

Awareness and Use of Social Networking Sites by the Faculty Members of Government First Grade College, Chamarajanagar, Karnataka: A Study

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Abstract - *The present paper discusses about the awareness and use of social networking sites (SNS) by the faculty members of Govt. First Grade College, Chamarajanagar. The questionnaire method was used to collect required data from the respondents. The results show that, faculty members have awareness about use of Facebook, YouTube and Blogs than other sites. The respondents learned to use SNS through guidance from the friends and colleagues. Most of the respondents have been using SNS from last two years. Nearly 63% of the faculty members' use SNS for keeping in touch with peers and family members. More than half of the faculty members accepted that SNS 'helps to get required academic information from faculties of other colleges' and 'to exchange ideas among teaching community'. However, lack of availability of internet facility is the problem for 72.5% of the respondents. The study concludes that, by using latest SNS applications the teaching faculty can accomplish their academic assignments more effectively.*

Keywords: Social Networking Sites, Faculty Members, Awareness, Use, Government College, Chamarajnagar.

1. Introduction

Social Networking Sites (SNS) as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2008). The enormous growth in social media over the past two decades has been massively influenced on almost every field, and the teaching profession is certainly no exception. The channels such as Facebook, Twitter and YouTube have quickly become very popular and familiar among the teachers and students. The popularity of social media has allowed many teachers to improve their classroom practice and it helps to introduce their student community to new tools and convey the curriculum in innovative and attractive ways. In this view, an attempt has been made to know the teaching faculty attitudes

towards the awareness and use of social networking sites of government first grade college of Chamarajnaragar.

2. Review of Literature

Social network sites are increasingly attracting the attention of academic and industry researchers intrigued by their affordances and reach (Boyd and Ellison, 2008). According to Selwyn (2010), teachers should be warned against pedagogical uses of SNS as FB is an informal channel. Students use SNS predominantly for identity building rather than for educational purposes (Selwyn, 2010). Kirschner and Karpinski (2010) also caution against the use of SNS in education; the findings from an explorative study indicated a significant negative relationship between pupil uses of FB and academic performance. The study conducted by Helleve, Almas & Bjorkelo (2013) to explore the extent of use and purposes of teachers and upper secondary pupils use social networking sites show that, the majority in both groups want to communicate with peers, not with each other. Both report negative SNS experiences. Pre-service teachers do not use SNS for pedagogical purposes, pupils do. Governmental recommendations are discussed in relation to the findings regarding institutional guidelines.

3. Objectives of the Study

The core objectives of the present study are as follows:

- To know the awareness and use of SNS by the faculty members.
- To identify the purpose of using SNS by the faculty members.
- To study the frequency and time spent by the faculty members in using SNS.
- To know how the SNS influence on academic performance of faculty members.
- To identify the problems faced by the users while using SNS.

4. Methodology of the Study

For the collection of required data, the survey method has been adopted and the structured questionnaire was used. Overall 55 questionnaires were distributed among faculty members of Government First Grade College, Chamarajanagar. Out of which, 40 valid responses were received back, with the response rate of 72.72 percent. The collected data were entered in excel sheet, and analyzed by using simple statistical techniques. Further, the study is limited to faculty members of the college and excludes non teaching staffs and students.

5. Results and Discussion

5.1 Gender of the Respondents

The table 1 depicts the gender of the respondents. Out of 40 respondents, 26 (65%) are male and remaining 14 (35%) are female respondents.

Table 1: Gender of the respondents

S/N	Gender	No. of Respondents	Percentage
1	Male	26	65.00
2	Female	14	35.00
Total		40	100

5.2 Department wise distribution of the respondents.

The department wise distribution of respondents is presented in figure 1. Out of 40 respondents, majority of the respondents i.e. 15 (37.5%) are from Commerce department, followed by, 10 (25%) respondents are from Political Science, 2 (5%) each replied from Chemistry, Physics, Economics, History, Geography, English and Kannada and one respondent answered from Sociology department.

