

## Use of Social Networking Sites by Faculty Members and Students of NIT, Mizoram: A Case Study

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***Abstract** - The second generation of web (web 2.0) brings empowerment to the end users by actively create content and actively participate in web to share information to others. Social Networking Sites (SNSs) are one tool of web 2.0 technology which provides collaborative service platform and it is web based software that allows creation of online social networks for society who shares their interest and activities. The Social Networking Sites (SNSs) offer a variety of tools, techniques and services for the users. The present study is an attempt to analyze use of social networking sites by faculties and students of NIT, Mizoram. The findings of the study acknowledge that most of them were aware with the use of SNSs and they are using it for sharing information and communication. Poor internet facility, lack of time, lack of privacy, not allowed in departments and lack of technical knowledge are the main problems faced by the respondents.*

**Keywords:** Web 2.0, Social Networking Sites, SNSs, Social Networking Tools, Facebook, NIT, Mizoram, Communication Tools etc.

### 1. Introduction:

Advancement in the World Wide Web (WWW) and development of new technologies has greatly changed the way of communication among people. During the last two decades, it has particularly witnessed the remarkable changes in Information Communication Technology (ICT). These changes led to the emergence on a new mode of communication i.e. Social Networking Sites (SNSs). At present Social Networking Sites (SNSs) are used by millions of people to exchange information and ideas from each others. The usages of SNSs among students became a passion now a days and it has invariably left a big impact on society in general and particularly to college students.

The evolution of the Web has led to the development of a collection of technologies known as Web 2.0. The term Web 2.0 was coined by O'Reilly Media in 2004 and refers to web applications, which provide for online collaboration, participation, social networking, interaction and user-generated content sharing. Social networking sites are profile based websites that allow users to maintain social relationships by viewing, visiting, and sharing their lists of social connections with other members (Ahn, 2011). In present time the SNSs are become a part of our life specially among youth and students through which they can share their thoughts, ideas, information, activities and events and can communicate within their network ( Verma& Devi, 2016).

## 2. Overview of NIT- Mizoram:

The National Institutes of Technology (NITs) are a group of public engineering colleges of India. On their inception decades ago, all NITs were referred to as Regional Engineering Colleges (REC's) and were governed by their respective state governments. NITs were founded to promote regional diversity and multi-cultural understanding in India. Comprising thirty autonomous institutes, they are located in one each major state/territory of India. In 2007, the Government of India declared these institutes as "Institutes of National Importance". At Present there are 30 autonomous institutes and they are located in one each major state/territory of India. NIT- Mizoram was started in the year 2010 in the city of Aizawl with an objective to impart education, research and training leading to B-Tech, M-Tech, M.Sc and Ph.D Degrees. The institute, to cope with the present competitive needs, comprises of laboratories with the latest equipments and installed with best and latest software. The institution is currently functioning in a temporary campus in the city of Aizawl. It comprises of one (1) Administrative Block and (3) Academic blocks at Chaltlang. The permanent campus is proposed to be located at Lengpui, Aizawl District. At present NIT- Mizoram offer B-Tech degrees in following discipline:

- Computer Science and Engineering
- Electrical and Electronics Engineering
- Electronics and Communication Engineering
- Mechanical Engineering
- Civil Engineering.

## 3. Literature Review:

The present study is focused on the use of SNSs by faculties and students of NIT-Mizoram. Many similar studies have been conducted to investigate the use of social network sites on different subject interest, environment, Institutions and geographical location of country as well as world. Some important related studies have been brought out in the literature of study as:

