



## **A descriptive study to assess the perception on internet memes regarding educational system among college students in a selected college at Coimbatore**

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### **Abstract**

A Meme is a unit of cultural idea, symbols or practices which is formed into an image, video or a piece of text that is transmitted from one person to another through a imitable phenomena with a mimicked theme. Our present study is to assess the perception on internet memes regarding educational system among college students in a selected college at Coimbatore. The aim of the study was to assess the perception on internet memes regarding educational system among college students in Coimbatore. The sample size consist of 100 college students who were selected by using non-probability purposive sampling technique. The tool used in this study for data collection was a structured questionnaire with two parts such as demographic variables and 5 point likert scale to assess the perception on internet memes regarding educational system. After getting formal permission from the concerned authority, the data was collected from the samples by distributing the structured questionnaire. The participants were taken 20-30 minutes to fill the questionnaire and return back. The data obtained were analyzed in terms of the objectives of the study using descriptive and inferential statistics. The results of the study revealed that majority of the samples 75 (75.0%) had good level of perception and remaining 25 (25.0%) had moderate level of perception regarding internet memes on educational system.

**Keywords:** The keywords of this study include perception, internet memes and college students

### **Introduction**

A meme is a unit of cultural idea, symbols or practices which is formed into an image, video or a piece of text that is transmitted from one person to another through a imitable phenomena with a mimicked theme. These include gifs, themes, catchphrases, viral videos and jokes often from popular culture, captioned with a phrase. Memes are spreaded by two mechanism either mimicry or remix and such units of information are spread rapidly by the internet users in the social media platforms like Instagram, WhatsApp, Facebook, twitter, etc.

The word "meme" is a neologistic word coined by Richard Dawkins in his book "The selfish gene" in the year 1976. He described meme as a cultural unit that is shared and the pass down over the course of generations, similar to what occurs with a gene in the biological sense. Dawkins applied the theories of evolutionary biology to memes in comparison of the way they spread, combined and changed in the way a genetic code changes as a species and adapts to the environment.

According to YPulse's (2019) latest social media survey, 75% of 13 to 36 years old and 79% of 13 to 17 years old share memes. 55% of 13 to 35 years old send memes every week and 30% send them every day. 38% follows meme accounts on social media, 74% send memes to make people smile or laugh and 53% send them to react to something. A huge amount of young consumers who are making these visual jokes a part of their language.

Memes can be adapted to fit educational settings and act as a vector to communicate various concepts. Teachers have implemented memes into their lectures and classrooms in various ways. Some have used memes to relax students and create a comfortable learning environment for students. Memes can also act as a bridge between students and the educational management. Memes also has a greatest capacity to influence society and people living in the society. The present study was carried out with the following objectives,

- To assess the perception on internet memes regarding educational system.
- To associate the level of perception with the selected demographic variables.

### **Materials and methods**

A quantitative approach by using descriptive research design was used to a sample size of 100 students who were selected by using non probability purposive sampling technique, to assess the perception on internet memes regarding educational system and also the association between level of perception and selected demographic variables. It enables the researcher to develop methodology, analysis and interpretation of data. The tool used in this study for data collection was a structured questionnaire with two parts. It consists of part A: Demographic variables which includes (i) personal characteristics, (ii) information related to family, (iii) information related to mobile phone

usage and (iv) information related to memes, part B: Five point likert scale to assess the perception on internet memes. The experts working as a professor in nursing college validated the tool. The level perception was categorized into poor, moderate and good. The data was collected from the samples by distributing the structured questionnaire and the samples took 20-30 minutes to fill the questionnaire and return back. The data obtained were analyzed in terms of the objectives of the study using descriptive and inferential statistics. The demographic variables were analyzed using frequency and percentage. The level of perception were analyzed using frequency and percentage. Also item wise analysis of perception on positive and negative aspects were presented in frequency and percentage. The association between the demographic variables and level of perception were analyzed using Chi square test.

