

PREFERENCES IN SELECTION OF SOCIAL MEDIA AMONG PERSONS WITH HEARING IMPAIRMENT

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ABSTRACT

Social media comforts the persons with hearing impairment in battling the communication barriers. Use of social media is emerging in India. This study helps in understanding the preferences in use of Social Media Usage among Persons with Hearing Impairment in India.

KEYWORDS: Preferences in Selection of Social Media among Persons with Hearing Impairment

INTRODUCTION

Social interaction is a life-process and a crucial part of our success in life. It supports independent living, community experiences and relationships. To enrich the social interaction process, recent technologies such as internet and social media have been introduced and used in a wide scale as new means for social communication between people. Social media widely used by persons with hearing impairment in India. This study is an attempt to find out the preference of selection of social media used by persons with hearing impairment.

METHODS

The sample comprised of fifty persons with hearing impairment. The design adopted was descriptive survey. The tool included a checklist for assessing the communication preferences in social media by persons with hearing impairment.

Result 1: Preference in Selection of Type of Social Media

The first question was attended the media tools the persons with hearing impairment prefer to use. The data shows that 28% of the samples used SMS and 24% were using Facebook. Whereas Whatsapp (50%) and Google+(41%) were widely used by others. Figure 1 clearly shows the obtained data on preferences in selection of social media.

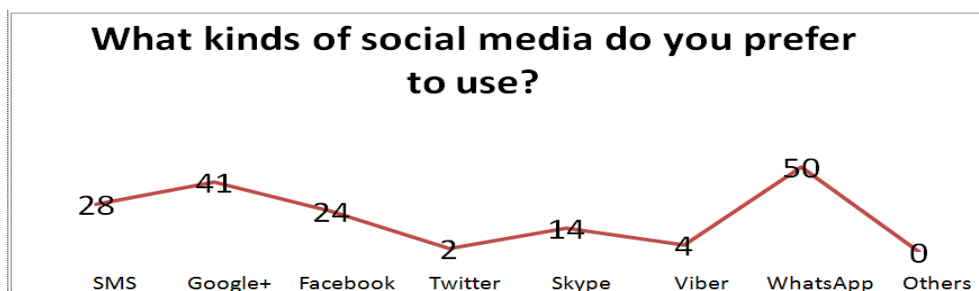


Figure 1: Preference in Selection of Type of Social Media

Result 2: Frequency of Usage of Social Media by Persons with Hearing Impairment

The answer given to this question can be explained through the Figure 2. Eighteen of the participants responded with “several times a day”, eight used it rarely, eighteen used it about once a day, and six used it once a week. No one used electronic communication fewer than once a month on average.

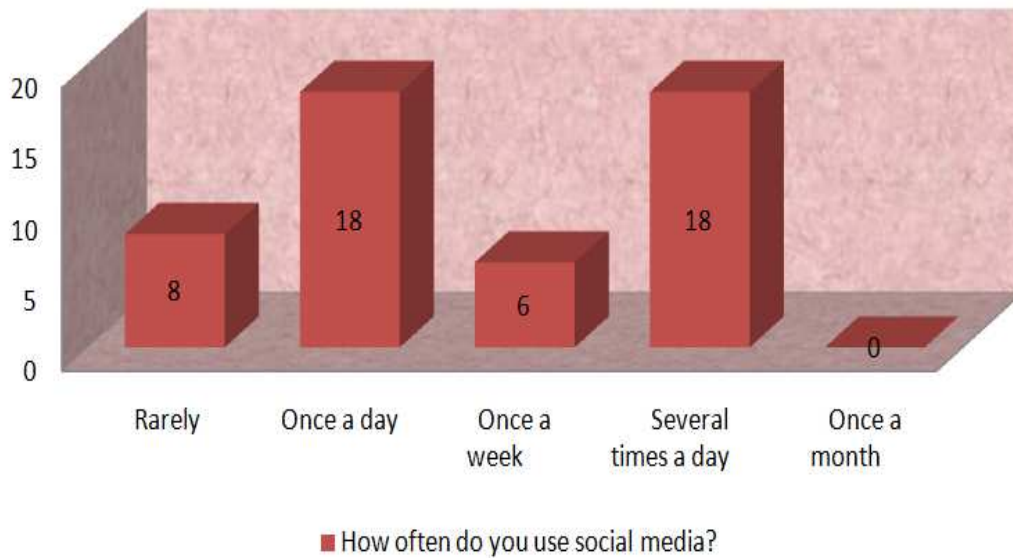


Figure 2: Frequency of Usage of Social Media by Persons with Hearing Impairment

Result 3: Time Spent on Social Media

How much time do you spend in social media per day?

