

Usage of Social Networking Tools by the Students of University of Mysore

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***Abstract** - This study is aimed at finding out the usage of social networking tools by the students of University of Mysore. One hundred thirty (130) students were used as sample population and a questionnaire was used to collect the primary data for the study. The social networking sites used by the students areWhats app, Facebook, Google+, YouTube and Twitter respectively. The study also revealed that many students are users of multiple social networking sites; and most of them use the networking sites to interact with friends. It was also noted that students have more friends on the social networks than they have in the physical; the social networks were found to have no effect on students' (users') academic performance.*

Keywords: Social networking tools, its usage, Social applications.

Introduction

We are living in an age in which information has become an essential ingredient of all human activity. It is a resource for research and development and many more. There are many tools and apps are available today for quick dissemination of information. Among the available tools, the Social Networking is the way the 21st century communicates with each other. Social networking tools involve the use of the Internet to connect users with their friends, family and acquaintances. Social networking websites are not necessarily about meeting new people online, although this does happen instead they are primarily about connecting with friends, family and acquaintances to easily send out invitations to other users by the social networking tools. In almost all educational institutions also the students are using the social networking tools at maximum extent.

Review of literature

There have been a number of research studies on the use of social networking sites. Boyd and Ellison (2007) defined social network sites as public web-based services that allow users to

develop a personal profile, identify other users (“friends”) with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly. Lusk, (2010) stated that the social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. The increased use of Social Networking Websites has become an international phenomenon in the past several years.

Ellison, Steinfield and Lampe(2007) identified the benefits of Facebook for college students. Fori (2016) aimed at out the effect of the use of the social networking sites on the academic performance of the engineering students in the University of Maiduguri. It was noted that students have more friends on the social networks than they have in the physical; the social networks were found to have no effect on student’s academic performance. Sheopuri and heopuri (2015) focused on impact of social networking sites on studies. This study covers student’s academic performance and their behaviour. Secondly this study points will help to know the popularity of social sites among students, and the effect caused by them on their studies, etc. Lastly it will analyze the pros and cons aspects of social networking on education. AdithyaKumari and Kantharaju (2014) studied awareness and use of social networking sites among the student of business schools & management college libraries in Mysore city. They found that all the students are aware of social networking sites and they use these sites to interact with their friends. It should be noted that social networking sites can be used as an interactive platform for academic communication and can be a source of information, knowledge and help. Sultan Al-Daihani(2010) explored the use of social software by master of library and information science students at Kuwait University as compared to those at the University of Wisconsin, Milwaukee, USA. The study found that the majority of students from the two schools were well aware of social software applications and their use. Their perceptions about online activities, their use of social software and the obstacles in using them were not significantly affected by institutional affiliation. However, institutional affiliation exhibited significant differences for their perceptions of social software applications in education.

Lenhart, Purcell, Smith, and Zickuhr (2010) found that 72 percent of all college students have a social media profile with 45 percent of college students using a social media site at least once a day. Many of these young adults use social media networks to communicate with family, friends, and even strangers. The study showed that Facebook use among college age respondents was significantly associated with measures of social capital. Baird and Fisher (2005) credited with conducting the first major examination of potential uses of social media in education and identify key advantages that social media platforms provide today's neo-millennial learners. Their study readily points out that today's students have been raised in the "always on" world of interactive media, the Internet, and digital messaging technologies and therefore have very different expectations and learning styles than previous generations. This net-centric generation values their ability to use the Web to create a self-paced, customized, on-demand learning path that includes multiple forms of interactive, social, and self-publishing media tools.

Objectives of the study

The objectives of the study are as follows:

- To know the awareness of Social Networking sites by the students.
- To know the purposes of use of Social Networking Sites.
- To identify the benefits and affects of using Social Networking Sites.

- To find out the most visited social networking sites
- To study the usage pattern of respondents using such sites.
- To study the impact of use of Social Networking Sites on students.

Methodology

This study used questionnaire based survey method. Keeping in view the objectives of the study well-structured questionnaire was designed (Appendix-I) and distributed to students studying in various department of University of Mysore. Out of 150 were distributed, 130 questionnaires were returned duly filled in by the students community with over all response rate was 86.66%.The questionnaire contained both open ended and close-ended questions. The collected data were classified, analyzed and tabulated by using statistical methods. The study is geographically limited to the main post graduate campus of the University of Mysore i.e. Manasagangotri. Further the study is limited to only the final year post graduate students only diploma student have not considered for this study.

