive associations between social media addiction and college student's academic performance; it is safe to say the students of Govt. Hrangbana College are engaged in a deliberative methodological use of social media.
- Network issue has become the major problem faced by the undergraduate students, traces of digital divide within the rural areas leaves a mark which points to the failure of the government regarding the provision and improvement of infrastructures as such. Students who lack ICT skills are having a hard time adjusting to this newly introduced learning environment. The study also report lack of concentration was common among the problems faced by undergraduates, with that being said data reveals high-frequency response rate of students who felt lack of interaction with teacher-student creates tension, the finding is supported by research carried out by Khanna & Prashad (2020) in their paper, discipline and motivation is hard to maintain due to a sudden change of the learning environment, the only way to make sense out of this unforeseen circumstance is to plunge and adapt in this digital environment but old habits die hard. The present study also reveals several reports of distractions came from family members during online classes which caused problem to some students.
- Academic social networking sites benefit the students, intensify utility of social media in academic has allowed the students to access unique datasets and other useful resources that can advance their performance. Social media benefit the undergraduates by provision of communication channel for dissemination of information, introduction of facility to clear doubts via academic group discussions and availability of a collaborative platform for the submission of assignment papers, from conducting online classes to hosting students' paper presentation, harness different ways to express one's creativity and productivity. Heyam A. Al-Tarawneh (2014) discussed in his

paper social media applications have had made the students adapt to the new culture easier and faster in achieving productivity goals.

5.2. Suggestions

1. To entail more sources for learners, the use of social media in academic for future preference became inevitable.

2. E-learning, required by the situation at hand is a must; there is no doubt that it brings immense convenience to the learning platform and system. However, there are some areas that could be improved in such a way that the Students and the Teachers will benefit more from this new learning technique:

- Provision of high bandwidth internet at low cost by the government or NGO to bridge the gap of digital divide between rural and urban areas. The barrier needs to be bridged with a better internet facility, devise proper guidelines to help the students who lack ICT skills and those who are having a hard time adjusting to this newly introduced learning environment.
- Conducting Students' presentations and Q&A as regularly as possible during the online class will require students to be active and alert in their studies even during the pandemic crisis.
- Sharing knowledge and information beyond the syllabus will make the online classes more interesting and less stressful.

2. Relating to the used of social media as a mode of teaching, online mode of teachings are an obvious chance for the teachers to make good interactions or discussions with the students who lacks instructiveness and communicating skills with others during online classes. This lack of communicating skills can be traced back to the base of the present education system in the Mizo society. The fear of being the center of focus in a negative way (fear of making mistakes) in a particular classroom often makes the knees of the students shiver. This fear runs within the blood of the students along and thus, a lack of interaction occurs even in the highest standard. This fear could be overruled a bit through online classes without facing the shame of making mistakes. Discussions of things aside studies can make good interactions between the teachers and students as well.

3. Social media can be a boon or a bane depending on the individual concerned. However, amidst these trying times, it has been an aid for both the students and the teachers. As the current situation demands its usage, it'd be crucial to guide students in its rightful usage, be it in the form of suggested videos on YouTube, etc., to download learning equipment from. It is deemed impossible to inspect student's every activity, the researcher believes there are various communities, pages, and sites that would spark a student's interest, where classroom learning most times fail.

5.3. Conclusion

The study was conducted to examine the use of social media on learning activities among the students and to create awareness and a beneficiary to those students in their use of the social media to supplement their academic work (Wanlim, 2021). UGC and MHRD have provided online learning portals for students where they can collect information; hence, virtual education is the only possible mode of education during this pandemic outbreak. Since, gathering materials from the institutional library would be next to impossible amidst covid-19 and the implementation of partial lockdown. Students' academic achievement will undoubtedly benefit from effective use of these portals and websites. By understanding how to use social media in a sophisticated and strategic way, students can get a competitive advantage by maximizing digital opportunities by gathering appropriate resources, interacting in social media, and participating in academic social networking sites.

