



# STUDY OF REPERCUSSIONS OF SOCIAL MEDIA ON COLLEGE TEACHER USING STATISTICAL TECHINQUES

**Prakash S. Chougule<sup>1</sup>**

Associate Professor, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

**Tejaswi S. Kurane<sup>2</sup>**

Assistant Professor, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

**Suresh V. Patil<sup>3</sup>**

Associate Professor, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

**Hritik R. Chavan<sup>4</sup>**

Research Student, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

**Ajinkya C. More<sup>5</sup>**

Research Student, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

**Ajit S. Sutar<sup>6</sup>**

Research Student, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

**Vishakha V. Patil<sup>7</sup>**

Research Student, Rajarshi Chhatrapati Shahu College Kolhapur-416005. (MS), India

Article DOI: <https://doi.org/10.36713/epra5050>

## ABSTRACT

*The internet and social media provide students with a range of academic benefits and opportunities to enhance their learning process. The main goal of this research is to examine the impact of using the social media on the academic performance of the college teachers, therefore the selected sample as college teachers in rural and urban area. The analysis carried out through some statistical techniques and made some meaningful concluding remarks.*

**KEYWORDS:** *Graphical Representation, Chi-square Test, Proportion Test, Level of significance.*

## INTRODUCTION

Today's Universities have well-developed social media strategies, and use a suite of social media tools for various purposes including internal and external communications, recruitment, sharing research findings, and highlighting exciting student initiatives. Social media tools and technology are also making their way into the classroom, although the 2013 Pearson Report indicates that its use in teaching lags behind other uses, and that "faculty are much

more willing to embrace social media in their personal lives than they are to use it for professional or teaching purposes". However, active proponents are quick to relate how these tools increase student engagement and have a positive influence on teaching and learning. Is there any substance behind these claims? Is there any evidence that social media has a useful place in the classroom?

It's becoming increasingly clear that social media is commonly used in the University context.