Results

Table – 1 Gender wise distribution of respondents

Gender	Questionnaires Distributed	Questionnaires received	Percentage
Male	100	85	85.00
Female	50	45	90.00
Total	150	130	86.66

The table 1 shows that, the investigator has distributed 150 questionnaires to the students, out of these 130 responses were received. Among them 85 (65.38%) were male while 45 (34.62%) of female respondents.

Table – 2 Awareness about social networking sites

Sl.No	Usage of SNSs	Number of respondents (N=130)	Percentage
1.	WhatsApp	130	100.00
2.	Facebook	121	93.07
3.	YouTube	91	70.00
4.	Twitter	40	30.76
5.	Google+	30	23.07
6.	Slide share	25	19.23
7.	Skype	20	15.38
8.	Instagram	15	11.53
9.	LinkedIn	09	6.92
10.	MySpace	03	2.30
11.	Google Buzz	03	2.30

It was found from table 2 that the all respondents of aware whats app, (121; 93.07%) are using Facebook. It is also found that 91(70%) respondents are using YouTube, 40(30.76%) are using Twitter, 30 (23.07%) are using Google+, 25 (19.23%) and 20 (15.38%) are using Skype. The remaining 15(11.53%) respondents are using Instagram, 9(6.92%)LinkedIn and 3 (2.30%)MySpace and Google Buzz.

Table 3 Usage of social networking tools

Sl.No	Usage of SNSs	Number of respondents N=130	Percentage
1.	WhatsApp	130	100.00
2.	Facebook	121	93.07
3.	YouTube	91	70.00
4.	Twitter	40	30.76
5.	Google+	30	23.07
6.	Slide share	25	19.23
7.	Skype	20	15.38
8.	Instagram	15	11.53
9.	LinkedIn	09	6.92
10.	MySpace	03	2.30
11.	Google Buzz	03	2.30

It is revealed from the above table that the all respondents use Whats app, (93.07%)respondents are using Face book. It is also found that 91(70%) respondents are using YouTube, 40(30.76%)are using Twitter, 30 (23.07%)are using Google+,25 (19.23%) and 20 (15.38%)were using Skype. The remaining 15(11.53%) respondents are using Instagram, 09(6.92%)LinkedIn, 3 (2.30%)MySpace and Google Buzz.

Table 4 Purpose of use of Social networking tools

Sl no.	Purpose of use	Number of Respondents N=130	Percentage
1	To interact with friends	125	96.15
2	Uploading photos	115	88.46
3	To give feedback to friends	80	61.54
4	Exchange and share photos, files, music, videos	105	80.77
5	Meet new people	72	55.38
6	To find useful information/resources	62	47.69
7	Professional activities	43	33.08

The table 4 shows that majority of the respondents i.e. (125; 96.15%) use social networking sites to interact with friends, (115; 88.46%) respondents use these sites to uploading photos. There are (80; 61.54%) respondents who use these sites to give feedback to friends, (105; 80.77%) use these sites exchange and share photos, files, music, videos, (72; 55.38%) respondents who use these sites to meet new people, (62; 47.69%) respondents use these sites to find useful information/resources and (43; 33.08%) of respondents who use these social networking sites to professional activities.

Table 5 Location of access social networking tools

Sl no.	Location of SNSs	Number of respondents N=130	Percentage
1	Mobile	100	76.92
2	Cyber centre	30	23.07
3	Hostel	26	20.00
4	Library	21	16.15
5	Home	15	11.53

Table 5 depicts the location of accessing social networking tools by the respondents. Majority of respondents(100; 76.92%) access social networking tools from mobile, (30; 23.07%) respondents access to cyber centre, (26; 20.00%) respondents access from their hostel, (21;16.15%) respondents access to library and (15; 11.53%), respondents accessing from their home.

Table 6 Frequency of visit to SNSs

SL. NO.	Frequency of visit to SNSs	Number of Respondents	Percentage
1	Daily	125	96.15
2	Twice in a week	2	1.54
3	Monthly	2	1.54
4	Occasionally	1	0.77
Total		130	100.00

Table 6 shows that majority of respondents (125; 96.92%) visit the SNSs daily. There are (2; 1.54%) respondents who visit the SNSs twice in a week and monthly and (1; 0.77%) of them visit the SNSs occasionally.