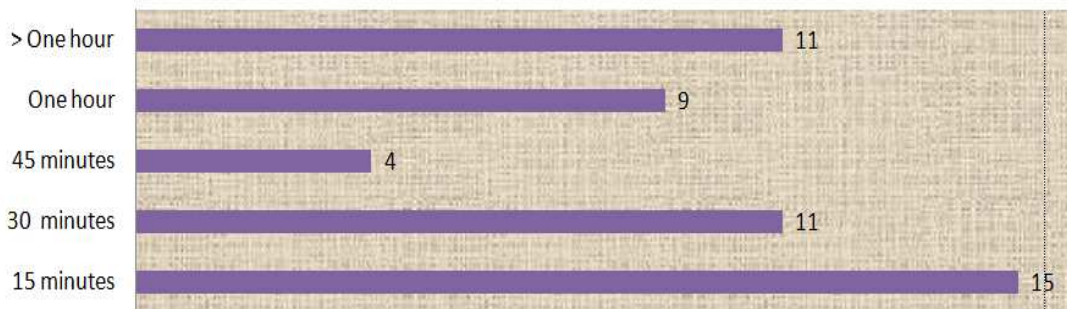


Figure 3. Time Spent on Social Media

This question reveals how much time spent on social media and other electronic communication, and the answers ranged from 15 minutes to more than an hour. Fifteen participants reported spending time for 15 minutes and eleven said they were using it more than one hour.

Result 4: Reasons for Using Social Media

The fourth question was asked to find the reason behind the use of social media among Persons with Hearing Impairment. The result shows that 25% were using for entertainment and 15% for educational purposes. 22% of the participants say it was used for professional and 20% for social interaction. The remaining 18% were using it for some other reasons.

Reasons for using social media networks

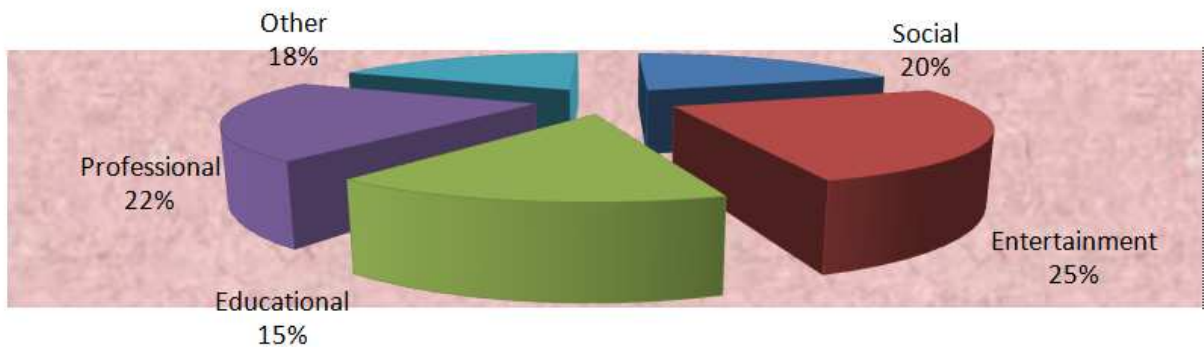


Figure 4: Reasons for Using Social Media

Result 5: Communication Preferences

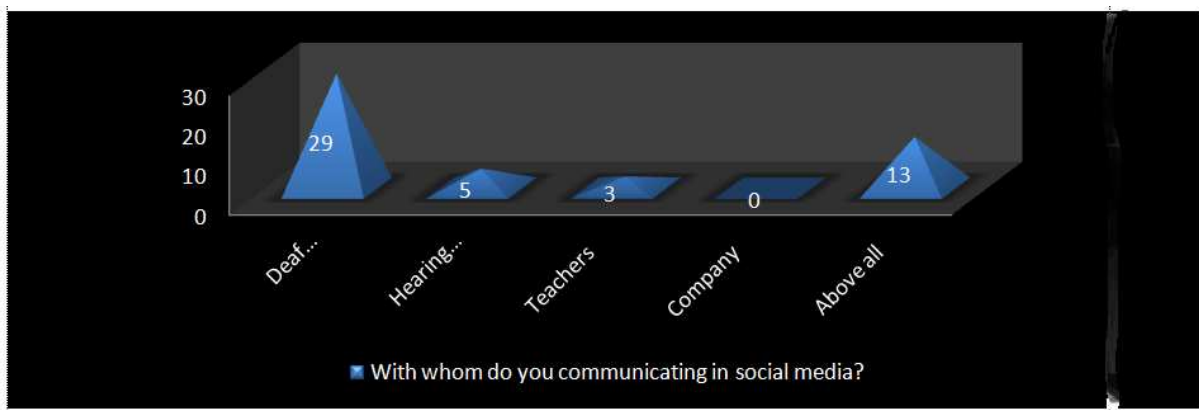


Figure 5. Communication Preferences

The above Figure explains the communication preferences among the Persons with Hearing Impairment. It shows at the maximum 29 participants were communicating with their deaf friends and relatives and only five of them were communicating with their hearing friends and relatives.

CONCLUSIONS

Newer forms of social media may bridge the gap between persons with hearing impairment and their integration into the general public. The goal of this study was to investigate the dynamic use between the persons with hearing impairment and their preferences in the selection of social media. Results reveal that whatsapp is widely preferred by persons with hearing impairment.

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