

Cultural impact of social media usage by University students

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Abstract: *New media is a part of everyday lives of people. The impact of social media is very huge in a variety of aspects. However, it is to be noted that it is the students who happen to be the major users of social media. They use social media for a variety of purposes. The cultural impact and aspect of their usage can't be overlooked. The current research study looks at the cultural impact of social media usage by University students in Chennai. The study employs quantitative research analysis in the form of questionnaires.*

Key Words: *Cultural, impact, social media, University, students,*

1. INTRODUCTION:

1.1 Defining social media

According to Boyd (2008) social media has been defined as websites which allow profile creation and visibility of relationships between users. Social media are web-based applications which provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011).

2. LITERATURE REVIEW:

2.1 Cultural components in social media

For Wu, Sun and Tan (2013) and Tenenboim-Weinblatt (2010) new media continues to establish different kinds of new communities without the limit of time and space. Sara Gancho (2017) quoted Li and Bernof (2008) who affirmed that it is highly important to understand how relationships come about in social media. Technologies have changed, but it is the impact on personal relationships that is more intense.

2.2 Cultural identity and social media

According to Van Dijk (1998) cultural identity fostered by new media is no longer a product of historical development (i.e., temporality) confined in an avowal process of people in a geographical place (i.e., territoriality). It may still be a distinct collective consciousness based on the members' sense-making process (i.e., contrastivity). There is lower interconnection and higher heterogeneity in social media.

3. METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study. The research study adopts the Technology Acceptance Model 3 (TAM 3).

4. OBJECTIVES OF THE STUDY:

- To explore factors influencing cultural aspects due to social media usage among the respondents.
- To explore the factors influencing western culture among the respondents.

5. ANALYSIS AND FINDINGS:

Table 1: Distribution of respondents based on their gender

Particulars	Frequency	Percent
Male	104	34.7
Female	196	65.3
Total	300	100

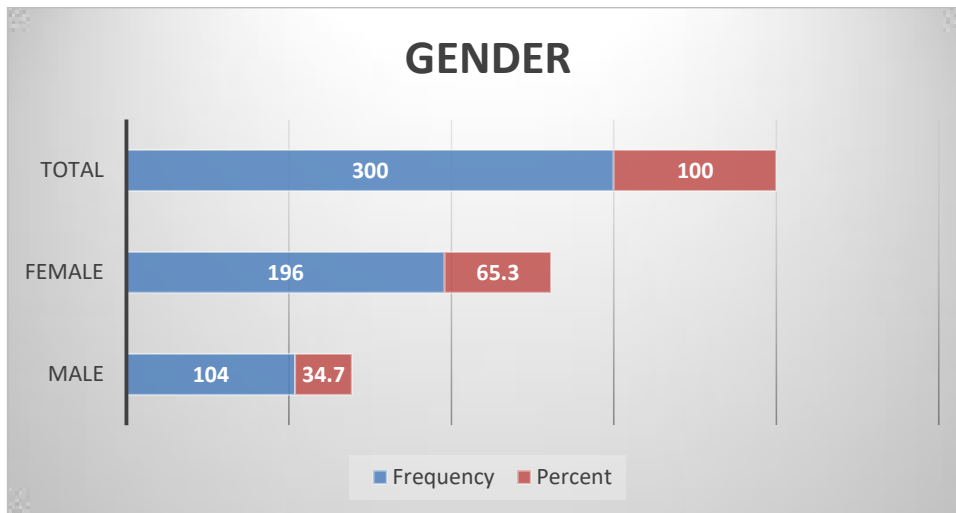


Figure 1

Table 1 and Figure 1 shows the gender of respondents. Females were higher with 65.3% in comparison with males who were 34.7%.

Table 2: Distribution of respondents based on their Educational Qualification

Particulars	Frequency	Percent
Under Graduate	30	10
Post Graduate	231	77
M.Phil.	27	9
Ph. D.	12	4
Total	300	100

