

# Social Media Content Consumption Patterns by UG Students in Shivaji University, Kolhapur Campus

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***Abstract- Social media is a main phenomenon of the digital age. The advent of social media has changed the way of consuming information. It has revolutionized the way we connect, communicate, and consume information. On one hand, social media has bridged geographical boundaries and connections between people from diverse backgrounds. Moreover, social media has emerged as a powerful tool for activism as well as enabling individuals to raise awareness about social issues and support for causes. It has given a voice to the marginalized, allowing them to share their experiences and perspectives with a global audience. Social media has transformed the way businesses operate.***

***Indexed Terms- Social Media, Social Media Content, Social Media Content Consumption, UG Students.***

## I. INTRODUCTION

Social media is a main phenomenon of the digital age. The advent of social media has changed the way of consuming information. It has revolutionized the way we connect, communicate, and consume information. On one hand, social media has bridged geographical boundaries and connections between people from diverse backgrounds. Moreover, social media has emerged as a powerful tool for activism as well as enabling individuals to raise awareness about social issues and support for causes. It has given a voice to the marginalized, allowing them to share their experiences and perspectives with a global audience. Social media has transformed the way businesses operate.

Platforms like X and LinkedIn have become essential for marketing, customer engagement, and professional networking. Platforms like Facebook and Instagram have facilitated the reunion of old friendships and the formation of new ones. The attraction of social media

is not without its drawbacks. One of the most significant concerns is the impact on mental health. Social media content consumption habits are complex and multifaceted. These are influenced by a combination of personalization, platform design, demographic factors, and individual preferences and choices.

The addictive nature of social media platforms has contributed to the formation of compulsive consumption habits. The constant stream of notifications, likes, and comments creates a feedback loop, encouraging users to spend increasing amounts of time scrolling through their feeds. This excessive consumption can have adverse effects on mental health, attention span, and productivity.

This research delves into the evolving landscape of social media content consumption habits, exploring the factors influencing the college students and their implications for them. The present research will focus on the content consumption pattern by the UG students and the highly used social media platform. This research study will provide effective guidelines for the way we consume social media content.

Importance of research topic:

This field of study is important because sociability is an underlying theme in using forms of social media. It is important to understand the content consumption pattern among UG students. The research study provides the detailing about the highly recommended content on social media. Since the social media phenomenon is continuing to grow at a fast pace, it is important to understand the unintentional addiction of content consumption. This research study will provide guidelines about the flow of social media platforms on the social landscape. .

Objectives:

To examine the content consumption pattern of college students.

To find highly recommended content on social media.

To study the social media content consumption pattern to understand an unintentional addiction to content consumption.

A form of mass communication on the Internet, such as on websites for social networking and micro blogging, through which users share information, ideas, personal messages, and other content such as videos. (Brian Duignan, 2024). Basically, social media is a digital technology where individuals can share information in different forms, including text and visuals, music, posts, and comments. It refers to a variety of technologies that facilitate the sharing of ideas and information among their users. Some online platforms and tools that allow people to create, share, and exchange information and content with consumers. What's App, YouTube, Instagram, Facebook, Telegram, WeChat, and Snapchat are social media platforms. Basically, the user-generated content that lets itself engage through likes, comments, and discussions is posted on social media. It is essentially a digital space where individuals, communities, and businesses can come closer together. Social media is available to a wide range of people with internet access. (Maya Dollarhide, 2024) Social media is such a medium that has bridged geographical distances, reuniting families and friends separated by miles and abroad. Platforms like Facebook and Instagram have become virtual town squares where people share their lives, celebrate achievements, and offer support.

Moreover, social media has emerged as a potent platform for activism, giving a voice to marginalized communities and driving social changes. However, an attraction is not without its drawbacks. Additionally, excessive social media use has been linked to addiction, decreased productivity, and isolation. Social media content is defined as the multitude of posts, videos, photos, and articles people share across social media platforms. Consistency in both regularly posting and audience choice is essential for building trust with their viewers. Marketing efforts through social media contents have clear objectives aligned with broader marketing goals. Social media content creators can create resonating contents by observing the preferences and the online behavior of their target

audiences. Social media contents sorting could be streamlined by using folders and tags while posting the contents on media platforms. Content creation and its marketing are placed as a bridge to connect with potential customers and establish trust among the current dependents.

