

**Use of Social Networking Sites by the Research Scholars in Selected Universities in and
Around Chennai District: A Study**

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Abstract

In the present world social networking sites assume a significant part practically in everybody's close to home and expert life. Purpose of the researcher is to learn the use of social networking sites by the research scholars selected in universities in and around Chennai District. Primary objective was to find whether research scholars uses social networking sites in their academic activity and giving first preference for social networking sites, to understand the purposes benefits by using social networking sites, to find whether academic performance of research scholars improved using social networking sites.

Keywords: Social Networking Sites, Universities in and around Chennai, usage of Social Networking Sites.

Introduction

“Social Media presents a huge opportunity for Schools, Universities and other Educational Organizations to reach out and connect with students and prospective students.” – Jon Russell.

These day’s social networking sites are getting extremely mainstream among all individuals. Social networking sites are utilized for upgrading correspondence and making individuals socially dynamic. Social networking sites are helpful to clients for sharing contemplations, exercises, and interests among their organizations. They are moreover useful to form relationships by meeting new people. Social networking promoters say that ‘if you are not on social networking, you are not alive’.

Social Networking Sites (SNS)

A social networking site is an online platform that allows users to create a public profile and interact with other users. Social networking sites usually allow a new user to provide a list of people with whom they share a connection, and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of connections to make more connections.

A Social Networking Site can be characterized as online administrations that permit people to:

- a. Develop a public or semi-public profile inside a limited framework.
- b. Articulate a rundown of different clients with whom they share an association.
- c. View and cross their rundown of associations and those made by others inside the framework.

Review of Related Literature

Shaikh (2022) in this thesis deduced that SNS in academia are useful for the faculty as well as students in management Institute in Pune. These sites are the essential part of their life and they are extensively using the social sites for the communicating tool, learning process and also to get updated. In addition to this the management institutes are now coming up with strategies to guide the students and faculty through Social Networking Sites.

Vandana Khatkar (2020) in this research to study online social network usage habits and patterns of B.Ed. students and its correlation and impacts, if any, on their learning motivation and academic achievement in the curriculum subject of Computer. The present research has found how the academic performance of the users of social media differs from non-users, whereas an insignificant difference in academic achievement has been reported between male-female, rural-urban, science-social science, and graduate– postgraduate social media users.

Varadaraju and Venkateshwarlu (2018) in this study found that academicians are utilizing SNS for various purposes and investing more energy in SNS. With the utilization of SNS workforce have improved information, nature of instructing and created perusing and looking through abilities separately. Notwithstanding that SNS caused them in improving scholastic execution and expansion in distribution of exploration articles. It mirrors that workforce needs SNS for their development and information. Employees need preparing and communicated that school library would offer its types of assistance to them through SNS.

Research Objective

1. to analyses satisfaction of reliability and quality of information in social networking sites
2. to distribution of gender wise respondents
3. to distribution of selected in universities in and around Chennai district
4. to identify the disadvantages of using social networking sites as a source of information
5. to identify the period of using social networking sites by the respondents
6. to identify the use social networking sites by the respondents

7. to opinion about the usage of social networking sites by the respondents
8. to study frequently used device to connect social networking sites
9. to study purpose of using academic social networking sites

Table – 1: Distribution of selected in Universities in and around Chennai District

| <i>S.No</i> | <i>Selected Colleges</i> | <i>Issue of Questioners</i> | <i>Finally selected Questioners</i> | <i>%</i> |
|--------------|--|-----------------------------|-------------------------------------|--------------|
| 1. | University of Madras | 40 | 39 | 97.50 |
| 2. | Anna University | 40 | 38 | 95.00 |
| 3. | SRM University | 40 | 36 | 90.00 |
| 4. | Tamil Nadu Veterinary and Animal Sciences University | 40 | 35 | 87.50 |
| <i>Total</i> | | <i>160</i> | <i>148</i> | <i>92.50</i> |

Has distributed 160 (each college 40 questionnaires) questionnaires among these selected in universities in and around Chennai district, research scholars on randomly. Out of these, 148 questionnaires were collected, so, the response rate is 92.50 percent.

Table – 2: Distribution of Gender wise Respondents

| <i>S.No</i> | <i>Gender</i> | <i>Respondents</i> | <i>%</i> |
|--------------|---------------|--------------------|---------------|
| 1. | Male | 83 | 56.08 |
| 2. | Female | 65 | 43.92 |
| <i>Total</i> | | <i>148</i> | <i>100.00</i> |

The above table revealed that distribution of gender wise respondents. Among the total 148 respondents, there are 56.08 percent are male respondents and the remaining 43.92 percent are female respondents. It can be concluded that male respondents were slightly higher than female respondents.