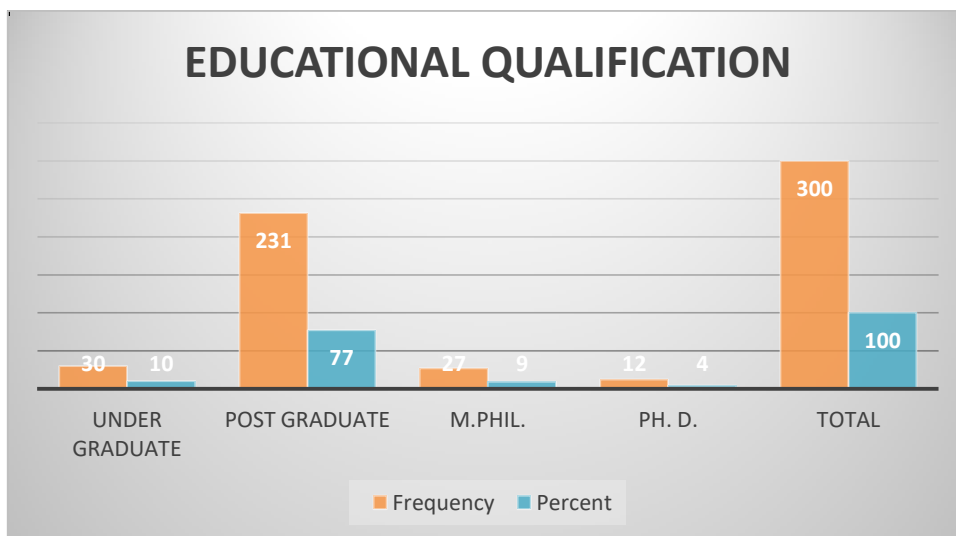


Figure 2

Table 2 and Figure 2 shows the educational qualification of respondents. Majority respondents were post graduates with 77%.

Table 3: Social media is altering our cultural values

Particulars	Frequency	Percent
Strongly agree	38	12.7
Agree	184	61.3
Neutral	50	16.7
Disagree	28	9.3
Total	300	100

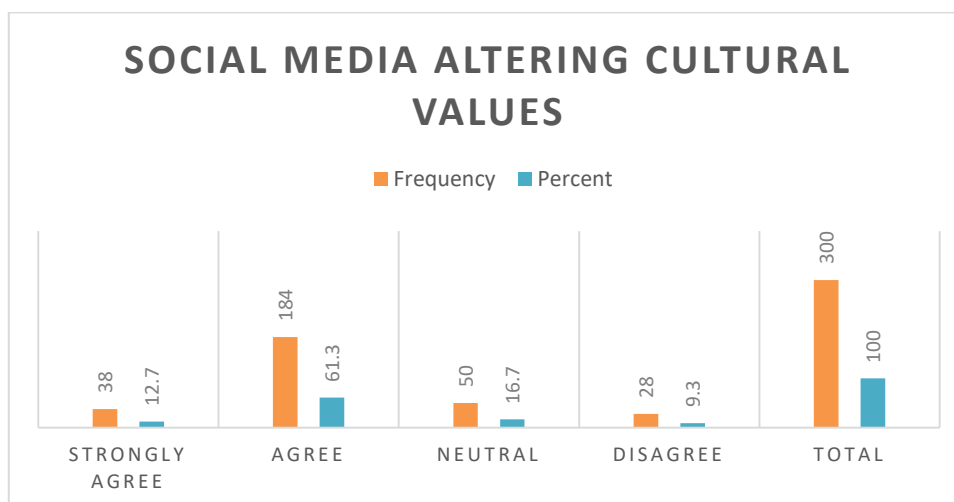


Figure 3

Table 3 and Figure 3 shows that, a majority of 61.3% (n=184) agree to the statement while 16.7% (n=50) stay neutral regarding the statement that social media is altering our cultural values.

Table 4: Social media influence adoption of dress code

Particulars	Frequency	Percent
Strongly agree	40	13.3
Agree	93	31
Neutral	151	50.3
Disagree	16	5.3
Total	300	100