Types of Social Media Contents:

Sr. No	Type of Contents	Platforms
1	Short-form video	YouTube, Instagram, Facebook
2	Long-form video	You-Tube
3	Live streams	Instagram, Facebook, Snap Chat, YouTube
4	Polls and Questions	Instagram, YouTube, Facebook
5	Infographics and Charts	Instagram
6	Memes	You-Tube, Instagram
7	GIFs	What's app, Instagram
8	Contests and Giveaways	You-Tube, Instagram
9	Stories	YouTube, Instagram, Facebook, What's App
10	Educational Contents	YouTube, Instagram, Facebook, X, and Linkdin
11	Images	Instagram, Facebook, Twitter
12	Text	What's app: Instagram, Facebook, Twitter
13	Music	You-Tube

Social media content consumption:

Content consumption is defined as the process of individuals engaging and interacting with various forms of media information. Here users can consume social media content in various forms, such as reading, publishing, listening, interacting, and creating their own contents. On social media, by contrast, a large number of users both produce and consume content. The "social" of "social media" is that millions of people tweet on Twitter, rant on Facebook, open boxes on YouTube, share sunsets on Instagram, and announce exciting new professional chapters on

LinkedIn. However, all of this new content has not been matched by an equal increase in the total supply of human attention—the scarce factor consumed during content consumption.. Content consumption mainly includes three elements such as engagement, processing, and retention. Where engagement refers to the interaction of contents such as liking, commenting, sharing, and subscribing. Processing refers to the understanding and interpretation of the presented information. Whereas retention is described as remembering the content and applying it to real-life situations.

An UG student is defined as an individual who is enrolling in a college or university and is pursuing higher education. They are typically young, have completed high school, and are continuing their education after graduation. These are also classified as graduated, undergraduate, or postgraduate students. Basically, students appearing for graduation are considered college students. Typically, students 18–24 years old are defined as college students. They are young adults who have completed high school and have chosen to continue their academic journey. Transition from adolescence to adulthood is normally the life stage of college students. They are focused on several academic pursuits, social interactions, personal growth, career exploration, etc. This crowd engages in various academic pursuits, participates in extracurricular activities, and often explores personal and career paths.

## II. LITERATURE REVIEW

The present review of literature is based on social media content consumption patterns by UG students. Use of social media by college students: Relationship to communication and self-concept presents social media use among college students and how it affects communication with others and college students' self-concept. (Megan Sponcil & Priscilla Gitimu, 2013) This research provides details on which highly recommended contents of social The above literature review given is slightly similar to the present research study. Which will define the objective of the research study. Consuming, sharing, and creating content: How young students use new social media in and outside school, criticizes and compares how students consume, share, and create social media in outside

school. It reflects that self-regulated behavior has a negative impact on social media activity. (J Lu & Q Hao & M Jing, 2016) This literature review reflects various differences to the given research study. Where present literature reviews social media use outside school. The production and consumption of social media employ social media collections and consumption by teenagers. This study details the social media content consumption habits and their pros and cons. (Apostolos Filippas & John J. Horton, 2021) The above literature review reflects how content is produced and consumed by individuals. Meanwhile, the present research study examines only the content-consuming patterns of university students. Digital Consumption Pattern and Impacts of Social Media: Descriptive Statistical Analysis (Rabi N. Subudhi, 2021) The study is about life in the digital world and its statistical analysis.

## III. RESEARCH METHODOLOGY

The present study has been carried out in two departments of Shivaji University Kolhapur. The present study employed the quantitative research method, which involved survey research design. The target population for the research study is 100 samples of UG students of Shivaji University campus. The researcher has conducted 100 samples of respondents. The researcher has collected department-wise samples from the departments of sports, technology, and B.A. filmmaking for the present research using a survey research design tool.

Sampling: A researcher has conducted 100 out of 100 samples from the Shivaji University campus. .

Department wise samples conducted from Shivaji University Kolhapur campus.