Papegowda and others (2015) have studied the usage of Social Networking Technologies in higher education at University of Agriculture Sciences, GKVK, Bangalore, India by focusing on the learner. The data collected from 135 students of the concerned institute (UG, PG, and Ph.D. students) which has been focused on the extent of SNSs uses, benefits and skills acquire from these technologies. The study reveals that majority of the students are aware of SNSs and use for

friendly communication where Facebook is the most commonly used SNSs among all the categories of students. Vermaand Nitesh(2014) discussed in their paper that the libraries and information professionals use web 2.0 applications as a tool to bridge the gap between the libraries and the users. With new and more interactive services the libraries can easily provide better services and attracts more users towards it and open the gates for the new opportunities for the libraries. Web 2.0 is a library response to the larger social technology changes going on right now and explains the various web 2.0 tools and techniques and their implications in the libraries. Manojand Nitesh(2014) again conducted a survey about use of web 2.0 technologies by central universities and find that some of the central universities in India are using web 2.0 technologies for promotion of their institution and bidirectional sharing of information, videos, images, news, etc. and suggested that to reach their users libraries must have to use these web 2.0 tools. Al-Tarawneh (2014) has conducted a survey to measure the performance and influence of social media on high school students and collected 58 samples from secondary students and resolved that that facebook has a negative impact on student's engagement in learning and maximum students spend a lot of their time on these non-academic activities. Gulbahar (2014) conducted a study on current usage of social media for education in Turkey. The study was based on questionnaire and interview method and samples was taken from Ankara University and Middle-East Technical Universities students, teachers and research scholars. And finally resolved that social media is a supportive tool for education and is used and implemented only by individual attempts. Manjunatha (2013) have studied the usage of SNSs among the Indian college students and the impacts on the academic and other activities. The study has been conducted among 500 students in various colleges and universities in India and made focus on the usage pattern of SNSs, how they spend on using SNSs and the level of intimate relationship with online friends and the impact on the academic activities of the students. The findings of the study shows that majority of the students spend most of their time on using SNSs regularly, and male students used SNSs more than female students. Tariq (2012) have studied about the impact of social media and social networks on education in the students of Pakistan. The author discovered that most of the users of SNS have fake accounts and are underage users and some of the people don't use social network because they don't have internet connections but they wish to use social networks. The used of SNS among the youth and teenagers are continuously attracted towards a negative impact. Haneefa and Sumitha (2011) have studied on investigating the perception and use of social networking sites by the students of Calicut University, Kerala. Structured questionnaires were used to collect the data. Authors discovered that a number of students visited social networking sites twice a week and the students indicated that lack of security and privacy are the main concerns of social networking sites.

#### **4. Objectives of the study:**

The objectives of study are to:

1. Find out the awareness and usage of Social Networking Sites by respondents
2. Find out the purpose of use the SNSs by respondents
3. Know the most popular SNSs used among the users
4. Assess the frequency and duration of using SNSs
5. Measure the satisfaction level of use of SNSs

6. Know the problems being faced by the users while using SNSs

## 5. Methodology:

To meet above objectives of the study, survey method of research was used in this study. The questionnaire was used as a research tool to primary data. A structured questionnaire was prepared and distributed to 25 faculties and 170 students randomly and received filled questionnaire from 15 faculties and 149 students from the respondents in order to obtain required information with regards to awareness, access frequency, use, popularity, technical difficulties and level of satisfaction about SNSs. The collected data from the users were scrutinized, tabulated and analyzed for inference and statistical inferences will be drawn by using excel spreadsheet software.

## 6. Data Analysis:

Distribution of respondents: Table-1 show the distribution of respondents under study and it was resolved that there is total 74% response constituting 60% faculties and 88% research scholars.

**Table-1: Distribution of respondents:**

Designation	Questionnaire Distributed	No of Response	% of response
Faculties	25	15	60%
Students	170	149	88%
Total	195	164	74%

## Age and gender wise distribution of respondents:

Table-2 shows the age group of respondents. After analyzing the age wise distribution of respondents it was resolved that almost all the respondents was below the age of 35 years. Majority of the respondents (88%) were below 25 years and 11% between 25-35 years while only 1% respondent was between 35-45 years age among the respondents while figure- 1 Figure-1 shows gender-wise distribution of respondents and it was resolved male is dominating because out of total 164 respondents, 112 (68%) were male and 52(32%) were female.