## Results

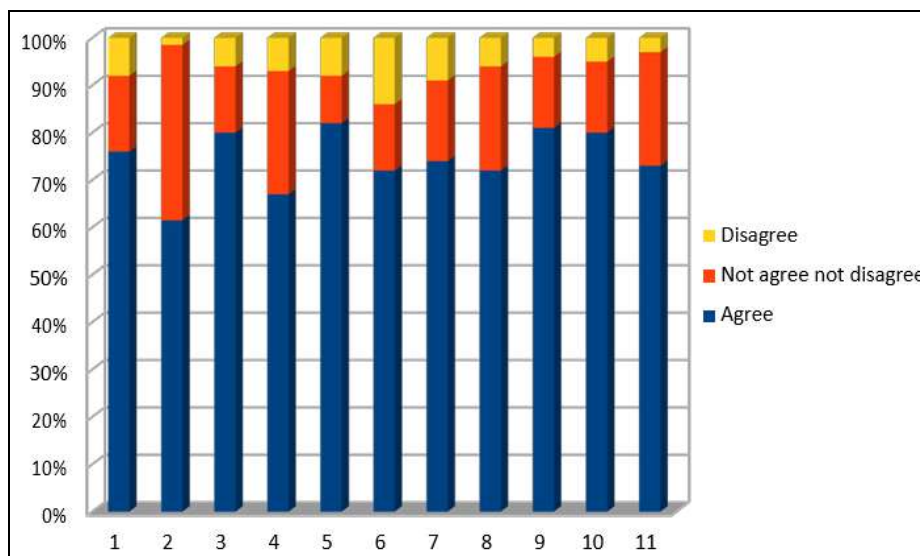
### Description of demographic characteristics

More than half of the samples 56 (56.0%) belongs to the age group of 17-19 years, most of the samples 63 (63.0%) were females, nearly half of the samples 41 (41.0%) were from UG 2nd year, majority of samples 87 (87.0%) were day scholars, half of the samples 50 (50.0%) belongs to the urban community and more than half of samples 58 (58.0%)

had sleep of 6-8 hour. One third of the samples 37 (37.0%) had monthly income between Rs.10,000 to 20,000, majority of the samples 77 (77.0%) belongs to nuclear family, one third of the samples 35 (35.0%) father's were self employees and most of the samples 60 (60.0%) mothers were homemakers. Most of the samples 85 (85.0%) had Internet access in their area, majority of the samples 84 (84.0%) had smartphone for watching memes, most of the samples 65 (65.0%) spend Rs.200 to 400 for internet data recharge per month and nearly half of the samples 43 (43.0%) used 1 GB data per day. More than half of the samples 53 (53.0%) spend less than one hour for watching memes, most of the samples 71 (71.0%) used to watch memes in Instagram app, half of the samples 50 (50.0%) started to watch memes after school days, most of the sample 63 (63.0%) had the good opinion regarding social impact of memes, majority of the samples 75 (75.0%) liked to watch funny or comedy memes.

### Level of perception

S. No	Level of perception	Frequency	Percentage
1.	Poor	0	0
2.	Moderate	25	25.0
3.	Good	75	75.0



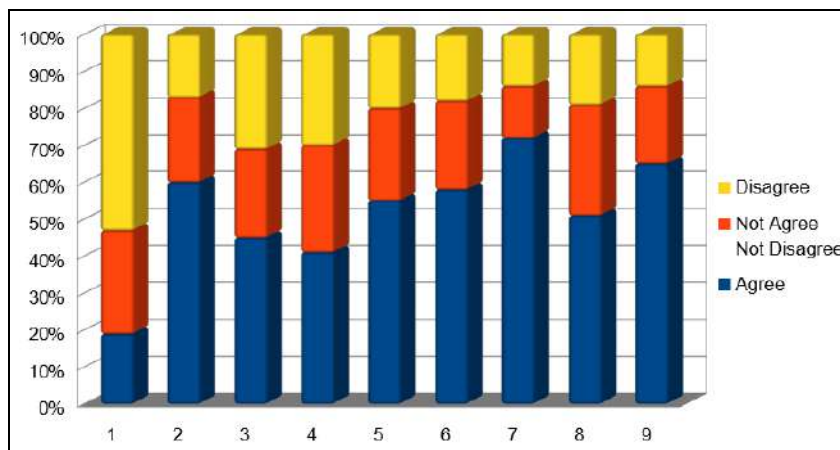
**Fig 1:** Item wise analysis of perception on positive aspects

**Table 1:** Presents item wise analysis of perception on positive aspect of internet memes regarding educational system among college students in frequency percentage.