Sr. No	Selected area	Total no of Samples	No of conducted respondents
1	B.A. Film Making	10	10
2	Department of Sports	20	20
3	Department of Technology	70	70

Total number of collected samples: 100

The present study was based on primary as well as secondary sources of the data. The researcher visited selected respondents for collecting primary data, which was planned and executed from 14 September 2024 to 20 September 2024. A survey questionnaire of UG students was filled out by students of B.A. Film Making, Department of Sports, and Department of Technology. Questionnaires were filled out personally by visiting their department. The researcher got the best response and the cooperation from the students. Secondary sources of the data were in existing form. Data from indirect sources such as literature reviews and online databases is already collected for the present study in the form of secondary data.

The researcher collected data by using a survey method to form a questionnaire. The researcher mentioned up to 12 questions in a questionnaire based on social media and social media content platforms, and the researcher formed both open-ended and closed-ended questions. The researcher asked respondents about social media content consumption-related questions throughout the questionnaire. Questions are formed by different visions. The researcher started asking respondents about the years since they were using social media. After that, the researcher mentioned the social media platforms they have. Ahead questions are based on the daily internet pack of the UG students, mostly used social media platforms by UG students, their prime time to use social media, their opinion about playing online games, the OTT platforms they have, types of audio content listened to, opinions about reading eBooks or educational contents, frequently seeing and consuming content on social media, and also mentioned about the trouble from any health issues using social media.

For the present study, to know the personal information of the students as a sample, the researcher has taken indicators such as name, class, mobile number, gender, and email ID. The researcher got 47 male respondents, whereas 53 female respondents during the survey. The data was collected by the survey method through questionnaire sheets. The researcher herself collected the primary data. All the data was analyzed by content analysis research design applying quantitative analysis. The tables were created to analyze the data.

About the students are having on social media since the years.

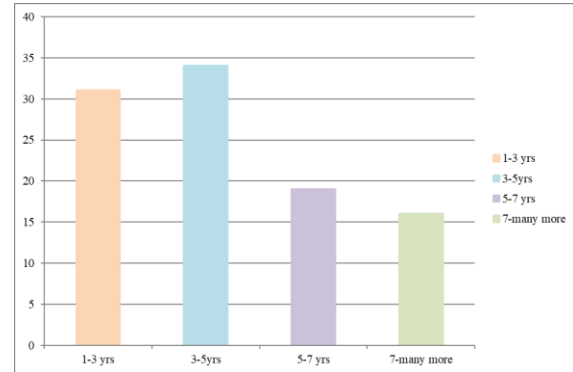


Chart: 1.1

In this question, the focus is on the years of having social media for students. 31 respondents from date 100 samples are you using social media from 1-3 years. 34 respondents from 100 samples have been from 3–5 years on social media. Like 19 respondents using social media from 5 to 7 years, and 16 of them are using it from 7 or many years. According to the analysis of the given question, the researcher found that most of the respondents are using social media from 3 to 5 years. Whereas a smaller percentage of respondents are using social media from 7 to many more years. The above-given graph chart also reflects that average respondents are using social media from 3 to 5 years. Besides, 19 percent of the respondents are using social media from 5 to 7 years. It defines that numbers of respondents choosing 1 to 3 years and numbers of respondents choosing 3 to 5 years have the least similar respondents. Hence, the above-given chart defines the percentage of the students having social media since the years. .

Regarding the social media platforms used by students.

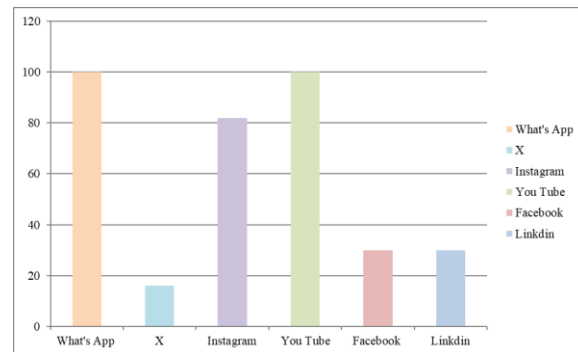


Chart: 1.2

A researcher asked the question, which social media platform do you have? Then 100 out of 100 respondents are using WhatsApp. 16 respondents out of 100 have been on X handling. 82 respondents out of 100 are using Instagram. 100 out of 100 respondents have YouTube. 30 out of 100 have Facebook. And 30 respondents out of 100 are using LinkedIn. According to the analysis, What's App and YouTube are preferred by the students mostly. Meanwhile, Instagram is in second place. And here X and Lindin are the least used social media platforms by students. The given data analysis of the graph chart detailing the percentage of the students having different types of social media platforms. 100 percent of respondents are on social media platforms like What's App and YouTube. After What's App and YouTube, Instagram is the most preferred social media platform by UG students. The researcher found that Facebook and LinkedIn have literally the same numbers of students's preferences. On the other hand, the least number of students are using X. It defines what's App and YouTube are highly recommended social media platforms in compared with X. This means that more of the respondents have two or more social media platforms. It states that the respondents using What's App and YouTube also have other three platforms, like Instagram, Linkdin, and X.