**Table-2: Age wise distribution**

Age Group	No. of respondents	Percent
Below 18-25 years	145	88%
Between 25-35 years	18	11%
Between 35-45 years	1	1%
Total	164	100%

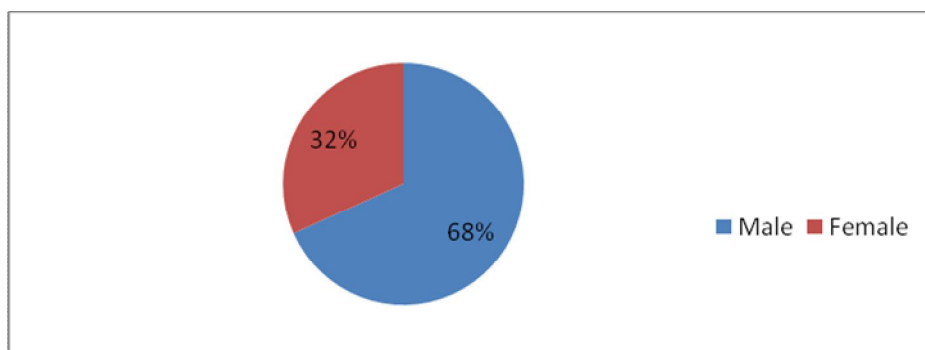


Figure-1: Gender wise distribution of respondents

Usage of Internet:

Figure-2 described the use of internet by the respondents and found that 119(73%) respondents which include all faculties 15(100%) and 104(70%) students using internet regularly and only 45(30%) respondents among students were not using internet regularly.

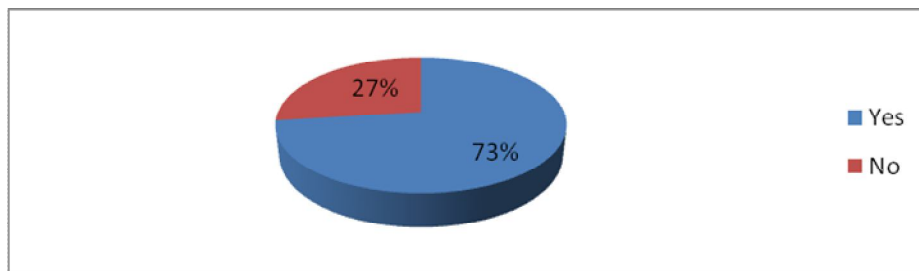


Figure-2: Usage of internet by respondents.

Status of Awareness of SNSs:

Figure-3 reflects the awareness among the respondents about SNSs and it was resolved that all the respondents are well aware about SNSs and 164(100%) all the respondents which constituting 15(100%) faculties and 149(100%) students were aware about SNSs.

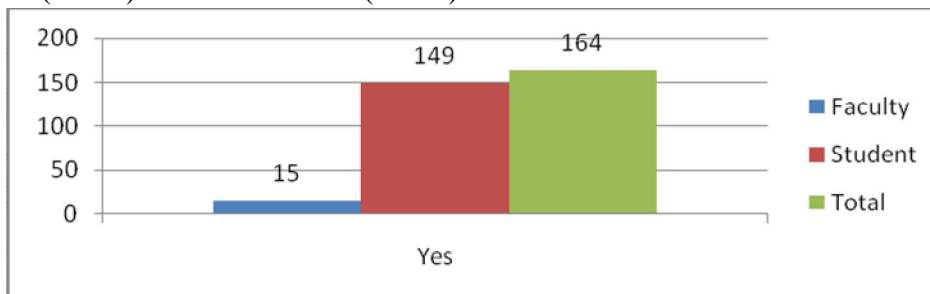


Figure-3: Status of awareness of SNSs

Preferred way of accessing SNSs:

Table- 3 described the way for accessing SNS and found that mobile was the most favorite way for accessing SNS by the respondents. Total 82(50%) respondents which constituting 8(53%)

faculties and 74(50%) students were accessing SNSs through mobile, while 59(36%) which constituting 11(73%) faculties and 48(32%) students were accessing SNSs through Laptop and 47(29%) which constituting 8(53%) faculties and 39(26%) students access it through their PC. Only 8(5%) among the students were accessing SNS other than mobile, Laptop, PC.