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APPENDIX

QUESTIONNAIRE

USE OF SOCIAL MEDIA ON LEARNING ACTIVITIES AMONG THE STUDENTS OF GOVT. HRANGBANA COLLEGE

1. Gender

Male–

Female–

2. Department: _____

3. How do you access your social media account

PC –

Laptop –

Tablet –

Smartphone –

All of the above–

4. Social networking tools that you have an account on

Facebook –

Instagram –

LinkedIn–

Reddit–

Snapchat–

TikTok–

Tinder–

Twitter–

WeChat–

WhatsApp–

YouTube–

5. The usage of internet has helped improve my grades

SA -

D -

A -

SD –

6. Addiction to social networking sites are a problematic matter that affects
academic line

SA –

D–

A–

SD–

7. Engaging on academic tools reduce my rate of understanding

Sa- D -
A - SD -

8. Use of the internet for checking spelling mistakes and grammatical error, dictionary and for certain synonyms is quite common among students

SA - D -
A - SD -

9. Aside from online lectures, communication and an interaction with student-teacher boosts the students' morale which helps in production of better academic progress

SA- D -
A- SD -

10. Social media has become a great help in terms of education especially during the pandemic

SA- D-
A- SD -

11. Remote Learning plays vital role during the partial lockdown in Mizoram

SA- D-
A- SD -

12. On an average how much time do you think you spend daily on a social networking site?

2 -4 hours - 4 -6 hours -
6 - 8 hours - 8 - 10 hours -
More than 10 hours -

13. On an average how much time do think you play Games (online & offline)

2 -4 hours - 4 -6 hours -
6 - 8 hours - 8 - 10 hours -
More than 10 hours -

14. Time spent on social media / playing games have increased during the pandemic period

SA- D -
A- SD -

15. Too much time on social media / gaming habit creates family conflict

SA- D-
A - SD -

16. Having academic discussions on WhatsApp class group or any discussion forum has a positive result in my academic performance

SA–

D–

A–

SD –

17. Having an ICT background will help provide a better opportunity for my academic future

SA–

D–

A–

SD –

18. Are you aware of the networking sites and portals that provide e-materials?

Yes–

No –

19. Does remote learning help you in your studies?

Very Likely–

Likely–

Unlikely–

Very Unlikely–

20. Major issue faced during an online lecture

Network issue –

Lack of concentration [calls/notifications pop up during class lecture]–

Lack of interaction with classmates-teacher-friends create tension –

Finds trouble adjusting to new learning environment–

Possibility of distractions from other family members during online classes –

21. How do you feel about remote learning?

One sided, lack of interaction–

Difficult in understanding the lecture–

Improvement of one's digital literacy skill–

Waste of time –

22. Do you have the facility to ask a question or clear doubts during online lectures

Yes–

No –

23. Have you had an experience in e-learning (online lectures, video conference, seminars etc.) before the pandemic?

Yes –

No –

24. I find certain explanations on the internet easier to understand than textbook definitions

SA–

D –

A –

SD –

25. Social media tools used in online learning

ZOOM–

MOODLE–

Google Meet–

Google Classroom–

26. In our Department mode of distribution of study material is done via

Email–

Google Classroom–

MOODLE–

WhatsApp –

ZOOM–

Google Meet–

27. In our department, student's paper presentation is conducted via

Google Meet–

Google Classroom–

MOODLE–

ZOOM–

None of the above–

28. In our department, the submission of assignment paper is done via.

Online –

Offline–

BIO-DATA

- 1. NAME** : Samuel Vanlalmalsawmtluanga
- 2. DATE OF BIRTH** : 10th September 1992
- 3. FATHER’S NAME** : Lalrammawia
- 4. PERMANENT ADDRESS** : Bethlehem veng, Aizawl,
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- 5. EMAIL ADDRESS** : jasehyellow@gmail.com