Table 7 Time spent on SNSs

SL. NO.	Time spent on SNSs	Number of Respondents	Percentage
1	Less than a hour	68	52.31
2	2-4 hours	32	24.62
3	5-7 hours	17	13.08
4	8-10 hours	5	3.85
5	Always active	8	6.15
Total		130	100.00

This table shows that out of 130 respondents (68; 52.30%) respondents spend one hour in social networking sites, (32; 24.61%) of them spend 2-4 hours, (17; 13.08%) respondents spend 5-7 hours, (5;3.85%) respondents spend 8-10 hours and (8; 6.15%) respondents were always active.

Table 8 Experience in using social networking sites

Experience in using SNSs	Number of Respondents	Percentage
1 - 6 months	20	15.38
6 months to 1 year	35	26.92
1 - 3 years	55	42.31
3-5 years	12	9.23
More than 5 years	8	6.15
Total	130	100.00

Table 8 shows that (20; 15.38%) respondents have 1 - 6 months of experience in using SNSs. There are (35; 26.92%) respondents each who have 6 months - 1 years, (55; 42.31%) respondents are 1-3years of experience, (12; 9.23%) respondents are 3-5years of experience, and (8;6.15%) respondents have More than 5 years of experience in using SNSs.

Table 9 Number of friends in SNSs

SL. NO.	Number of friends in SNSs	Number of Respondents	Percentage
1	Below 50	5	3.85
2	50 – 100	11	8.46
3	100 – 200	30	23.08
4	200-300	54	41.54
5	300-400	12	9.23
6	400-500	8	6.15
7	500 and above	10	7.69
Total		130	100.00

The table 9 shows that (5; 3.85%) respondents have below 50 friends on their SNSs, (11; 8.46%) respondents have from 50-100 friends, (30; 23.08%) respondents have 100-200 friends, (54; 41.54%) respondents have 200-300 friends, (12; 9.23%) respondents have 300-400 friends, (8;6.15%) respondents have 400-500 friends and (10;7.69%) respondents have above 500 friends on SNSs.

Table 10 Usage of social networking tools in academic activities

SL. NO.	Influence of SNSs on study/academic purposes	Number of Respondents N=130	Percentage
1	Develop read/write skills in the web	39	30.00
2	Prepare for seminar and assignments	27	20.76
3	Virtual meeting with other college friends	21	16.15
4	Helps in asking for and learning the information	19	14.61

The table shows that there are (39; 30.00%) respondents opined that social networking sites their develop read/write skills in the web and (27; 20.76%) respondents that social networking sites were Prepare for seminar and assignments, (21; 16.15%) respondents that social networking sites helped to virtual meeting with other college friends. There are (19; 14.61%) respondents that social networking sites helps in asking for and learning the information.

Table 11Affects of social networking tools on users

Sl no.	Affects of SNSs on users	Number of Respondents N=130	Percentage
1	Unable to concentrate on study	47	36.15
2	Waste of time	36	27.69
3	Affecting academic performance	30	23.07
4	Addiction to SNSs	17	13.07

The table 11 shows that (47; 36.15%) respondents opined that using social networking sites have unable to concentrate on study, (36; 27.69%) respondents opined that because of use social networking sites they were waste of time, (30; 23.07%) respondents expressed that they were affecting academic performance and (17; 13.07%) of the respondents opined that using social networking sites is a waste of time.

Findings

The major findings of the study are:

- All respondent students have aware of social networking sites.
- The study revealed that Whats app remains the most popular social networking site among the students.
- 33(25.38%) respondents use social networking sites to interact with friends.
- Majority (102 :68%) of respondents responded positively that the social networking sites. playing role in aid to study and learning.
- Majority (100; 76.92%) of respondents access social networking tools from mobile
- The study revealed that 125 (96.92%) of the respondents visit daily for SNSs.
- The student opined that (39; 30%) usage of social networking sites were develop read/write skills in the web
- 47 (36.15%).respondents opined that through the social networking sites they were unable to concentrate on their study.

Conclusion

It was clearly observed from the analysis that the college students are well aware about different social networking sites. Further, their use and popularity is increasing. Social networking sites are serving as a very good medium to connect students. Social networking web sites are a new technology offering promising new outreach options to the students. It provide a new platform for reaching students beyond the traditional communication and web site by allowing students to access knowledge and the library's resources without leaving the comfort of the web sites. Although this conclusion examines only a select few of the social networking tools available to students, the ideas for how best to use social networking tools are widely applicable. However, student outreach attempts using social networking are less likely to be effective if they are not based upon targeted, well-thought out programs. Concerns still exist regarding the effectiveness of social networking by University of Mysore students, with social networking as they seek new avenues to reach their students friends. Lastly, there needs to be quantitative and qualitative research about the use of social networking tools as a form of student outreach to determine its effectiveness within University campus.

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