**Table-3: Way of accessing SNSs by respondents**

Access through	Faculties (N=15)	Students (N=149)	Total (N=164)
Mobile	8(53%)	74(50%)	82(50%)
Laptop	11(73%)	48(32%)	59(36%)
PC	8(53%)	39(26%)	47(29%)
Cyber Cafe	-	8(5%)	8(5%)

### Types of SNSs accounts having respondents:

Different types of SNSs accounts are available which one respondent uses more than 1 account. Table-4 shows that 108(66%) among 15(100%) faculties and 93(62%) students were using SNS accounts on Facebook, 77(47%) among 9(60%) faculties and 68(46%) students were having SNS accounts on google+ and 60(37%) constituting 7(47%) faculties and 53(36%) students were having SNS accounts on Youtube. 53(32%) among 4(27%) faculties and 49(33%) students were having SNS accounts on twitter. 38(23%) among 9(60%) faculties and 29(19%) students were using LinkedIn. 30(18%) among 5(33%) faculties and 25(17%) students were using Orkut. 14(9%) among 7(47%) faculties and 7(5%) students were using academia.edu. 12(7%) Among 7(47%) faculties and 5(3%) students were using Research gate. 7(4%) among the students were using Myspace. Only 6(4%) among the students were using Blogger.com. 28(17%) among the students were having other than the above mention.

**Table-4: Types of SNSs accounts uses by respondents**

SNS	Faculties (N=15)	Students (N=149)	Total (N=164)
Facebook	15(100%)	93(62%)	108(66%)
Twitter	4(27%)	49(33%)	53(32%)
LinkedIn	9(60%)	29(19%)	38(23%)
Google+	9(60%)	68(46%)	77(47%)
My space	-	7(5%)	7(4%)
Youtube	7(47%)	53(36%)	60(37%)
Blogger.com	-	6(4%)	6(4%)
Orkut	5(33%)	25(17%)	30(18%)
Research Gate	7(47%)	5(3%)	12(7%)
Academia.edu	7(47%)	7(5%)	14(9%)
Others	-	28(19%)	28(17%)

**Frequency of using SNSs by respondents:**

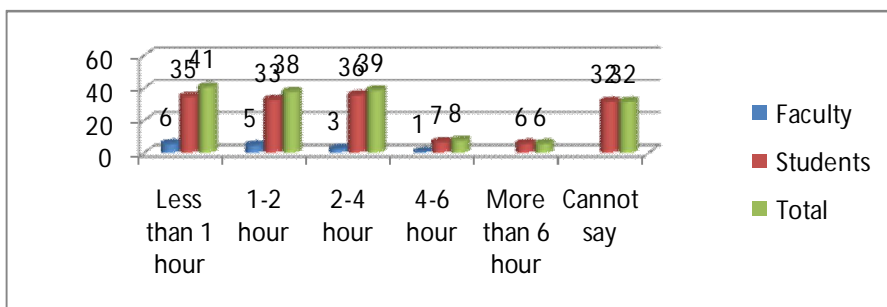
Table-5 shows the frequency of SNSs uses by respondents and it shows that 64(39%) among 5(33%) faculties and 59(40%) students were using SNSs many times in a day, and 32(19%) among 6(40%) faculties and 26(17%) students were using SNSs once in a day, while 29(18%) among 1(7%) faculty and 28(19%) students were using SNSs occasionally. Only 16(10%) among the students were using SNSs twice in a week, while 13(8%) among 2(13%) faculties and 11(7%) students were using SNSs always online and 10(6%) constituting 1(7%) faculty and 9(6%) students were using SNSs weekly.

**Table-5: Frequency of using SNSs**

Access	Faculties	Students	Total
Always Online	2(13%)	11(7%)	13(8%)
Many times in a day	5(33%)	59(40%)	64(39%)
Once in a day	6(40%)	26(17%)	32(19%)
Twice in a week	-	16(11%)	16(10%)
Weekly	1(7%)	9(6%)	10(6%)
Occasionally	1(7%)	28(19%)	29(18%)
Total	15(100%)	149(100%)	164(100%)

**Time spends on using SNSs in a day by respondents:**

Figure-4 shows the uses of SNSs in terms of time spending in a day by the respondents and it was found that 41(25%) respondents which constituting 6(40%) faculties and 35(23%) students were spending on using SNSs less than 1 hour in a day. 38(23%) respondents which constituting 5(33%) faculties and 33(22%) students were spending on using SNSs 1-2 hours in a day. 32(20%) among the students cannot say their spending time on using SNSs in a day. 39(24%) respondents which constituting 3(20%) faculties and 36(24%) students were spending on using SNSs 2-4 hours in a day. 17(10%) among the students were spending on using SNSs always online in a day, while 8(5%) respondents which constituting 1(7%) faculty and 7(5%) students were spending on using SNSs 4-6 hours in a day and only 6(4%) among the students were spending on using SNSs more than 6 hours in a day.