6. EDUCATIONAL QUALIFICATIONS

Examination passed	Year of Passing	Board/ University	Class/ Division	% of Marks	Subjects
High School Leaving Certificate Examination	2008	Mizoram Board of School Education	II	54.2	Eng, Mizo, Maths, Science, Social Science
Higher Secondary School Leaving Certificate Examination	2010	Mizoram Board of School Education	II	51.4	Eng, Mizo, Pol.sc, History, Geography
B.A	2013	Mizoram University	II	53.3	Geography, Environmental Science, Pol.science, Mizo
MLIS	2019	Mizoram University	I	67.1	Library and Information Science

CONFERENCES AND SYMPOSIUM

Paper presented in National Seminar in “Social media and Librarianship: Connecting the Communities”, entitled: “**Influence of Social Media on Student’s Performance**”, organized by department of Library and Information Science, Mizoram University, 26th-28th February, 2020.

PARTICULARS OF THE CANDIDATE

NAME OF CANDIDATE : Samuel Vanlalmalsawmtluanga

DEGREE : Master of Philosophy (M.Phil.)

DEPARTMENT : Library and Information Science

TITLE OF DISSERTATION : Use of Social Media On Learning
Activities Among the Students of Govt.
Hrangbana College

DATE OF ADMISSION : 29.07.2019

COMENCEMENT OF SECOND SEM/ DISSERTATION: 01.02.2020

APPROVAL OF RESEARCH PROPOSAL:

1. DRC : 11.05.2020

2. BOS : 18.05.2020

3. SCHOOL BOARD : 29.05.2020

MZU REGN. NO. : 4106 of 2010-11

M.Phil. REGN. NO. & DATE : MZU/M.Phil./562 of 29.07.2020

DATE OF SUBMISSION : 20.09.2021

EXTENTION : 31.07.2021

Head

Department of Library and Information Science

ABSTRACT

**USE OF SOCIAL MEDIA ON LEARNING ACTIVITIES AMONG
THE STUDENTS OF GOVT. HRANGBANA COLLEGE,
AIZAWL**

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
PHILOSOPHY IN LIBRARY AND INFORMATION SCIENCE.**

SAMUEL VANLALMALSAWMTLUANGA

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**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE
SCHOOL OF ECONOMICS, MANAGEMENT AND
INFORMATION SCIENCE (SEMIS)
SEPTEMBER, 2021**

USE OF SOCIAL MEDIA ON LEARNING ACTIVITIES AMONG THE
STUDENTS OF GOVT. HRANGBANA COLLEGE

BY

SAMUEL VANLALMALSAWMTLUANGA

Department of Library and Information Science

Under the supervision of

Prof. S.N. SINGH

Submitted

In partial fulfillment of the requirement of the degree of Master of Philosophy in
Library and Information Science of Mizoram University, Aizawl.

1. INTRODUCTION

Modern technology has had a wide range of effects on today's learning environment, with social media and networking sites both enhancing and degrading student performance. Through Information and Communication Technologies, the modern world has provided us with an effective way to socialize and stay connected in this digital environment (ICTs). The effects of social media have taken a new turn, with social networking sites serving as the primary means of communication. Meanwhile, the digital learning environment provides a new platform where virtual learning sites and their applications are introduced to millions of users around the world. These platforms have positive effects aside from classroom teaching, ranging from knowledge enhancement to keeping students engaged. Social media has the ability to disseminate knowledge as well as create more independent learners, provide limitless resource materials, and expand the learning environment by providing chances such as career advancement.

Social media is an excellent tool for boosting confidence and achieving educational objectives. Because of its user-friendly and remote access character, social media's impact on academia can still be deemed revolutionary. Every impact has two sides: positive and negative, thus the revolution cannot be one-sided. Teenagers and students of a younger generation frequently utilize social networking sites (SNS). User interface communication is available on today's social media platforms, allowing users to communicate, contribute, stay connected, and develop relationships with people all over the world. The main goal of social media is to create amusement, which in turn provides users with a sense of security. As a result, students miss study hours and devote more time to social media, resulting in a drop in their academic performance.