Responses about the daily internet pack of the UG students.

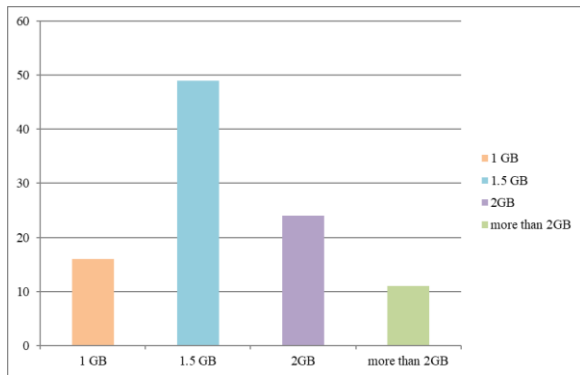


Chart: 1.3

The question asked how much is your internet pack; 16 respondents out of 100 answered 1 GB. 49 respondents out of 100 have 1.5 GB per day. 24 respondents have a 2GB internet pack. And 11 of them have more than the 2GB internet pack. According to the graph chart, the researcher found that 49 percent of

UG students have 1.5 GB of internet per day. On the other hand, only 11 UG students have more than 2 GB of internet per day. It reflects that most of the respondents are choosing a 1.5GB internet pack per day, and the least of the respondents are having more than a 2GB internet pack per day. There are average numbers of students having internet packs of 1GB and 2GB per day. This means that most of the students are having 1.5 GB of data per day. In this way, the above-given graph chart states the details about the daily internet pack of the UG students.

Response about mostly used social media platforms by college students.

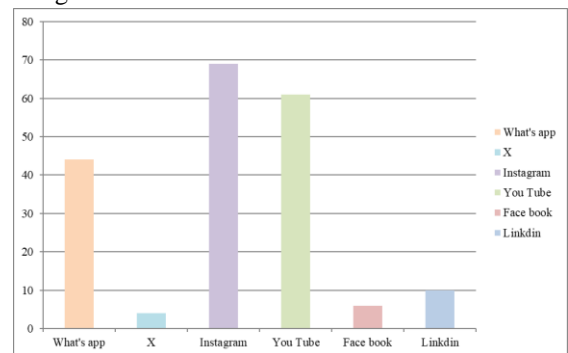


Chart: 1.4

The researcher has taken responses about the mostly used social media platform. The researcher found that 44 respondents from 100 selected What's App. 4 respondents are on X handle. 69 respondents are using Instagram. 61 of them prefer using YouTube mostly. 6 out of 100 respondents have Facebook accounts, and 10 are using LinkedIn mostly. The researcher found that Instagram is the most used social media platform among UG students. On the other hand, X handles have very poor numbers of respondents. After Instagram, YouTube is used mostly by the UG students. There are very poor numbers of users of social media platforms like X, Facebook, and Linkdin. The given data also stated that more of the respondents are using more than two social media platforms. For example, the Instagram user also prefers What's App and YouTube mostly. Hence, the given graph charts state that most of the UG students prefer What's App, Instagram, and YouTube in comparison with X, Facebook, and Linkdin. .

About responses based on prime time of using social media by the UG students.

