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A Study on Usage of Social Networking Sites among the Students of Sri Ramakrishna Engineering College, Coimbatore

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Abstract

Social Networking Sites can be broadly defined as internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts. Social Networking Sites allow users to manage, build and represent their specifically target students, little has been published about the actual practices and the usage patterns of these so-called social networking services. The present study aimed at analyzing the reasons for registering in the SNS and the various purposes and benefits of using the SNS for academic purpose and gender and using the SNS for academic and research purpose. A structured questionnaire was designed to collect the data and survey methods was used for investigation a total 200 randomly selected samples have been taken into consideration, Simple frequency, percentage analysis, Mean, Standard Deviation, a greater number of respondents mentioned that SNS helps for their academic and research purpose.

Keywords: Usage, Social Networking Sites, Networking, User Study.

Introduction

In the present era, Social Networking plays a vital role for knowledge and information sharing. But a few decades ago, People communicated through snail mail, fax, phone calls and beepers. Then, communication evolved into email, IM (instant messaging) and SMS messaging through mobile phones. Today, these facilities are very simple communication tools which do not give additional personal experience. People want to share more and at the same time learn more about persons with whom they communicate every day. Simple email exchanges provide necessary data about each group/person. But, data sharing among two persons is considered insufficient. For that reason, social networking began to grow online. In recent years, the online community has moved a step further in connecting people. Social networking was born, and through this online platform, people can share their thoughts, post pictures, videos and even invite people to events. Social networking websites have created virtual communities wherein communication is not just based on the information required but at a personal level as well. The rapid growth and desirability of Social Networking Sites has been witnessed in almost every country. India, as a fast-developing country has not lagged behind. As such, the usage of social media is rampant among citizens and they hail from every class. Indian society has adopted the new age media, i.e., social networking along with maintaining its traditions. It is an amalgamation of both modernity and tradition. Therefore, Social Networking Sites form part and parcel of human life in this digital era of Globalization.

Review Of Literature

Kaviarasu et. al. (2019) evaluated the usage of social networking sites on academic performance of students belonging to Loyola University at Chennai City. A standardized tool was used to collect the primary data from the self-financing pool of the first-and second-year undergraduate students. In order to understand the results of this study, the study followed explorative and informative research design. The knowledge showed that mobile phones were accessible to all graduates. Approximately, the majority of respondents (96%) have

internet infrastructure and are fully aware of social networking sites and have good knowledge of the use of current social networking sites. Result shows that students use their mobile phones to access social networking sites. Many respondents spend time from 2-3 hours per day. The research found that students' academic performance has significantly affected other than college timing due to frequent use of social networking sites. The study reveals that student's interaction with social networking sites has become inseparable, culminating in a willingness to use it negatively, contributing to poor academic performance.

Ana Pérez-Escoda and others, (2020), An increased use of social networks is one of the most far-reaching consequences of the COVID-19 pandemic. Aside from the traditional media, as the main drivers of social communication in crisis situations, individual profiles have emerged supported by social networks, which have had a similar impact to the more specialized communication media. This is the hypothesis of the research presented, which is focused on health communication and based on a virtual ethnography methodology with the use of social metrics. The aim is to understand the relationship established between the population in general and digital media in particular through the measurement of engagement. In this regard, a comparative study was carried out that describes this phenomenon over a period of six months on three social networks: YouTube, Twitter and Instagram, with a sample composed of specialized health media versus healthcare professionals.

Somayya MadakamSiddharth Tripathi (2021) In this study Social Media communication has become indispensable for the world. Social Media is indeed a paradigm shift in communication. The beauty of this new communication method is the offer of virtual connectivity irrespective of geographical distances. The medium serves us pictures, rich textual content, videos, and audio 24/7 online. Given its wide usage, it is highly crucial to study key details of social media, including the pioneers, theories, and business applications.

Research Methodology

The Usage of Social Networking Sites Among the Students of Sri Ramakrishna Engineering College, Coimbatore. The study is based on a survey method. A standard structured pre-tested questionnaire is used for collection of primary data. A total of 200 questionnaires were distributed to the UG & PG Students and Scholars of Sri Ramakrishna Engineering College, Coimbatore. The selected samples (176) collected date from the respondents the data were checked and analyzed according to objectives.

Limitation of the Study

- The study covers only Sri Ramakrishna Engineering College, Coimbatore
- The study limits only the use of social networking Sites in Sri Ramakrishna Engineering College, Coimbatore

Objective

To study the usage of social networking sites among students in Sri Ramakrishna Engineering College,

Coimbatore.