1	Memes helps in learning new things
2	Memes create social awareness
3	Memes spread information faster than any other channel of communication
4	Real incidents are shared through memes
5	Funny memes reduce stress level of students
6	Teaching and learning becomes interesting through educational topic related memes
7	Positive memes on educational system promote the educational institution.
8	Public will get adequate information about current education system through memes
9	Students views and opinions can be reflected through memes
10	Memes helps to share a opinion of a person to a large group of people
11	Memes with pictures attract more than textual memes

Majority of the samples agreed that memes helps in learning new things 76 (76%), create social awareness, 83 (83%), spread faster than any other channels of communication 80 (80%), real incidents are shared through memes 67 (67%), funny memes reduce stress level of the students 82 (82%), teaching and learning becomes interesting through educational topic related memes 72 (72%), positive memes

on educational system promote the educational institution 74 (74%), public will get adequate information about current education system through memes, 72 (72%), students views and opinions can be reflected through memes 81 (81%), helps to share a opinion of a person to a large group of people 80 (80%), pictures attract more than textual memes 73 (73%).



**Fig 2:** Item wise analysis of perception on negative aspect

**Table 2:** Presents item wise analysis of perception on negative aspect of internet memes regarding educational system among college students in frequency percentage.

1	Memes related to discrimination like caste can provoke violence among students
2	Students behaviour can get affected due to the extensive use of memes
3	Students academic involvement gets reduced due to spending more time in watching memes.
4	Troll memes about educational organization hurt the higher authorities of a institution
5	Memes against the reputation of a college can create a negative impact on educational institution.
6	Violent memes can create negative impact on educational organization.
7	Education related memes are challenging for the educational organization.
8	Troll memes may be used to harass the teachers.
9	Memes is a easy mode of bullying between students in educational institution.

More than half of the samples disagreed that memes related to discrimination like caste can provoke violence among students 53(53%), others agreed that students behavior can get affected due to the extensive use of memes 60 (60%), students academic involvement gets reduced due to spending more time in watching memes 45 (45%), troll memes about educational organization hurt the higher authorities of a institution 41 (41%), memes against reputation of a college can create a negative impact on educational institution 55 (55%), violent memes can create negative impact on organization 58 (58%), education related memes are challenging for the educational organization 72 (72%), troll memes may be used to harass the teachers 51 (51%) and memes is a easy mode of bullying between students in educational institution 65 (65%).

#### Association of level of perception with demographic variables

There is no significant association between the demographic variables and the level of perception.

#### Conclusion

The study concluded that majority of the college students had good perception of internet memes regarding educational system.

#### Implications

- Sharing funny memes with colleagues or staff can reduce the frustration of work.
- Nurses can use funny memes to educate patients about surgical procedure to gain knowledge and reduce the anxiety of patients.
- Nurse educators can make teaching and learning interesting using educational memes related to nursing field.
- Nurse educators can include memes in teaching methodology to easily attract the student's attention and relax their mind.
- Nursing administrator can have a plan to include educational memes related to nursing procedures in the nursing curriculum.
- Nurse researcher can promote research related educational memes to the nursing students.

#### Recommendation

- A similar study can be conducted with increased number of samples.
- A correlational study can be conducted between attitude on internet meme and social behavior among nursing students.

- A study can be conducted to assess the effectiveness of learning through nursing memes in nursing students.
- A comparative study can be conducted to assess the attitude regarding nursing memes between medical and non-medical students.

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