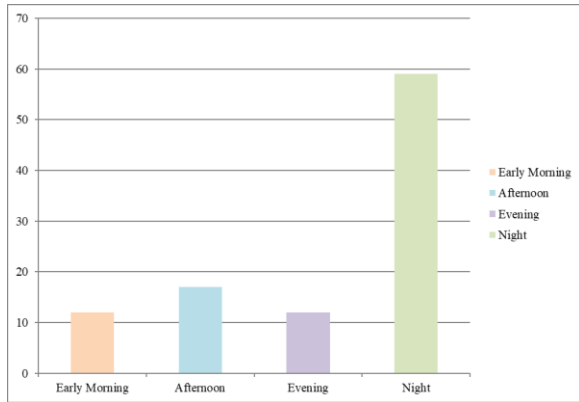


Chart: 1.5

The above-given graph chart qualifies the percentages of the prime time of using social media among UG students; 12 respondents out of 100 are using social media early in the morning. 17 of them are used in the afternoon. 12 of them are referred to in the evening. The researcher found more respondents of prime time to use social media at night than 59. According to the graph chart, most of the respondents have their prime time to use social media at night. Very least, UG students have their prime time social media in the early morning and evening. There are average numbers of students who have afternoon prime time to operate social media. Showcasing the above-given graph chart, the researcher states that the quantity of social media users at night is higher as compared to early morning, afternoon, and evening.

Responses about playing online games by the UG students.

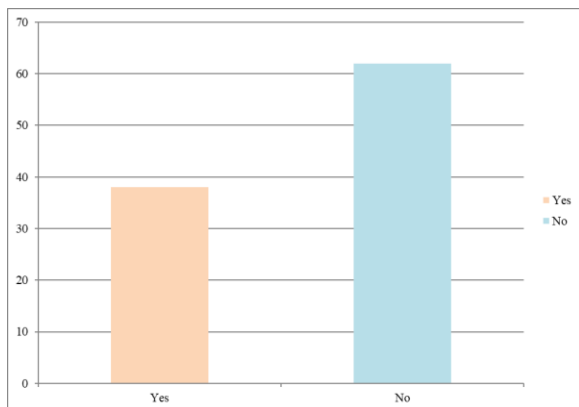


Chart: 1.6

A researcher asked about playing online games. 12 respondents have answered yes, and 20 respondents out of 32 have said no. Here are a large number of the

respondents who are not playing online games. Comparably few of them prefer online games. This graph chart states that 62 percent of respondents are not addicted to the online games. On the other hand, 38 percent of UG students have used to play online games. The researcher found that Online Ludo, Rummy Circle, Free Fire, and BGM are mostly preferred online games by UG students. According to the research, both male and female online game-playing students used to play such games. Hence this graph chart proves the percentage of the online game-playing students. .

Responses about having OTT platforms for UG students.

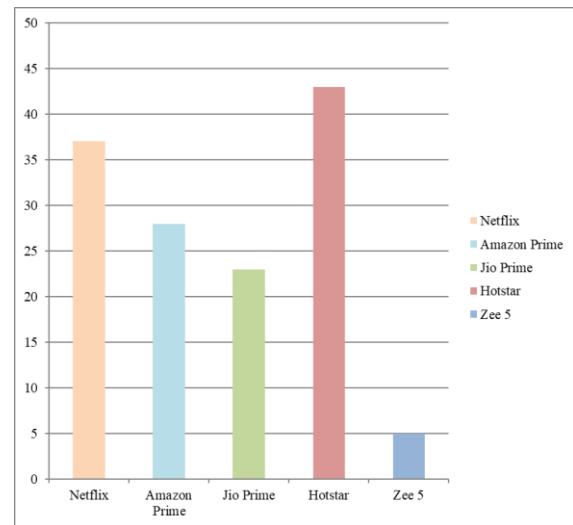


Chart: 1.7

The above-given graph chart focuses on the respondents about having OTT platforms for them. 37 out of 100 respondents have Netflix. 28 of them are using Amazon Prime. Jio Prime is used by 23 respondents. Hotstar is preferred by most of the respondents, which is 43. Whereas, Zee5 is used by 9 respondents. According to the researcher, Hotstar is mostly used as an OTT platform among UG students. After that, Netflix has been used by near 40 percent of UG students. Average students are referring Amazon Prime and Jio Prime. The given chart states that Zee 5 is a less used OTT platform among UG students. Overall, it reflects that Hotstar is a highly used OTT platform in comparison with Zee 5. Hence, the above-given graph chart reflects the quantity of OTT platform recommendations among UG students. .

Response about types of audio content listened by UG students. .

