

Use and Awareness of Social Networking Tools by the Research Scholars of Mangalore University: A Study

Lokesha M.

Guest Assistant Librarian
Mangalore University Library
Mangalore – 574199
Email: lokeshamurthy4@gmail.com

Dr. Umesha Naik

Assistant Professor
Dept. of Library and Information Science
Mangalore University
Mangalore – 574 199
Email : umeshai@yahoo.com

Abstract - *The advent of online social networks is one of the most exciting events of this decade. Online social networks are communities of people who share interests and activities or who are interested in exploring the interests and activities of others. This article mainly focuses on the use and awareness of social network tools among the research scholars of Mangalore University. Many such social networks are extremely rich in content and data. This article also intends to study the purpose of using the social media by the youth. It concentrates on the advantages and disadvantages of using the social media by the youth.*

Keywords - Social Media, Social Network, Web 2.0 Tools, Social Sites

1. INTRODUCTION

In the explosive arena of the global village, the world is witnessing the popularity of social media among the youth. It is common knowledge that social mediums like Facebook, LinkedIn, Blogs, Twitter, MySpace, Google Plus+, Flickr, YouTube, etc. are becoming very popular among the younger generation. These are used for different purposes, like entertainment, information, friendship, networking, connecting people and communities across the globe, communication, education, etc. The present research tries to understand the level of use and awareness of the social media of the youth, particularly the research community (scholars) of Mangalore University. It aims to trace the advantages and disadvantages of social media, as well as to understand the use of social network tools for academic efficiency.



Figure 1 : Social network tools

2. OBJECTIVES OF THE STUDY

The main objective of this article is to assess the researchers' perception of the impact of social network on the social network tools in Mangalore University. The specific objectives are:

- To identify the level of use and awareness of social networking tools among the scholars.
- To find out the problems faced in accessing social networking tools.
- To identify the purpose and academic efficiency of social networking tools.
- To identify the use and awareness of social network tools.
- To find-the different types of social networking tool users and ease-of-accessibility to these tools.
- To trace the advantages and disadvantages of social network tools.

3. BACKGROUND

Efforts were made to use available original articles/abstracts for the review. Besides, information available on the internet has been used as sources of information for the purpose. A number of articles/studies have been done on the social networking tools and services. Past research has focused on:

- Determining Sample Size for Research Activities (Krejcie, R. V. & Morgan, D. W., 1970).
- Student opinion on the use of social networking tools by libraries: A case study of Jawaharlal Nehru University, New Delhi (Kumar Bhatt, R. & Kumar, A., 2014).
- The use and awareness of Web 2.0 tools by Greek LIS students (Garoufallou, E. & Charitopoulou, V., 2011).
- Differences among university students and faculties in social networking site perception and use : Implications for academic library services (Park, J. H., 2010)

- Academic social networking : A case study on users' information behavior. In current issues in libraries, information science and related fields (Megwalu, A., 2015).
- Social network productivity in the use of SNS (Magnier-Watanabe, R., Yoshida, M., & Watanabe, T., 2010)
- The use of social networking sites (SNSs) by the faculty members of the school of library & information science, PAAET, Kuwait (Mansour, D. E. A., 2015)
- Using social networking sites during the career management process. Higher Education Administration with Social Media (Richmond, N., Rochefort, B., & Hitch, L., 2011)
- Social networking services adoption in corporate communication : The case of China (El-Haddadeh, R., Weerakkody, V., & Peng, J., 2012)
- Awareness, ownership and use of weblogs by librarians in Nigeria (Adeleke, A. A., & Habila, J., 2012).

4. RESEARCH METHODOLOGY

The study focuses on full - time research scholars of Mangalore University. At present, Mangalore University has 338 full - time research scholars in all disciplines. While collecting the data from the respondents, questionnaire, observation, and interview methods were followed while collecting the data from the respondents. The questionnaire was divided in to three sections with 25 questions per section. The investigator distributed 200 questionnaires and received 187 respondents from the three disciplines namely Science and Technology, Social Science, Commerce and Management. The Krejcie and Morgan (1970) sampling method is followed for this article. The collected data was analysed through Statistical Package for Social Sciences (SPSS) version 17.

