



***USAGE OF SOCIAL MEDIA AND RELATED PROBLEMS: A STUDY
BASED ON INTERNATIONAL STUDENTS IN THE WUHAN
UNIVERSITY IN CHINA***

A.W.V Athukorala

Sri Pale Campus, University of Colombo

watsalaa@yahoo.com

Consequent to the rapid development of Chinese education many of international student's enrollments of higher education have increased. The rapid development of social media has fundamentally reshaped the world education system. CNNIC (2009) Statistical survey report on the Internet development in China mentioned that China dominates the blogosphere worldwide, with 162 million Chinese bloggers (CNNIC, 2009). According to Walsh (2008), blogging in China is not just a pastime for opinion leaders but a form of collective behavior emphasizing the cultural need for togetherness in the Chinese society (Walsh 2008). This paper examines Usage of social media and related problems of international students in the Wuhan University in China.

A survey method was used to collect data and sample is selected among international students who are studying in Wuhan University in china. A questionnaire is used as research instrument to collect primary data. Despite the distribution of 250 questionnaires to international students, only 216 (86.4%) were received from them.

The research finds that legal risk, privacy, credibility, convenience, copyright, cost, time and permanency are influenced to use of social media and related problems. A "content of social media" is predominantly used by international students in the Wuhan University. These media sites are used by post graduate students to achieve their educational and entertainment purposes. When consider major study area variation of using social media can be observed even among the student in the same major subjects. The usage of social media would be determined by the individual expectation of the international students. Although social media like face book, Twitter, LinkedIn, blogs, wikis, and other virtual communities help create new opportunities to build up diverse relationships with each other, there are many inherent legal risks that everyone has to face unenthusiastically. This research finds that when the university students are more concerned about legal risk, the frequency with which they use for a social media sites decreases. The current research discovers that convenience of use of social media directly affect the highest usage of the social media. Unique characteristic feature of media usage in China is applying restriction for popular media sites and introduced alternative Chinese popular native social media sited instead. Therefore learning native language will benefited approaching to social media. Hence, it can be concluded that, native social media usage in China is positively affected by Chinese language proficiency.

Keywords: *Social Media, International Students, Legal Risk, Privacy, Individual Expectation*