The online gaming environment has progressed to the point where gamers can connect with other players in the same way they would on a social networking platform. The social networking sites have been linked to the game application, allowing users to browse every gameplay tutorial, as well as latest updates and information about the game's progress. This is said to be one of the primary reasons why student performance has deteriorated in recent years after the debut of online gaming on Android (OS) and iPhone Operating System (iOS) devices. As a result,

social media is more likely to negatively effect undergraduate students around the world. The impact of social media is expanding every day, not just in academia but in our society as well, with one of its strongest assets being the ability to improve living conditions and cultivate a person's mentality.

2. GOVT. HRANGBANA COLLEGE: AN OVERVIEW

Hrangbana College (HBC) is a government-run college in Chanmari, Aizawl, Mizoram. It was founded in July 1980 and is named after the late Mr. Hrangbana, who generously provided funds to help the college get off the ground. In 2003, the college became a government-run institution, first affiliated with the North-Eastern Hill University (NEHU), and afterwards with Mizoram University. The College has now established itself as a notable institution in Aizawl and has been listed under the University Grants Commission (UGC) Act Sections 2(f) and 12(B). In 2006, NAAC gave it a B++ rating, and in 2011, it gave it an A rating. The College featured two topic streams, Arts and Commerce, each with 10 departments, a fully functional library with a collection of 28,000 books, and a faculty of 69 teaching and 22 establishment staffs. Laboratories, an Indira Gandhi National Open University (IGNOU) Study Centre, a Computer Lab, a Language Lab, a College Canteen, a Remedial Coaching Center, an Information Communication Tool, and a Hostel are among the College's amenities (Boys & Girls). According to their website <https://ghbc.edu.in/>, there are 1758 students registered (2017-18).

3. SIGNIFICANCE AND SCOPE OF THE STUDY

The significance of the investigation tends to indicate the best practices of social media in academics among the students of Govt. Hrangbana College which will create an awareness regarding the positive utilization among the students afterward. The study highlight students' digital literacy skills and competencies as well as the study cover the exact status of circumstances during this pandemic crisis where Institutions were closed but yet received an education with the continuation of their project works through different social media platforms, the study also discussed the actions and measures taken by the college regarding the distribution of information needs and seeking behavior. It is expected that the output of the research likely benefit the students and the faculties of Govt. Hrangbana College as the level

of social media usage by the students is shown. Therefore, it is highly felt that with proper awareness, the chances of reducing the negative impacts and chances of the utilization of social networking tools for greater use among the students are high.

The scope of the study is confined to Under Graduate students of Govt. Hrangbana College. The College itself is affiliated with Mizoram University which happens to be considered one of the top colleges in Mizoram. The study is conducted among the final year students (6th semesters) from their respective departments. The college students' demographic condition is suitable for conducting a research as the study covers both the impact and utilization of social media among the students. The following table shows the lists of departments and their number of students:

Table.1.3. List of Departments under Govt. Hrangbana College

List of Departments under Govt. Hrangbana College			
Sl.no	Name of College Departments	Year of Estd.	No. of Students
1	Department of English	1981	46
2	Department of Mizo	1985	56
3	Department of History	1987	60
4	Department of Political Science	1980	51
5	Department of Economics	1980	43
6	Department of Geography	1980	51
7	Department of Commerce	1980	42
8	Department of Education	1980	42
9	Department of Psychology	2001	36
10	Department of Public Administration	1996	48
	Total no. of students		475

(Source: Survey data)

4. REVIEW OF LITERATURE

There are 25 reviews of literature in this study. The prior study, which was carried out by many academics, was revealed in the review of literature. The literature review is organized in alphabetical order. Previous research has provided insight into students' use of social media, which has aided in the observation of students' attitudes toward this ICT tool in education.