5. DATA ANALYSIS

Gender- wise analysis revealed that there are 109 (58.30%) male respondents and 78 (41.70%) female respondents. About 112 (59.90%) respondents were from rural areas and only 75 (40.1%) respondents were from urban areas.

Table – 1: Distribution of Questionnaires and Response Rate

Sl. No.	Department	Total Population	Questionnaire Distributed	No. of Respondents	Percentage
1	Science and Technology	188	188	101	54.00%
2	Social Science	104	104	56	29.90%
3	Commerce and Management	85	85	30	16.10%
	Total	338	338	187	100.00%

Table 1 summarizes the questionnaires distributed and the responses received. The data is analysed both quantitatively and qualitatively. Statistical Package for Social Sciences (SPSS) version 19 is used to analyse the quantitative data, while content analysis is used to analyse the open-ended questions. The respondents are classified into three broad disciplines such as Science and Technology, Social Sciences, and Commerce and Management based on their subject area.

Table – 2: Frequency of Internet Use

Sl. No.	Internet Use	No. of Respondents	Percentage
1	Daily	107	57.20%
2	Once in two days	31	16.60%
3	2-3 times in a week	23	12.30%
4	Once in a week	15	8.00%
5	Occasionally	11	5.90%
	Total	187	100.00%

Table 2 shows the frequency of internet usage by the respondents. Out of 187 respondents, 107 (57.20%) use the internet on a daily basis, 31 (16.60%) 2-3 times in a week, 23 (12.30%) 2-3 times in a week, 15 (8.00%) once in a week, and only 11(5.90%) access the internet occasionally.

The status of internet availability within the campus is highlighted as Very Good - 53 (28.00%), Good - 118 (63.10%), Moderately Good - 6 (3.20%), Poor - 10 (5.30%), and Very Poor - 0 (0.00%) It shows that the internet facility available within the campus is satisfactory.

Majority, (96.80%) of the research scholars are using/accessing the internet on a daily basis and only 3.20% (6) respondents are using the internet once in two days. It shows that the research scholars are regularly accessing the internet for their research work as well as for other purposes (Social Network).

Table 3 : Duration of Internet Usage Time

Sl. No.	Internet Use – Duration	No. of Respondents	Percentage
1	One month	20	10.70%
2	6 months - One year	6	3.20%
3	2-3 years	10	5.30%
4	5 years	21	11.20%
5	Above 5 years	130	69.50%
	Total	187	100.00%

The above table shows that 20 (10.7%) respondents have been using the internet for a month, 6 (3.2%) 6 months - one year, 10 (5.3%) for 2-3 years, 21 (11.2%) for 5 years, and 130 (69.5%) respondents have been using the internet for more than 5 years.

Table - 4 : Purpose of Accessing Social Network

Sl. No.	Purpose	Yes	No	Total
1	To communicate with others	153 (81.80%)	34 (18.20%)	187 (100.00%)
2	To share useful information	140 (74.90%)	47 (25.10%)	187 (100.00%)
3	To find up-to-date information	97 (51.90%)	90 (48.10%)	187 (100.00%)

4	To help with course material	53 (28.30%)	134 (71.70%)	187 (100.00%)
5	Share problems with others	86 (46.00%)	101 (54.00%)	187 (100.00%)
6	For completion of project work	44 (23.50%)	143 (76.50%)	187 (100.00%)
7	Finding useful resources	92 (49.20%)	95 (50.80%)	187 (100.00%)
8	Entertainment	80 (42.80%)	107 (57.20%)	187 (100.00%)
9	Professional networking	105 (56.10%)	82 (43.90%)	187 (100.00%)
10	For socialisation	77 (41.20%)	110 (58.80%)	187 (100.00%)
11	Academic and research	122 (65.20%)	65 (34.80%)	187 (100.00%)
12	Resource sharing	98 (52.40%)	89 (47.60%)	187 (100.00%)