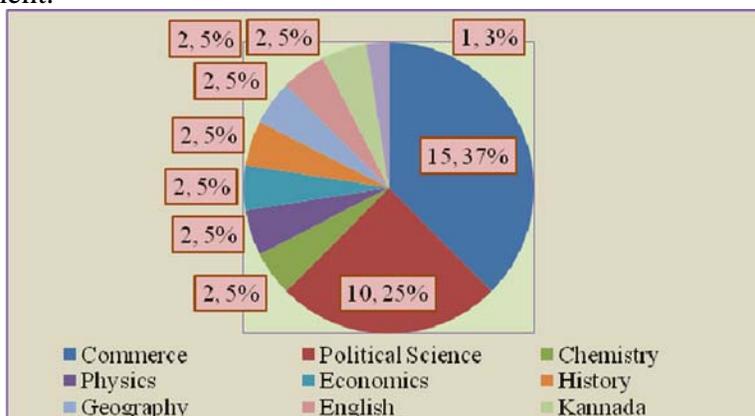


Figure 1: Department wise distribution of the respondents

5.3 Awareness of Social Networking Sites by the faculty members

Table 2 presents the awareness of Social Networking Sites by the faculty members. It is clear from the table that, 20 (50%) of faculty members have awareness about ‘Facebook’, 13 (32.5%) replied that they know about YouTube, 10 (25%) users know about ‘Blogs’ and 8 (12.5%) of respondents each stated that, they are familiar with ‘Orkut’ and ‘Twitter’ respectively. Whereas, the SNS ‘Delicious’ and ‘Friendster’ is concerned 12.5% & 7.5% of them answered they have awareness. In the remaining SNSs, 2 (5%) respondents each replied positively.

Table 2: Users aware of Social Networking Sites

S/N	Social Networking Sites	No. of Respondents (N=40)	Percentage
1	Face book	20	50.0
2	YouTube	13	32.5
3	Blogs	10	25.0
4	Orkut	8	20.0
5	Twitter	8	20.0

6	Delicious	5	12.5
7	Friendster	3	7.5
8	Hi-5	2	5.0
9	MySpace	2	5.0
10	LinkedIn	2	5.0
11	Flicker	2	5.0
12	Any other	2	5.0

5.4 The source of knowing about the Social Networking Sites by the Faculty members.

Figure 2 shows the sources from which users came to know about SNS. The majority of the respondents (73; 58.87%) know about SNS through ‘Guidance from friends’, followed by, 12 (30%) users know from ‘Colleagues’, 5 (12.5%) of respondents from ‘Guidance from the library staff’, 3 (7.5%) from ‘Trial and error method’, and only 2 (95%) users know about SNS from ‘other sources’.

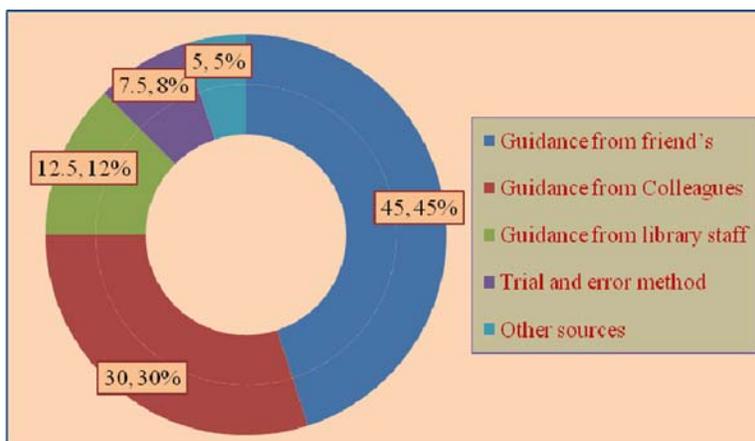


Figure 2: Source came to know about the Social Networking Sites

5.5 Place of using SNS by the faculty members.

Table 3 presents the place in which users use Social Networking Sites. Half of the respondents use SNS ‘by Cell Phones’. About 15 (37.5%) respondents use ‘At Cyber Centers’, followed by, 8 (20%) at ‘Library’, 6 (15%) at ‘Home’ and remaining 5 (12.5%) respondents use SNS in other locations/places.

Table 3: Place of Using Social Networking Sites

S/N	Place	No. of Respondents (N=40)	Percentage
1	By Cell Phone	20	50.0
2	At Cyber Centre	15	37.5
3	At library	8	20.0
4	At home	6	15.0
5	Other place	5	12.5

5.6 Experience of faculty members in using Social Networking Sites

It is observed from the figure 3 that, 50% of the respondents use SNS from ‘1-2 years’, 8 (20%) users use SNS since ‘1-6 month’ about 6 (15%) users use from ‘6 Months to a Year’, 3 (7.5%) of users have more than 2 years of experience and only 2 (5%) of the respondents use social networking sites from less than a month.



Figure 3: Experience of faculty members in using Social Networking Sites

5.7 Time spent by the faculty member in using Social Networking Sites.

Table 4 elucidates how much time do faculty members spent in using SNS daily. We can observe from the table that, majority i.e. 25 (62.5%) of users spent less than 1 hour, nearly 7(17.5%) users use 1-2 hours’, 6 (15%) respondents state ‘they use according to their requirement’, 2 (5%) users opine they use SNS ‘2-3 hours’ in a day.