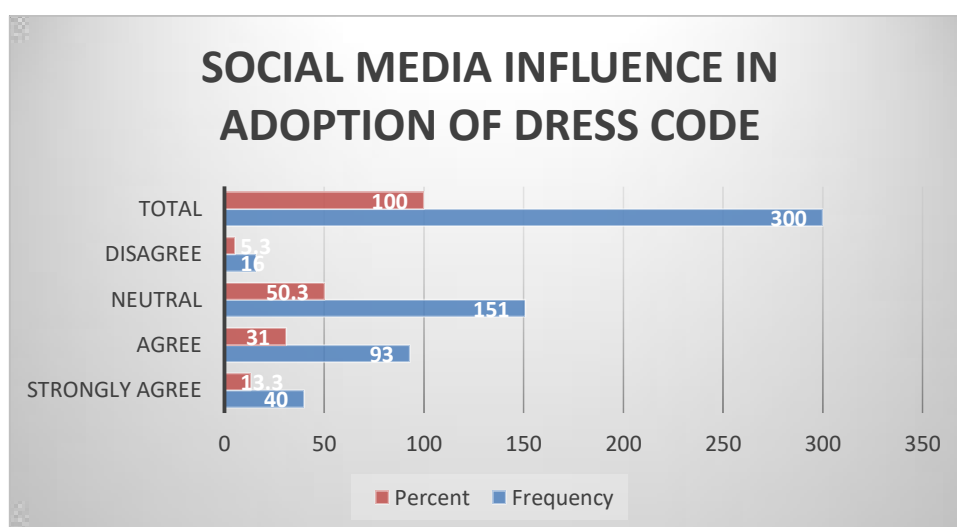


Figure 4

Table 4 and Figure 4, shows that the majority of respondents 50.3% stand neutral regarding the influence of social media in the adoption of dress code. 31% (n=93) of the respondents agreed that social media influences adoption of dress code.

Table 5: Social media influence adoption of western marriage rituals

Particulars	Frequency	Percent
Strongly agree	23	7.7
Agree	54	18
Neutral	153	51
Disagree	60	20
Strongly Disagree	10	3.3
Total	300	100

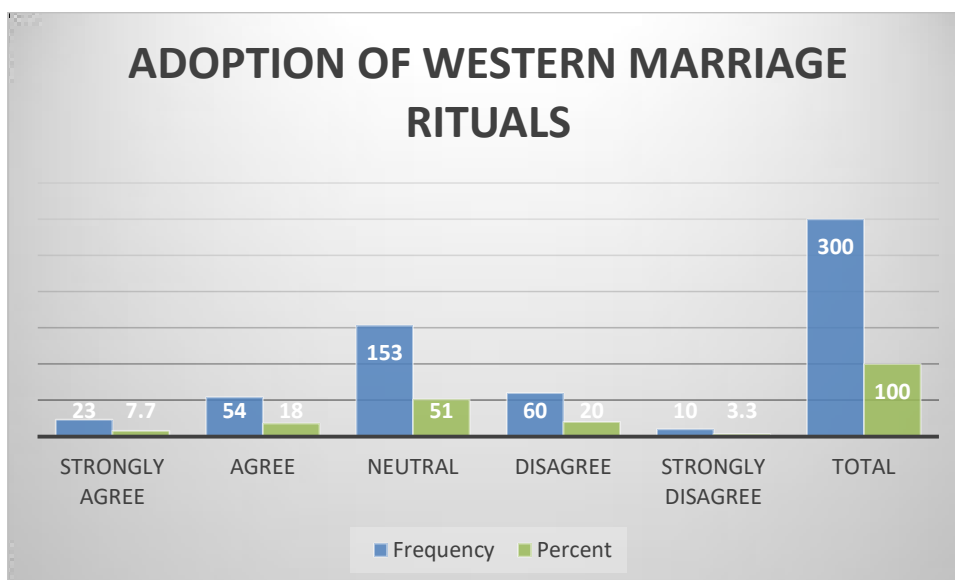


Figure 5

Table 5 and Figure 5, shows that the majority of respondents 51% were neutral regarding the influence of social media in the adoption of western marriage rituals. 20% of the respondents disagreed that social media influence in the adoption of western marriage rituals.

Table 6: Social media influence listening of western music

Particulars	Frequency	Percent
Strongly agree	52	17.3
Agree	204	68
Neutral	14	4.7
Disagree	26	8.7
Strongly Disagree	4	1.3
Total	300	100