The above table elucidates that according to 153 (81.80%) research scholars the main purpose of using the social network is to communicate with others, 140 (74.90%) are using it to share useful information with friends or others, 97 (51.90%) to find updated information, 92 (49.20%) to collect or to find useful information resources, 105 (56.10%) scholars for professional networking, 122 (65.20%) for academic and research purpose, 98 (52.40%) for the purpose of resource sharing. In comparison, 134 (71.70%) research scholars do not use the social network to share course material, 101 (54.00%) do not share their problems with others through the social media, 143 (76.50%) do not use it to complete their project, 107 (57.20%) do not use it for the purpose of entertainment, and 110 (58.80%) do not use it to socialise.

Table - 5: Advantages of Social Network

Sl. No.	Advantages	Yes	No	Total
1	Worldwide connectivity	181 (96.80%)	6 (3.20%)	187 (100.00%)
2	Commonality of interest	145 (77.50%)	42 (22.50%)	187 (100.00%)
3	Free advertising	121 (64.70%)	66 (35.30%)	187 (100.00%)
4	Real-time information sharing	115 (61.50%)	72 (38.50%)	187 (100.00%)
5	Increased news cycle speed	116 (62.10%)	71 (37.90%)	187 (100.00%)
6	24X7 accessibility	136 (72.70%)	51 (27.30%)	187 (100.00%)
7	Ease of accesibility	164 (87.70%)	23 (12.30%)	187 (100.00%)

This study tries to identify the advantages of the social network as 181 (95.30%) respondents agreed about the advantage of World Wide connectivity / connecting across the world, 45 (77.50%) researchers considered commonality of interest, 121 (63.70%) research scholars considered it useful for free advertising, 115 (60.50%) scholars accepted the social media as real time information sharing because social networking gives information very quickly, 136 (71.60%) scholars are happy with the social media's 24X7 accessibility, and 164 (86.30%) scholars agreed about its ease of accessibility.

Table – 6: Disadvantages of Social Network

Sl. No.	Disadvantages	Yes	No	Total
1	Fake identity	118 (63.10%)	69 (36.90%)	187 (100.00%)
2	Wastage of time	86 (46.00%)	101 (54.00%)	187 (100.00%)
3	Fear of hacking	136 (72.70%)	51 (27.30%)	187 (100.00%)
4	Harassment	48 (25.70%)	139 (74.30%)	187 (100.00%)
5	Corporate invasion of privacy	31 (16.60%)	156 (83.40%)	187 (100.00%)
6	Copyright issues	31 (16.60%)	156 (83.40%)	187 (100.00%)
7	Cyber crimes against children	70 (37.40%)	117 (62.60 %)	187 (100.00%)

According to the above table regarding the disadvantages of social networks, 118 (63.10%) respondents were concerned about fake identity on social media, 86 (46.00%) respondents mentioned it as consuming their time, 136 (72.70%) respondents feared hacking, 48 (25.70%) respondents considered social networking as a type of weapon for harassment, 31(16.60%) scholars considered it as corporate invasion of privacy. 70 (36.80%) respondents opined that the users of social media can misuse it for crimes against children.