**Figure-4: Time spend on using SNSs**

## Popular SNSs used by the respondents:

Table-6 shows the most popular SNSs which used by the respondents and it was resolved that facebook is the most popular social network site and it was used by total 111(68%) respondents which containing 13(87%) faculties and 98(66%) students. Google+ was the 2<sup>nd</sup> most popular site used by 64(39%) respondents containing 7(47%) faculties and 57(38%) students, YouTube was 3<sup>rd</sup> most popular site used by total 59(36%) respondents containing 8(53%) faculties and 51(34%) students. With total 31(19%) respondents which containing 2(13%) faculties and 29(19%) students used Twitter and was 4<sup>th</sup> most popular site. The academia.edu was 5<sup>th</sup> popular site and it was used by total 29(18%) respondents constituting 7(47%) faculties and 22(15%) students. The LinkedIn was in 6<sup>th</sup> position in popularity and total 27(16%) respondents including 7(47%) faculties and 20(13%) students' used. 26(41%) respondents including 5(33%) faculties and 21(14%) students use Research gate and it was the 7<sup>th</sup> popular site used by the respondents. Only few respondents are using Orkut, Blogger.com and My space and these were list site used by respondents.

**Table-6: Popular SNSs uses**

SNS	Faculty (N=15)	Students (N=149)	Total (N=164)
Facebook	13(87%)	98(66%)	111(68%)
Google+	7(47%)	57(38%)	64(39%)
Youtube	8(53%)	51(34%)	59(36%)
Twitter	2(13%)	29(19%)	31(19%)
Academia.edu	7(47%)	22(15%)	29(18%)
LinkedIn	7(47%)	20(13%)	27(16%)
Research gate	5(33%)	21(14%)	26(41%)
Orkut	2(13%)	13(9%)	15(9%)
Blogger.com	-	5(3%)	5(3%)
MySpace	-	2(1%)	2(1%)

## Purpose of using SNSs:

Table-7 shows the purpose and after analysis it was found that 82(50%) among the respondents used SNSs to find information. 81(49%) among the respondents used SNSs for making friends. 68(41%) respondents used SNSs to share information and experience. 63(38%) respondents use SNSs to chat with friends. 56(34%) respondents used SNSs for keeping up-to-date themselves. 54(32%) respondents used SNSs for entertainment while 49(30%) respondents used SNSs for sharing photos and videos and 41(25%) respondents used SNSs for time pass. 34(6%) respondents saying that they used SNSs for discussion on different topics



Table-7: Purpose of using SNSs

Purpose	Faculty (N=15)	Students (N=149)	Total (N=164)
Make friends	8(53%)	73(49%)	81(49%)
Find information	13(87%)	69(46%)	82(50%)
Share information & experience	12(80%)	56(38%)	68(41%)
Sharing photo&video	8(53%)	41(28%)	49(30%)
Keep up- to -date	9(60%)	47(32%)	56(34%)
Chat with friends	9(60%)	54(36%)	63(38%)
Participate in discussion	5(33%)	29(19%)	34(20%)
Entertainment	7(47%)	47(32%)	54(32%)
For time pass	2(13%)	39(9%)	41(25%)

**Satisfaction level of using SNSs by respondents:**

Figure-5 shows the satisfaction level of respondents about SNSs and after analysis it was found that 78(47%) which contain 11(73%) faculties and 67(45%) students were satisfied with SNSs. 33(20%) which consist of 3(20%) faculties and 30(20%) students were neutral with SNSs, while 19(12%) which constituting 1(7%) faculty and 18(12%) students were highly satisfied with SNSs and 18(11%) among the students were less satisfied with SNSs. Only 16(10%) among the students were not satisfied with uses of SNSs.