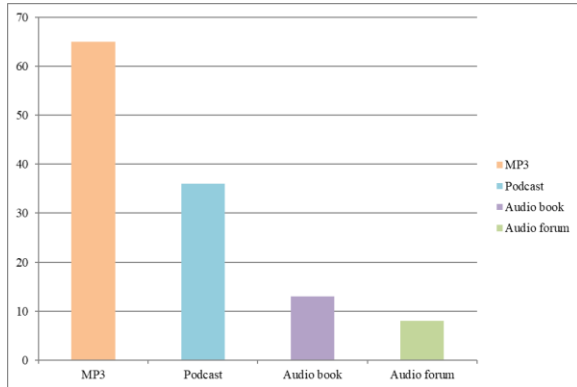


Chart: 1.8

The researcher focused on types of audio contents listened by the UG students. The number of respondents preferred by the MP3 is 65 out of 100 listeners. Thirty-six are podcast listeners. 13 of them are audiobooks. And 8 of them are listening to the audio forum. MP3 is the most used type of audio content among UG students. Then also several students prefer to listen to podcasts. Very few of the UG students prefer to listen to audiobooks and audio forums, according to the above-given analysis of the graph chart. As compared to MP3, audio books, and audio forums, podcasts have average listeners. As well, MP3 is highly recommended audio content compared to other types of audio contents.

Responses about reading eBooks or consuming educational content

The researcher asked the student about reading eBooks or educational content or having related platforms to them. Here, 71 respondents out of 100 are not using any educational content or related platform. On the other hand, 29 of them are preparing eBooks or educational content and related platforms. It defines that there is a very small percentage of UG students who are used to reading eBooks and educational contents. On the other hand, 71 percent of students still never used to read eBooks or consume educational contents. Hence this graph states that, now a days, the number of UG students consuming educational contents and reading eBooks is very poor.

Referring to consuming educational content recently by the UG students, the researcher asked the respondents about recently consumed educational

content. 59 out of them answer no. The number of yes-answered respondents is 41. Here, most of the respondents have consumed educational content recently. Here are large numbers of respondents who have consumed educational content recently. On the other hand, 41 percent of respondents don't have consumed any type of educational content recently. Hence, the given chart defines the percentage of the respondents who consumed educational content recently..

The question was asked about the type of the content students like most, they see and consume frequently. Large number of respondents said yes. Number of frequently seeing and consuming respondents is 77. On the other hand only 23 out of 100 respondents are not seeing and consuming content frequently. In this way, the given graph chart states that large number of the UG students are used to seeing and consuming social media contents frequently. Also researcher found that most of the respondents are used to seeing and consuming short form videos like reels on Instagram, and long form of videos including web series, movies, serials, short films, and so on.

The researcher mentioned the question about physical health issues like back pain, mental health, and eye-related issues by handling mobile and using social media. Then 37 respondents are troubling from health issues alike. On the other hand, 63 of them are not suffering from such issues. Few of the students are troubling from physical and mental health issues by using social media. Whereas, 63 percent of students deny that they are suffering from health issues by using social media contents. Here students mentioned issued link eyes itching, backbone cramps, etc. Hence this graph proves that, as compared to the numbers of respondents having health issues, the respondents are not having any health issues by using social media..

The research study is based on content consumption patterns of UG students. The researcher selected topic for research is social media content consumption patterns of UG students. The researcher interpreted findings related to the research study. Collected data were analyzed by the content analysis method and presented by showing graph charts. The researcher found three main conclusions regarding the objectives of the research topic. The researcher collected data by

using the survey method, whereas the questionnaire is based on social media, social media content consumption, and related points. The researcher also referred to related existing research material based on the given research study.

### CONCLUSION

The researcher had three objectives for the present research. Keeping these objectives in mind, primary and secondary data were collected. The salient findings are presented after analyzing these data. According to the first objective of the research study, examining the content consumption pattern of college students, it is concluded that most of the students consume contents from social media platforms like Instagram and YouTube. These social media platforms include contents like short form videos and long form videos. The second objective of the research was to know the highly recommended social media contents; according to the collected data, it states that contents from Instagram and YouTube are mostly seen and consumed frequently. Studying the social media content consumption pattern to understand an unintentional addiction to content consumption is the third objective of the present research. It states students are unintentionally addicted to entertaining social media platforms like Instagram, YouTube, and also different types of OTT platforms. Also, most of the students are not referring to eBooks and educational contents using social media.

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