- To understand the course category wise distribution of respondents' usage of social networking sites among the students of Sri Ramakrishna Engineering College, Coimbatore.
- To understand the frequency of gender wise distribution of respondent's usage of social networking sites among the students of Sri Ramakrishna Engineering College, Coimbatore
- To measure the frequency of using by the respondents of social networking sites of students of Sri Ramakrishna Engineering College, Coimbatore
- To measure the respondents towards the location having access of social networking sites in Sri Ramakrishna Engineering Colleges
- To measure the respondent's opinion for purposes of using SNS by respondents in Sri Ramakrishna Engineering Colleges.

Data Analysis

The present study reports the analysis of data gathered through the questionnaire designed for Engineering Discipline (UG, PG, M.Phil and Ph.D) in selected engineering colleges in Coimbatore.

Table 1: Category wise Distribution of the Respondents.

Sl.No.	Category	No. of Respondents	Percentage
1	UG	96	54.55
2	PG	69	39.20
3	PhD	11	06.25
	Total	176	100.00

The table no. 1 shows the category wise distribution of the respondents. It is inferred that the majority 54.55% of the respondents were UG Students, 39.20% of the respondents were PG Students and the remaining 06.25% of the respondents were Ph.D., scholars.

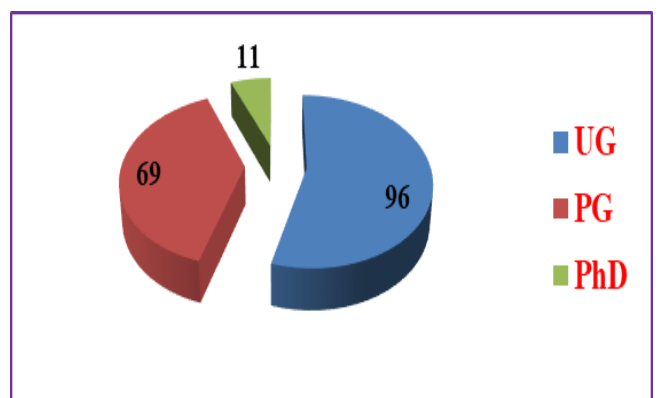


Fig.1: Category wise Distribution of the Respondents.

Table 2: Gender wise Distribution of the Respondents.

Sl.No.	Gender	No. of Respondents	Percentage
1	Male	112	63.64
2	Female	64	36.36
	Total	176	100.00

The table no. 2 shows the gender wise distribution of the respondents. It is clear that more than 63.64% respondents were male and 36.36% of the respondents were female.

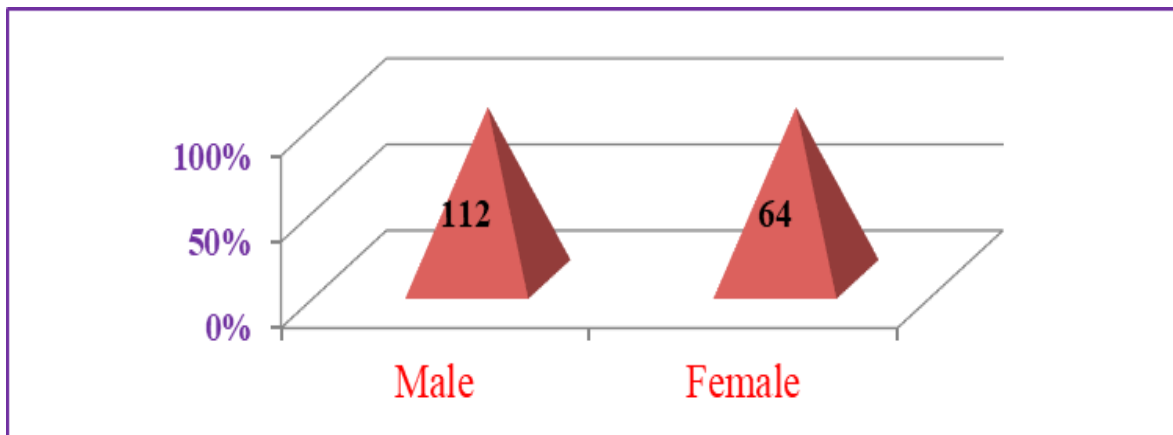


Fig. 2: Gender wise Distribution of the Respondents.

Table 3: Frequency of using SNS by the respondents.

Sl.No.	Frequency	No of Respondents	Percentage
1	Daily	94	53.41
2	Twice in a Week	38	21.59
3	Once in a Week	21	11.93
4	Fortnightly	14	07.95
5	Monthly	09	05.11
	Total	176	100.00

The table 3 shows the distribution of the respondents frequency level of using SNS. It is noticed that most 53.41% of the respondents were daily using SNS. 21.59% of the respondents were in the twice in a week level of

using SNS. 11.93% and 07.95% of the respondents were using once in a week and fortnightly levels of SNS, and less number of respondents 05.11% of the respondents were using monthly levels of SNS.