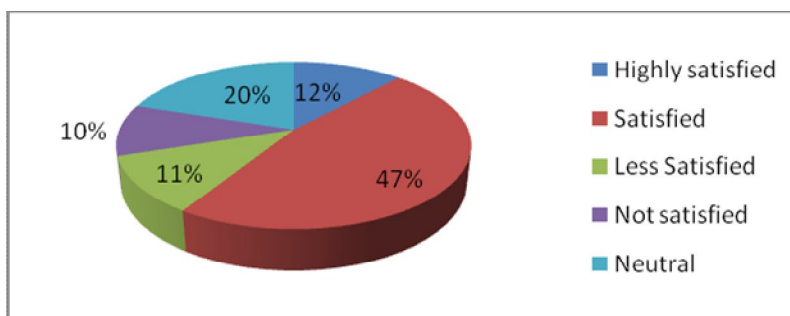


Figure-5: Satisfaction level of using SNSs

**Problems in accessing SNSs:**

Table-8 shows that 103(63%) respondents were indicated that poor internet facility as the main problems they are facing in using SNSs and 40(24%) among respondents were indicated that lack of time is the problem in accessing SNSs. Lack of privacy 34(21%), Not allowed in the department 29(18%), Not useful for academic purpose 19(12%) and, Lack of technical knowledge 12(7%) were the other problems facing by the respondents with regard of using SNSs.

**Table-8: Problems in accessing SNSs**

<b>Problems</b>	<b>Faculty (N=15)</b>	<b>Students (N=149)</b>	<b>Total (N=164)</b>
Lack of privacy	3(20%)	31(21%)	34(21%)
Lack of time	7(47%)	33(22%)	40(24%)
Lack of technical knowledge	-	12(8%)	12(7%)
Poor internet facility	6(40%)	97(65%)	103(63%)
Not very much useful for academic purpose	5(33%)	14(9%)	19(12%)
Not allowed in department	-	29(19%)	29(18%)

## 7. Findings of the Study:

The major findings of the study are:

1. 68% respondents are male and majority of them (99%) are young and belong to below 35 years.
2. All faculties and 48% students used internet daily but majority of respondents (71%) were not satisfied with internet connections and speed because of poor internet connectivity.
3. All faculty members and students of NIT- Mizoram were aware with SNSs and they are using it for sharing information and communication. 37% respondents were using SNSs more than 5 years and 37% were using SNSs the last 3-4 years and the preferred way of accessing SNSs was mobile phone (50%) while 36% respondents access SNSs through their laptop.
4. The most popular sites of SNSs uses by the respondents was Facebook in total 111(68%) constituting 87% faculties and 66% students and the most SNS accounts uses by the respondents (66%) was also Facebook.
5. The respondents used SNSs for many reasons. 60% of the faculty used SNSs to get latest information, 37% students used SNSs to prepare projects and assignment. Most of the students (44%) used SNSs for course queries and 37% students used SNSs to prepare projects and assignment, while 19% among the students used SNSs to get latest information.
6. 47% respondents were satisfied with use of SNSs. Among the faculty 20% were neutral and 7% were highly satisfied in using SNSs. Among the students 20% were neutral and 11% were not satisfied.
7. The main problems reported by respondents in using SNS were: poor internet facility, lack of time, lack of privacy, not allowed in departments and lack of technical knowledge.

## 8. Conclusion:

Technological advancement in the digital era has changed the way people information access and communication. Development in ICT has changed the rapid growth of information sharing in the digital environment where people from different parts of the world share the information, retrieved and access anytime, anyplace and at anywhere. Social network is built on the idea of how people should know and interact with each other. Social Networking allows users to

exchange information, opportunities and ideas. Social Networking Websites have now becoming a significant component and integral parts of our daily lives and our built upon the concept of traditional social networks, which connect users to new people having common interest. In the new paradigm, the basic functions of libraries such as collection, organization, preservation and dissemination of information, user's demand and their information need are also changing in this digital environment.

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