Table 4: Time spent in visiting Social Networking Sites

S/N	Parameter	No. of Respondents	Percentage
1	Less than 1 hour	25	62.5
2	1 - 2 hours	7	17.5
3	2 - 3 hours	2	5
4	According to my requirement	6	15
	Total	40	100

5.8 Purpose of using Social Networking Sites.

The purpose of using Social Networking Sites is discussed in table 5 and it reveals that, majority (25; 96.77%) of users use Social Networking Sites to ‘Keep in touch with peers & family’, about 22 (55%) users each use for ‘teaching & learning purpose’ and ‘Sharing photos, Videos & Notes’ with students respectively. Nearly 18 (45%) use Social Media for ‘E-commerce’, and 16 (40%) for ‘entertainment’ purpose. Similarly, 12 (30%) respondents each use social media ‘to get latest news’, and ‘to meet new people’ respectively. Further, 10 (25%) of users replied they

use for ‘Making professional and business contacts’ and 8 (20%) of them used for ‘other purposes’.

Table 5: Purpose of using Social Media Sites

S/N	Purposes	No. of Respondents (N=40)	Percentage
1	Keep in touch with peers and family.	25	62.5
2	For teaching & learning purpose	22	55
3	Sharing photos, Videos & Notes	22	55
4	E-commerce (Online purchase)	18	45
5	For entertainment	16	40
6	To get latest news	12	30
7	To meet new people	12	30
8	Making professional and business contacts	10	25
9	Other parameters	8	20

5.9 Positive influence of Social Networking Sites on teaching related activities.

Table 6 depicts how the SNS positively influence on academic benefit of faculty members. We can observe from the table that, 25 (62.5%) of users replied that, ‘It helps to get required academic information from faculties of other colleges’, about 21 (52.5%) of them opine ‘It helps to exchange ideas among teaching community’. Followed by, 20 (50%) answered that ‘It helps to interact with students with off campus’, 16 (40%) stated that ‘It helps to complete research & project works’ and 15 (37.5) said that, ‘It helps to write papers and participate and present them in the journals and conferences.

Table 6: Uses of SNSs for Academic Benefit

S/N	Parameter	No. of Respondents (N=40)	Percentage
1	It helps to get required academic information from faculties of other colleges	25	62.5
2	It helps to exchange ideas among teaching community.	21	52.5
3	It helps to interact with students with off campus.	20	50
4	It helps to complete research & project works.	16	40
5	It help to write papers and Participate and Present them in the journals and conferences	15	37.5

5.10. Problems/risks faced by the faculty members while using Social Networking Sites.

There may be many problems in using Social Networking Sites in the faculty members. It is clear from the table that, majority i.e. 29 (72.5%) of users stated ‘Lack of availability of Internet facility in the library’ is the major problem to use Social Networking Sites. About 24 (60%) respondents opined ‘Lack of security and privacy problems’, followed by, 19 (47.5%) users replied ‘Fear of misusing personal information’, 15 (37.5%) ‘Lack of skills in using SNS’, 13

(32.5%) of the faculties mentioned ‘lack of time to use social media’ is another problem and at last 10 (25%) respondents stated some other problems.

Table 10: Problems/Risks Faced by the Users while Using SNS.

S/N	Problems	No. of Respondents (N=40)	Percentage
1	Lack of availability of Internet facility in the college	29	72.5
2	Lack of security and privacy problems	24	60.0
3	Fear of misusing personal information	19	47.5
4	Lack of skill in using Social Medias	15	37.5
5	Lack of time to use Social Media	13	32.5
6	Other problems.	10	25.0

6. Findings of the Study

- Facebook, YouTube and Blogs are familiar SNS sites used by the faculty members.
- Nearly 45% of the users learn to use SNS through friends and half of the respondents use cell phones for SNS purpose.
- The study demonstrates that 52.5% of the faculty members have 1-2 years of experience in using SNS.
- About 62.5% of the users keep in touch with peers and family members through SNS.
- More than 50% of faculty members replied that SNS ‘helps to get required academic information from faculties of other college’ and ‘it supports to exchange ideas among teaching community’.
- Lack of internet connection, security and privacy are the SNS users problems.

7. Suggestions and Conclusion

Overall the study suggest that, the faculty members of the college must learn to use new applications of SNS in order to apply for academic activities very effectively. On the other hand, study demonstrates that still half of the users face security and privacy problems. Therefore, the library staffs can conduct an orientation class/training program to overcome these problems.

Further, it is concluded that the SNS usage provides an easy platform for the faculty members to connect with other faculties and students through which they can accomplish their academic assignments efficiently.

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