

Understanding the Challenges of Social Media Users: Management Students' Perspective in Two Asian Countries

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ABSTRACT

What the present days offered to us specifically in the distribution of information is never in our experiences before. In the present day, the easiest and certain dissemination of a full-size wide variety of information, with pleasant and less worrying strategies to spread them is through the social media platforms. The responses that the users received are noteworthy since it can be achieved with fewer expenses and in just a few minutes, hours, or less than a day at the most. An actual description of how easy it is may be visible with the summit of information on the web and internet-based media facts and arguments in China way back earlier in 2019 when the frequency of coronavirus cases had widespread contamination. The correspondence with beloved ones lessens the feelings of separation and weariness which have been associated with anxiousness and lengthy haul problem; thus, instigates a tremendous impact on the diminishing of mental health. Social media platforms have helped the public to hold up their self-worth. The maximum great qualities of social media platforms range enormously high during this pandemic time. The dispersal of agreements between public officials worldwide and even private individuals can happen quickly. The bonds are a valuable remedy to reduce the feeling of being alone and isolated because of the spread of coronavirus. The virus reduces people's ability to create gatherings in person; thus, people resorted to social media platforms. In the present time, among the most typically applied sources of some issues are social media platforms. These platforms are never known before in the globe. A study titled Understanding the Challenges of Social Media Users: Management Students' Perspective in Two Asian Countries was conducted to determine primary social media platform used by the respondents, reasons for using social media, level of dependence towards social media, positive and negative effects in the use of social media. The results of the study reveal that in Indonesia, the female is greater in number than male respondents while in Oman male is greater in number than female respondents. In addition, it was found that 50% of the Omani spent 1 to 5 hours while less than 50% of the Indonesian respondents spent the same number of hours. This signifies that this is the number of hours which many of the respondents used social media platforms. Moreover, 80% of the Indonesian respondents got more than 100 friends while only 50% of the Omani got more than 100 friends. Facebook and YouTube are the most common social media platforms used by the two groups of respondents and keeping in touch with family and friends is the reason that is common to them. Many of the listed instances which describe the dependence (reliance) of the respondents to social media were rated by them to the same extent. Most of the positive effects in the use of social media are highly rated by the Indonesian respondents; thus, they felt more on the positive effects of social media than the Omani respondents. The Indonesian respondents manifested that to miss the positive experiences and emotions that someone else is getting have the highest negative effect on them while the Omani respondents showed that the use of social media affected a lot on their sleeping patterns.

Keywords: social media, reasons, dependence, positive and negative effects