5. RESEARCH GAP

After reviewing the literature, it was discovered that there has been a large gap in the literature related to social media influences due to the lack of publication of related papers carried out by Mizo researchers to generate proper awareness. This could be a major factor in social media inefficiency and undisciplined practices among the Mizo community. As a result, a field study is conducted to fill the vacuum in the literature, particularly with regard to the use of social media in academics.

6. STATEMENT OF THE PROBLEM

The learning environment has become more dynamic and the educational system has been redefined as a result of technological advancements and the emergence of new technologies. The use of social media has become more popular among society, and communication and information retrieval have become much easier than in the previous decade or so. As a result, research is needed to determine how these social networking sites are used in academic settings. Numerous study articles have been written about the harmful effects on students' academics and how it has become a key element in wasting their time. To counteract the negative aspects of social media, as well as the effectiveness of proper awareness, guidance, and through perception on a student's academic career and the role it played in this digital era, as well as its nature in improving one's digital literacy skills and competencies, and the provision of opportunities, a study was conducted in this area to create appropriate awareness.

7. OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To ascertain the social networking sites used by the students.
- To determine the social media impact and how it affects the students performance.
- To find out the level of social media addictiveness and its impact on the students.
- To explore the problems faced by the students in using social media for their education.
- To investigate the potential benefits of social media among the students.

8. METHODOLOGY

The purpose of this study is to see how students at Govt. Hrangbana College in Aizawl, Mizoram, use social media in their learning activities. The data for the study was collected using a random sample method with an online mode of distribution of the questionnaire. The questionnaire was created using Google Forms and disseminated to a total of 10 distinct departments at Govt. Hrangbana College, with 20 responses from each department, for a total of 200 respondents. The questionnaire's link was distributed to each department's heads of departments and class representatives. Neither the head of department nor their class representatives chose the respondents at random. Due to the assistance of the Students' Union, faculty, and friends who are enrolled in the college, a 100% response rate was reached out of 200 questionnaires issued.

9. ANALYSIS AND INTERPRETATION

In the form of tables and figures, the data collected from the questionnaire is examined, exhibited, and further explained.

10. FINDINGS OF THE STUDY

A study was conducted on the use of social media on learning activities among the students of Govt. Hrangbana College. The study's major goal was to highlight the best practices of social media's potential benefits in academia. The study's key findings are summarized below.

- The study confirms undergraduates of Govt. Hrangbana College have used social networking sites and has an account on multiple social media sites. Among the social media platforms, the instant messaging application WhatsApp (100%) was the most favorable social networking site used by the students followed by Instagram (94%), YouTube (93%), and Facebook (83%). Most of the students (28%) are using Snap chat and students who have an account on LinkedIn are only 3% of the research population. The discussion forum Reddit was not that popular among the students it only has 5% usage from the students. The trending application TikTok was surprisingly not that famous among the students, it only has 6% usage from

the college students. The two least used social media tool was Tinder with 2% usage and WeChat with another 2% usage from the research population.

- Data shows the positive impact has outweigh the negative when it comes to student's academic performance as social media allows the pursuit of education in a semi-formal manner (Derakshan, 2018). The present scenario has proven education can still prevail through an informal learning, majority of the students believe the non-conventional learning do help in their studies and upon implementation of ICT in their learning environment, students developed more familiarity with ICT tools and devices. Therefore, the findings imply that social media has an impact on the students improving the students' performance by helping them to learn faster, equipped the students with requisite knowledge and prepare them for promising careers. A research carried out by Maweu & Yudah (2020) supports this research finding by where they mentioned social media assists the students to get connected with their classmates and allowed them to have a class-related discussion via social media which eventually have a positive result in their academic performance.
- The undergraduate students have spent quite an amount of time on social networking sites and a considerable amount of time on social gaming, study confirms increased frequency usage of social media and the alarming rate of social gaming is due to the pandemic outbreak. Data reports addiction to social networking and social gaming has caused family conflict, although the research populations of undergraduate students are active on social media, the study revealed positive associations between social media addiction and college student's academic performance; it is safe to say the students of Govt. Hrangbana College are engaged in a deliberative methodological use of social media.
- Network issue has become the major problem faced by the undergraduate students, traces of digital divide within the rural areas leaves a mark which points to the failure of the government regarding the provision and improvement of infrastructures as such. Students who lack ICT skills are having a hard time adjusting to this newly introduced learning environment. The study also report lack of concentration was common among the problems faced by undergraduates, with that being said data reveals high-frequency