Table 4: Opinion of respondents towards the location having access with SNS.

Sl. No	Place		Most Frequently	Frequently	Sometimes	Rarely	Never	Total
1	Library	N	90	63	12	6	5	176
		P	50.6	36.0	07.0	03.6	02.7	100
2	Department	N	75	70	14	7	10	176
		P	42.9	39.5	07.7	04.0	05.8	100
3	Hostel	N	82	74	10	5	5	176
		P	46.7	42.0	05.8	02.9	02.6	100
4	Internet Centre	N	66	54	21	28	7	176
		P	37.7	30.3	11.8	16.2	04.0	100
5	Home	N	80	45	28	19	4	176
		P	45.3	25.8	15.9	11.0	02.0	100

N – Number P – Percentage

The above table 4 specifies the opinion of respondents towards the location having access with SNS. In view of the respondents, 50.6% of them are most frequently having access with SNS in their respective library of their workplace. SNS accessibility is often found in the department as per the frequency of 39.5% of the respondents. It was observed that 46.7% of them have

sometimes approached the hostel and 16.2% of them rarely visited internet café to have access to SNS. It was the fact that 45.3% of the respondents had never used home. Thus, it was clear that library and department play a great role in promoting access with SNS and the rest of the location received subsequent ranks.

Table 5: Distribution of Respondents opinion for purposes of using SNS.

No.	Purpose		Most Frequently	Frequently	Sometimes	Rarely	Never	Total
1	Study Purpose	N	79	63	25	6	3	176
		P	45.15	35.79	14.40	03.18	01.47	100
2	Project/Research	N	69	58	37	6	6	176
		P	39.31	32.78	20.82	03.63	03.46	100
3	Examination	N	86	47	21	16	6	176
		P	49.00	26.60	12.02	08.85	03.52	100
4	Sharing	N	82	53	26	9	6	176
		P	46.57	30.00	14.97	05.05	03.40	100
5	Learning	N	79	63	24	7	3	176
		P	44.92	35.96	13.78	03.86	01.42	100
6	Interacting	N	97	52	16	7	4	176
		P	54.74	29.55	09.24	04.08	02.38	100
7	Others	N	12	26	44	59	35	176
		P	07.03	14.52	24.73	33.58	20.14	100

N – Number P – Percentage

The above table 5 specifies the opinion for purposes of using Social Networking Sites. In view of the respondents, 49.00% of them are most frequently using examination purposes. SNS accessibility is often found in the 35.96% of respondents who were frequently using learning purposes. It was observed that 24.73% of respondents were

sometimes using other purposes, and less than 05.00% and 03.00% of the respondents were rarely interacting and never using sharing purposes. Thus, it was clear that examination and learning purpose play a great role in the purpose of using SNS and the rest of the purpose received subsequent ranks.



Fig.3: Distribution of Respondents opinion for purposes of using SNS.

Findings

- The study indicated that the majority 54.55% of the respondents were UG Students, 39.20% of the respondents were PG Students and the remaining 06.25 % of the respondents were Ph.D Scholars.
- Majority 63.64% of the research scholars were male and the remaining 36.36% of the research scholars were female.
- Majority 53.41% of the respondents are using the SNS daily and 21.59% of the respondents are using the SNS twice in a week. Compared with females, the frequency level of using various SNS was high among the male respondents.
- The study found that the majority 50.60% of the respondents are using the library venue for having access with SNS and 46.70% and 45.30% of them are using the hostel and home. 42.90% of the respondents use SNS at their department. 37.70% of the respondents use SNS in the Internet Cafe. It was notable one that more respondents are avoiding using

- SNS in the library. 33% of the respondents refuse to use the SNS in the internet cafe and 02.00% of them have never used the SNS in their homes.
- Majority 84.46% of the respondents were most frequently using the SNS for study purpose and project/research purposes. Around 56.60% of the respondents were frequently using SNS for examination and sharing purposes. Above 23.02% respondents were sometimes using SNS for learning and interacting purposes. 33.58% of the respondents were rarely using the SNS for other purposes.

Conclusion

We are living in one of the most exciting worlds of SNS. As information professionals, it is our responsibility to deliver various SNS services including disseminating information, facilitating access to and sharing of information, enabling collaboration etc. Further, we must weigh the benefits and drawbacks of various SNS tools. Social Networking sites could be used to connect with

patrons and to connect with all information professionals. The goal for using these tools is not only enabling the connection of students and scholars with their co students, research and subject experts but also promoting communication for those who are pursuing UG/PG courses and research, and who are willing to share information, market their work and make possible communication.

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