Table – 3: Frequently used device to connect Social Networking Sites

| <i>S.No</i> | <i>Devices</i> | <i>Respondents</i> | <i>%</i> | <i>Mean</i> | <i>Average</i> | <i>Standard Deviation</i> |
|-------------|----------------|--------------------|----------|-------------|----------------|---------------------------|
| 1. | Smart Phone | 85 | 57.43 | 24.50 | 37 | 32.8126 |

| | | | | | | |
|--------------|-------------------|------------|---------------|--|--|--|
| 2. | Laptop | 31 | 20.95 | | | |
| 3. | Personal Computer | 18 | 12.16 | | | |
| 4. | Tab | 14 | 9.46 | | | |
| Total | | 148 | 100.00 | | | |

The above table analysis the data relating to devices used to connect social networking sites. It is evident that 57.43 percent of the respondents are using smartphones, followed by laptops 20.95 percent, personal computer 12.16 percent and tab 9.46 percent usage to connect to social networking sites. The frequently used device to connect social networking sites by the research scholars had mean average of 24.50, average are 37 and the standard deviation 32.8126 seems to lie within the high distribution.

Table – 4: Use Social Networking Sites by the Respondents

| <i>S.No</i> | <i>Social Network</i> | <i>Respondents</i> | <i>%</i> | <i>Mean</i> | <i>Average</i> | <i>Standard Deviation</i> |
|-------------|-----------------------|--------------------|----------|-------------|----------------|---------------------------|
| 1. | Facebook | 135 | 91.22 | 116.00 | 103.25 | 36.22055 |

| | | | | | | |
|----|----------------|-----|-------|--|--|--|
| 2. | YouTube | 129 | 87.16 | | | |
| 3. | Twitter | 128 | 86.49 | | | |
| 4. | Google Scholar | 120 | 81.08 | | | |
| 5. | LinkedIn | 112 | 75.68 | | | |
| 6. | Wikipedia | 105 | 70.95 | | | |
| 7. | Slide share | 65 | 43.92 | | | |
| 8. | Others | 32 | 21.62 | | | |

(Note: Respondents may have selected more than one option)

It is evident from the above table that there are 91.22 percent of the respondents are have an account and are using Facebook, followed by YouTube users 87.16 percent. The social networking site Twitter is being used 86.49 percent of the respondents; less number of respondents preferred the social networking side slide share 43.92 percent. The Use of Social Networking Sites by the respondents had mean average of 116.00, average are 103.25 and the standard deviation 36.22055 seems to lie within the high distribution.

Table – 5: Period of Using Social Networking Sites by the Respondents

| <i>S.No</i> | <i>Period</i> | <i>Respondents</i> | <i>%</i> | <i>Mean</i> | <i>Average</i> | <i>Standard Deviation</i> |
|--------------|---------------------|--------------------|---------------|-------------|----------------|---------------------------|
| 1. | Less than one hour | 43 | 29.05 | 40.50 | 37 | 11.16542 |
| 2. | One to two hours | 46 | 31.08 | | | |
| 3. | Three to four hours | 38 | 25.68 | | | |
| 4. | Above five hours | 21 | 14.19 | | | |
| Total | | 148 | 100.00 | | | |

The research student respondents were asked to choose from a group of answers related to the time period in which they were using social networking sites. It is obvious from the table that 31.08 percent of the respondents have been using social networking sites for one to two hours, followed by 29.05 percent of the respondents have been using social networking sites for less than on hour. The period of social networking sites by the respondents had mean average of

40.50, average are 37 and the standard deviation 11.16542 seems to lie within the high distribution.

Table – 6: Purpose of using Academic Social Networking Sites

| <i>S.No</i> | <i>Opinion</i> | <i>Respondents</i> | <i>%</i> |
|--------------|----------------------------|--------------------|---------------|
| 1. | Strongly Disagree | 16 | 10.81 |
| 2. | Disagree | 19 | 12.84 |
| 3. | Neither disagree Nor Agree | 25 | 16.89 |
| 4. | Agree | 49 | 33.11 |
| 5. | Strongly Agree | 39 | 26.35 |
| <i>Total</i> | | <i>148</i> | <i>100.00</i> |

With the result, it is seen that 49 respondents with 33.11 percent agree about the fulfillment towards the exhibition of social networking sites, 39 respondents with 26.35 percent strongly agree about the use of social networking sites.