response rate of students who felt lack of interaction with teacher-student creates tension, the finding is supported by research carried out by Khanna & Prashad (2020) in their paper, discipline and motivation is hard to maintain due to a sudden change of the learning environment, the only way to make sense out of this unforeseen circumstance is to plunge and adapt in this digital environment but old habits die hard. The present study also reveals several reports of distractions came from family members during online classes which caused problem to some students.

- Academic social networking sites benefit the students, intensify utility of social media in academic has allowed the students to access unique datasets and other useful resources that can advance their performance. Social media benefit the undergraduates by provision of communication channel for dissemination of information, introduction of facility to clear doubts via academic group discussions and availability of a collaborative platform for the submission of assignment papers, from conducting online classes to hosting students' paper presentation, harness different ways to express one's creativity and productivity. Heyam A. Al-Tarawneh (2014) discussed in his paper social media applications have had made the students adapt to the new culture easier and faster in achieving productivity goals.

11. SUGGESTIONS

1. To entail more sources for learners, the use of social media in academic for future preference became inevitable.
2. E-learning, required by the situation at hand is a must; there is no doubt that it brings immense convenience to the learning platform and system. However, there are some areas that could be improved in such a way that the Students and the Teachers will benefit more from this new learning technique:
 - Provision of high bandwidth internet at low cost by the government or NGO to bridge the gap of digital divide between rural and urban areas. The barrier needs to be bridged with a better internet facility, devise proper guidelines to

help the students who lack ICT skills and those who are having a hard time adjusting to this newly introduced learning environment.

- Conducting Students' presentations and Q&A as regularly as possible during the online class will require students to be active and alert in their studies even during the pandemic crisis.
- Sharing knowledge and information beyond the syllabus will make the online classes more interesting and less stressful.

3. Relating to the used of social media as a mode of teaching, online mode of teachings are an obvious chance for the teachers to make good interactions or discussions with the students who lacks instructiveness and communicating skills with others during online classes. This lack of communicating skills can be traced back to the base of the present education system in the Mizo society. The fear of being the center of focus in a negative way (fear of making mistakes) in a particular classroom often makes the knees of the students shiver. This fear runs within the blood of the students along and thus, a lack of interaction occurs even in the highest standard. This fear could be overruled a bit through online classes without facing the shame of making mistakes. Discussions of things aside studies can make good interactions between the teachers and students as well.

4. Social media can be a boon or a bane depending on the individual concerned. However, amidst these trying times, it has been an aid for both the students and the teachers. As the current situation demands its usage, it'd be crucial to guide students in its rightful usage, be it in the form of suggested videos on YouTube, etc, to download learning equipment from. It is deemed impossible to inspect student's every activity, the researcher believes there are various communities, pages, and sites that would spark a student's interest, where classroom learning most times fail.

12. CONCLUSIONS

The study was conducted to examine the use of social media on learning activities among the students and to create awareness and a beneficiary to those students in their use of the social media to supplement their academic work (Wanlim, 2021).

UGC and MHRD have provided online learning portals for students where they can collect information; hence, virtual education is the only possible mode of education during this pandemic outbreak. Since, gathering materials from the institutional library would be next to impossible amidst covid-19 and the implementation of partial lockdown. Efficient use of these portals and websites will surely enhance the students' academic performance. Optimization of digital opportunities by garnering sufficient resources, engaging in social media and academic social networking sites can give students a competitive edge by making sense of how to utilize social media in a sophisticated and strategic way.