Table -7 : Problems Faced by Users While Using Social Networks

Sl. No.	Problems	Yes	No	Total
1	Time constraint	48 (25.70%)	139 (74.30%)	187 (100.00%)
2	Site restricted	129 (69.00%)	58 (31.00%)	187 (100.00%)
3	Lack of computer literacy	23 (12.30%)	164 (87.70%)	187 (100.00%)
4	Bandwidth connectivity	86 (46.00%)	101 (54.00%)	187 (100.00%)
5	Lack of ICT infrastructure	12 (6.40%)	175 (93.60%)	187 (100.00%)

6	Lack of security and privacy	72 (38.50%)	115 (61.50%)	187 (100.00%)
7	Lack of technical support	25 (13.40%)	162 (86.60%)	187 (100.00%)
8	Lack of training	35 (18.70%)	152 (81.30%)	187 (100.00%)
9	Fear of misusing personal information	55 (29.40%)	132 (70.60%)	187 (100.00%)
10	Do not know how to use	10 (5.30%)	177 (94.70%)	187 (100.00%)

Table 7 indicates social networking problems. From the above table, we know that 139 (74.30%) research scholars faced time constraint, 129 (69.00%) research scholars found sites restricted, 23(12.30%) respondents lacked computer literacy, 86(46.00%) research scholars mentioned bandwidth connectivity as one of the social networking problems, followed by lack of ICT infrastructure by 12(6.40%), lack of security and privacy - 72(38.50%), lack of technical support -25(13.40%), lack of training - 35 (18.70%) , 55(29.40%) scholars feared the misuse of social media, and very less scholars mentioned they lacked the knowledge to use it.

Table -8: Aid in Academic Efficiency Through Social Network

Sl. No.	Academic efficiency	Yes	No	Total
1	Helps in studies and learning	155 (82.90%)	32 (17.10%)	187 (100.00%)
2	To communicate with others	142 (75.90%)	45 (24.10%)	187 (100.00%)
3	To develop new IT skills	81 (43.30%)	106 (56.70%)	187 (100.00%)
4	Provides an interactive forum	63 (33.70%)	124 (66.30%)	187 (100.00%)
5	For sharing and solve problems online	43 (23.00%)	144 (77.00%)	187 (100.00%)

In the modern world, social network helps everyone in different ways. As the above table shows that according to 155 (82.90%) research scholars ,social media helped in their studies and learning, 142 (75.90.00%) found it helpful in friendly communication, 81 (43.30.00%) observed that it helped them expand their development skills, 63 (33.70.00%) found its interactive forum of value, 43 (23.00.00%) opined positively for sharing and solve problems online, while the remaining were not familiar with it.

Table - 9: Social Network Profile

Sl. No.	SN Profile	Yes	No	Total
1	Facebook	162 (86.60%)	25 (13.40%)	187 (100.00%)
2	Twitter	96 (51.30%)	91 (48.70%)	187 (100.00%)
3	LinkedIn	118 (63.10%)	69 (36.90%)	187 (100.00%)
4	Google Plus	86 (46.00%)	101 (54.00%)	187 (100.00%)
5	YouTube	41 (21.90%)	146 (78.10%)	187 (100.00%)
6	Flickr	12 (6.40%)	175 (93.60%)	187 (100.00%)
7	MySpace	24 (12.80%)	163 (87.20%)	187 (100.00%)
8	Skype	43 (23.00%)	144 (77.00%)	187 (100.00%)

The above table presents the number of people with different social networking profiles, 162 (86.60.00%) have Facebook profile, 96 (51.30.00%) are on Twitter, 118 (63.10.00%) are familiar with the professional network builder LinkedIn, 86 (46.00%) agree with Google plus, 41 (21.90.00%) favour YouTube, 12 (6.40.00%) with Flickr, 24 (12.80.00%) with Myspace, 43 (23.00%) with Skype.