Table – 7: Opinion about the usage of Social Networking Sites by the Respondents

| <i>S.No</i> | <i>Opinion</i> | <i>Respondents</i> | <i>%</i> |
|-------------|---|--------------------|----------|
| 1. | I am using for Chatting with new people | 135 | 91.22 |
| 2. | I am using it for Personal use | 132 | 89.19 |
| 3. | I am using for Downloading music and Video | 130 | 87.84 |
| 4. | I am using for searching forthcoming events | 129 | 87.16 |
| 5. | I am using for Publishing material | 126 | 85.14 |
| 6. | I am using Express creativity | 121 | 81.76 |
| 7. | I am using for Entertainment | 121 | 81.76 |

| | | | |
|-----|--|-----|-------|
| 8. | I am using for preparing Assignments and Projects | 110 | 74.32 |
| 9. | I am using to get information about my subject | 106 | 71.62 |
| 10. | I am using for Sharing Academic materials, Academic resources, Academic evaluation among Faculties | 99 | 66.89 |
| 11. | I am using for Sharing personal/public photos and videos | 98 | 66.22 |
| 12. | I am using for Participating in Discussions | 96 | 64.86 |
| 13. | I am using for building networking with Academicians | 85 | 57.43 |
| 14. | I am using for Sharing information regarding Seminar/ Workshop/ Curriculum vitae | 84 | 56.76 |
| 15. | I am using for interacting with subject experts and faculty members | 79 | 53.38 |

(Note: Respondents may have selected more than one option)

As to of the respondents about purpose of using of Social Networking Sites, from the assessment, it is uncovered that 135 respondents with 91.22 percent opinion were chatting with new people, followed by 132 respondents with 89.19 percent opinion were personal use, 130 respondents with 87.74 percent opinion were downloading music and videos and 129 respondents with 87.16 percent opinion were searching forthcoming events.

Table – 8: Disadvantages of using Social Networking Sites as a Source of Information

| <i>S.No</i> | <i>Disadvantages</i> | <i>Respondents</i> | <i>%</i> |
|-------------|--|--------------------|----------|
| 1. | People do not voluntarily share knowledge through social network | 131 | 88.51 |
| 2. | Fear of misusing personal information | 126 | 85.14 |
| 3. | Fake information | 119 | 80.41 |
| 4. | Click-baiting | 109 | 73.65 |
| 5. | Information overload | 106 | 71.62 |
| 6. | Time-consuming | 103 | 69.59 |

(Note: Respondents may have selected more than one option)

Research respondents were asked to indicate the barriers or disadvantages faced if any, while using social networking sites as a source of information. It was measured through six statements. Among these, there are 88.51 percent of the respondents, which were People do not voluntarily share knowledge through social networking sites, followed by 85.14 percent of the respondents, which were Fear of misusing personal information and 80.41 percent of the respondents, which were fake information.

Table – 9: Satisfaction of reliability and quality of information in Social Networking Sites

| <i>Sl.No</i> | <i>Satisfaction Level</i> | <i>Respondents</i> | <i>%</i> |
|--------------|---------------------------|--------------------|---------------|
| 1. | Very satisfied | 39 | 26.35 |
| 2. | Satisfied | 49 | 33.11 |
| 3. | Unsure | 25 | 16.89 |
| 4. | Dissatisfied | 19 | 12.84 |
| 5. | Very dissatisfied | 16 | 10.81 |
| <i>Total</i> | | <i>148</i> | <i>100.00</i> |

The data relating to the satisfaction of the respondents with regard to the quality and reliability of information in social networking sites are presented in the above table. It is evident from the table, 33.11 percent are very satisfied with the information, followed by 26.35 percent are satisfied, 16.89 percent are unsure and 10.81 percent are very dissatisfied.

Benefits of Social Networking Sites

Social Networking Sites beneficial to researchers by following ways

- a. Easy to interact with experimental work of different scholars.
- b. Receiving assistance from other scholars in similar subject of interest
- c. These are the source of tacit information.
- d. Delivers a display place for circulating instant updates regarding latest developments in respective part of study.
- e. Develop keen interest in research.
- f. Helpful in sharing research concepts, plans, course of action and difficulties that arise during research.
- g. Can help interconnect with the researchers from different universities.
- h. Useful in deliberate and erudition innovative paraphernalia in study
- i. Notifications about workshops/ symposiums
- j. We can stay updated about latest developments worldwide.
- k. Diverse visual models can be identified by uploading them
- l. It is helpful to stay in touch with our research partners from other regions

Conclusions

Social networking sites have become popular in the present days. The objective of this research among research scholars selected in universities in and around Chennai district is to lean-to light on the study of use social networking sites by them. For the most part faculty has been fond of social networking sites. Larger part of the respondents has been utilizing social networking sites every day for a critical time frame. Thus researchers found that academicians

are frequently using social networking sites. Respondents gave first inclination to social networking sites for playing out their academic activity and they are satisfied with the performance of social networking sites. Social networking sites are helpful to all researchers in different ways. Research scholars are increasing their focus on using social networking sites not just for entertainment but also for academic purpose.

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