



Experiential Learning on “To Measure the Attitude of Youth towards use of Social Media in their Personal Life”

The students of S.Y.B.B.A. - 2 had a practical learning based approach for Business Research covering various aspect of research work.

Brief of the research process:

- Getting Purpose and specific aim
- Preparing Research Statement
- Setting Objectives
- Deciding clear subject
- Preparing Questionnaire
- Pilot testing
- Actual fieldwork with respondents
- Coding the questionnaire

It all began with framing the research statement which included contribution of every student's intelligence and rational understanding. Once, the statement: “To Measure the Attitude of Youth towards use of Social Media in their Personal Life.” was prepared it gave a clear picture of the entire research process and its forecasting.

Then the objectives of the study were stated considering several variables. And the next thing to discuss was the feasibility of various research methods and techniques for the research study.

The next step taken was preparing questionnaire collectively among the students. Firstly, the required demographic profile of the respondents was prepared. Then the questions were listed down utilizing the instruments like scales and multiple choice questions considering the respondents' view points as well as the purpose of the study.

Once the questionnaire was prepared by the joint efforts of the students, the effectiveness of the study was tested among the class students so that further corrections are made wherever needed before implementing in the field. This phase made us think practicably with a holistic approach.

And finally, the students were distributed the sets of questionnaire to approach the respondents and collect required information. Here, we realized how actually it is important to get information from different people and tackling social hurdles. This made us know the seriousness of the limitations of the research study.

Once the respondents were approached, it students were guided in detail for coding the questionnaire. Coding task was required to be done with greater effectiveness to get accurate outcome.

Overall, the entire learning based research was quite practical and fruitful which made every student get into deep insight for the research process.