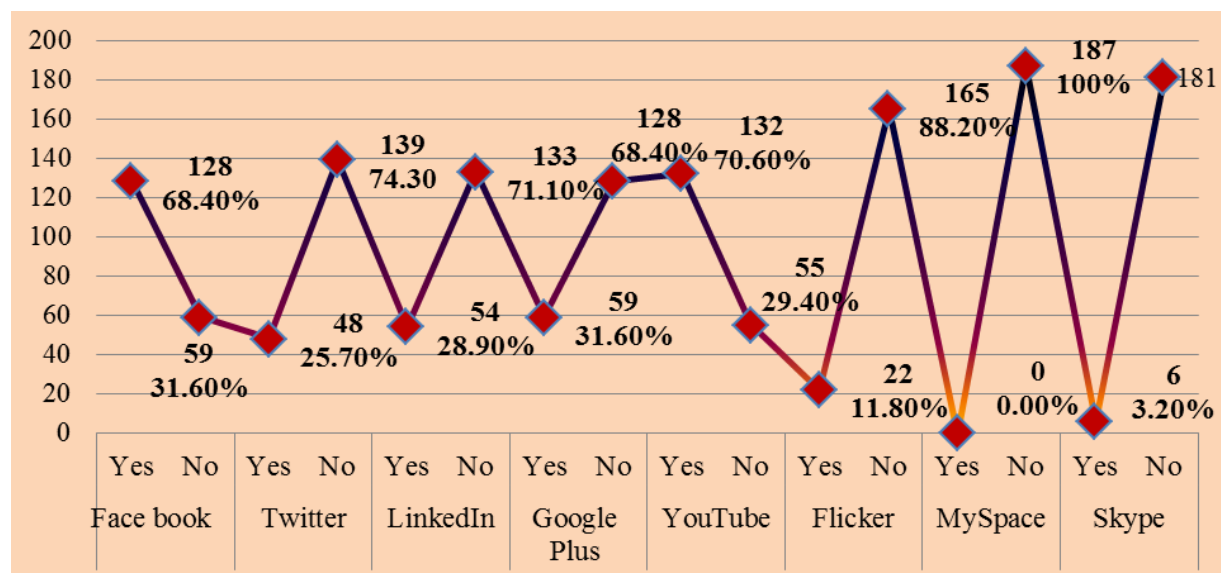


Figure-2: Believe of Social Network

The above figure shows, 128 (68.40.00%) were familiar with Facebook, 48 (25.70.00%) with Twitter, 54 (28.90.00%) were in favour of LinkedIn, 59 (31.60.00%) with Google Plus, 132

(70.60.00%) agreed with YouTube, 22 (11.80.00%) were familiar with Flickr, very less percentage showed an interest in Myspace, 6 (3.20.00%) were comfortable with Skype.

6. FINDINGS

1. Majority of the users, i. e., 107 (57.20%) are using the internet on a daily basis (Table 2).
2. Out of the 187 research scholars, 20 (10.70%) use the internet on a monthly basis (Table – 3).
3. About 153 (81.80%) research scholars use the social network to communicate with others (Table - 4).
4. Out of the 187 respondents, 181 (96.80%) consider the World Wide connectivity as the major advantage of social media. (Table - 5)
5. Among the 187 research scholars, 136 (72.70%) agreed that fear of hacking is the disadvantage of social media. (Table - 6)
6. Nearly 129 (69.00%) respondents mentioned site restriction as a problem of social network. (Table – 7)
7. From the point of view of academic efficiency, 155 (82.90%) respondents answered that social network helps in studies and learning (Table - 8)
8. Majority of the respondents, 162 (86.60%) have a Facebook profile (Table - 9)

7. CONCLUSION

The above research shows that Facebook is very popular among youth in general, and by the research scholars of Mangalore University in particular. About 86.60% respondents are using Facebook, 63.10% are using Twitter, 53 (81.80%) respondents are using the social media to communicate with others, and 122 (65.20%) respondents are using the social media for academic and research. In this study, which focuses on the advantages of social media, it was found that 181 (95.30%) scholars accepted worldwide connectivity, 164 (86.30%) scholars highlighted easy access and 121 (63.70%) considered social media as a free platform for free advertising. In this small study, it was found that majority, respondents 136 (72.70%) respondents feared hacking and 118 (63.10%) agreed on the ease of coming across fake identities on the social media as its disadvantages.

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