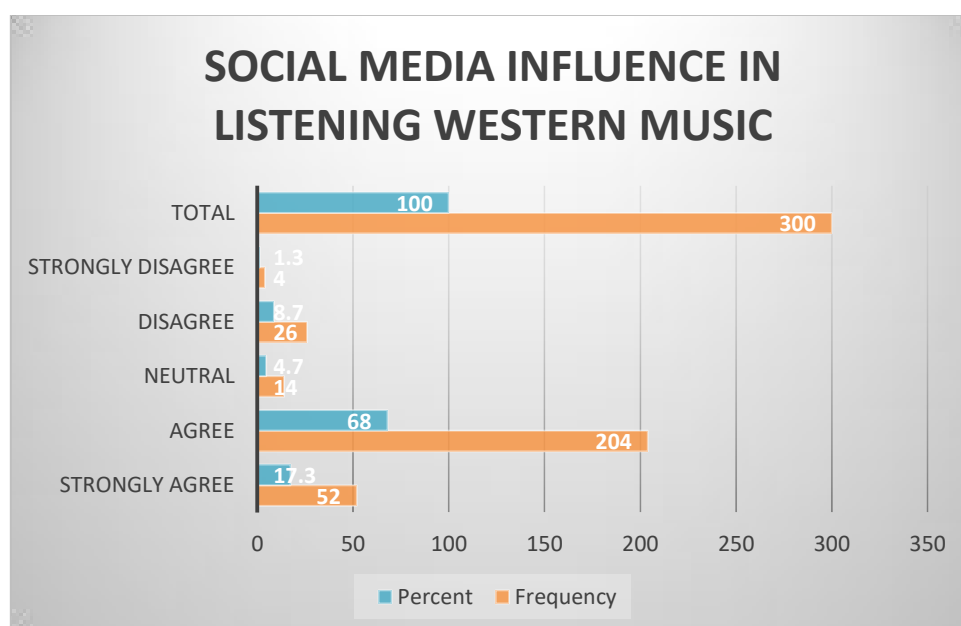


Figure 6

Table 6 and Figure 6, shows that the majority of respondents 68% agreeing to the statement that social media influences listening of western music. 17.3% of the respondents strongly agreed that social media influences listening of western music.

Table 7: Social media influence Watching Western films

Particulars	Frequency	Percent
Strongly agree	44	14.7
Agree	222	74
Neutral	16	5.3
Disagree	4	1.3
Strongly Disagree	14	4.7
Total	300	100

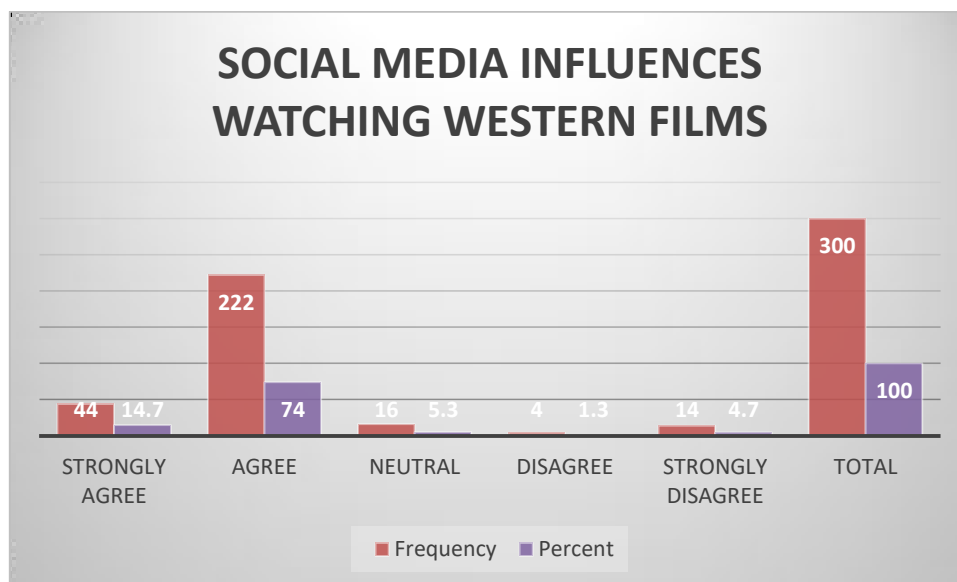


Figure 7

Table 7 and Figure 7, shows that the majority of respondents 74% agreed to the statement that social media influences watching western films. 14.7% of the respondents strongly agreed that social media influence in watching western films.

6. CONCLUSION :

Culture is very much synonymous with a lot of inter connected aspects especially in a country like India. India also being a country where there is widespread diversity as far as culture is concerned, a research study was very much essential to look into the cultural impact of social media usage by University students of Chennai. Several studies done across the world have had spoken about the various facets of cultural aspects of social media usage among adolescents and under graduate students. However, this study was envisioned to explore the cultural impact of social media on the University students in Chennai. The research study revealed that a major percentile of the students agreed that usage of social media has altered cultural norms and more people have been influenced by western music and films. However, the study also revealed that more people were not ready to adopt western dress codes and marriage rituals. 60% of the respondents agreed to the aforementioned statements. It can be concluded that there are more positive effects as far as cultural impact of social media was concerned.

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