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USE OF SOCIAL NETWORKING SITES BY THE STUDENTS AND FACULTIES OF U.N. (AUTO) COLLEGE, ODISHA

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ABSTRACT

The growing popularity of Social networking sites has influenced researchers to start research about the usage pattern of these sites. This study was to investigate the use of social networking sites by the Students and faculties of U.N. (Auto) college, odisha. A structured questionnaire (both online and print) was circulated to a non random sample of 250 students and faculties. Out of 250 questionnaires, 200 filled in questionnaires were received back. The study found that a majority of the respondents are the user of social networking sites and use these sites for find information and also to keep in touch with family and friends. Face book is the most widely used social networking site among the students and faculties of U.N.(Auto) college rather than all other social networking sites. Majority of respondents use the Social Networking sites for less than one hour in a day. The main problem of using social networking sites is that non-availability of the full Internet facility.

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INTRODUCTION

New technological developments have made the internet an innovative way for people and families to communicate with each other. Social networking sites is a website that is designed to help people to communicate and share views, opinions, pictures, video etc. with a group or to individuals. Social networking sites offer a wide variety of services. Students are the active users of these sites. These sites helps the students to connect with more friends, share their identities and views .They also share and discuss their course topic with friends and faculty members. Social networking also make it easier for users to communicate the activities of people they have not seen in a while as well as reconnecting with long lost friends. People use social networking sites such as Face book, Google+, you tube Twitter etc. to communicate with each other. Face book is a popular social networking site. It's a simple way to communicate with multiple people at one time. Google+ (Google Plus) is social networking sites developed by Google Inc.

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Many services of Google+ same as Face book like Posts for posting status updates, Circles for sharing information with groups, Sparks for sharing videos and articles, Hangouts and Huddles for video chatting. It is popular as second social networking sites among the users. You Tube is a video sharing social networking site that is used for to watch online videos as well as create and upload videos to share with others. In every minute average 100 hours of video are uploaded. Twitter is a micro blogging social networking sites that allows members to broadcast short posts (tweets). Its user can broadcast tweets and also follow other users' tweets.

Review of related literature

Mohamed and Sumitha¹ (2011) found that a majority of the students of Calicut University were aware of social networking sites and use these sites for friendly communication. Orkut was the most popular and used social networking site among these students. A number of students visited social networking sites twice a week and always send scraps and meet new friends. Though the students indicated that lack of security and privacy are the main concerns of social networking sites, a majority of them used their real names and photos in their profiles. Tham and Ahmed (2011) found that Data from a non-random sample

of students at St. Cloud State University in Minnesota that female college students spent more time on SNSs than male students. In general, for both males and females, the time spent on SNS decreased as the age of the respondent increased. A greater number of younger students reported negative perception of the effect of SNSs on their academic performance. Positive correlations were found in SNS usage rate and students' networking with friends, family members, and professionals, while negative correlations were observed between SNS usage rate and students' search for volunteer opportunities, and awareness of others' improved search for a date. Positive correlations were also found between age and students' networking with friends, family, and professionals as well as between age and awareness of others' experience of cyber bullying. On the other hand, a negative correlation was found between age and users' awareness of others' improved search for a date via SNS. Camilia, Ibrahim and Dalhatu (2013) found that the students of tertiary institutions in Mubi educational zone use Face book more than any other social networking sites followed by 2go and YouTube. They do this by updating their status regularly, writing on friends' walls and uploading pictures. Some of these students also go online just to while away their time; these times would have been used for more important things in that they allocate more time for SNSs and less time for studying. They also noted that the students spend two to four hour daily on the SNSs doing their updates, postings and other visitations. A majority of the students agreed to using the SNSs for their academic assignment.

Ezeah, Asogwa and Edogor, (2013)found out that students of universities in South-East Nigeria use social media for purposes of getting entertainment, education/information; they use social media to discuss national issues, engage in cyber crimes and expose themselves to pornography. So, the students' use of social media reduces the time they devote to their studies. Eke, Omekwu, and Odoh⁵(2014)study that mostly all the student of university of Nigeria Nsukka were using the social networking sites in interaction with friends, connecting to their class mates for online study and for discussing serious national issues and watching movies etc. There are also laudable benefits of using social networking sites and dangers associated with social networking and such dangers can be ameliorated using the strategies available in the work. Subramani (2015) found that university students of Tamil Nadu have very little exposure to use social media content into their academic life. The downloading behavior of the university students viz, the usage of software, video and audio files, e-books, e-journals, e-dissertations, research articles and PPT presentations is disoriented from academics. This clearly points out the lack of awareness and the reservedly approach of students towards knowing the developments of their subject elsewhere and at the same time portrays the way they look upon social media. Hence, there is a need to educate the students on the potential use of Social Media by the educators.

Objectives of the study

The objectives of this study are:

- To find out the use of social networking sites by the students and faculties of the U.N.(Auto) college, odisha;
- To ascertain their views about the purpose of its use and find out the problems faced by them; and

- To ascertain whether the use of the social networking sites reduces the time they spend to their studies and research.

Limitations of the study

The study is limited to find out the use of social networking sites among the students and faculties of U.N.(Auto) college. The data were collected for a non random sample of (110) students and faculties (66). The selection is due to the easy access to the students and faculties. There could have been a more equal gender distribution. Compared to females who made up 63% of the sample, there were only 37% of males included in this sample. More UG students (100) in the sample than P.G. students (10).

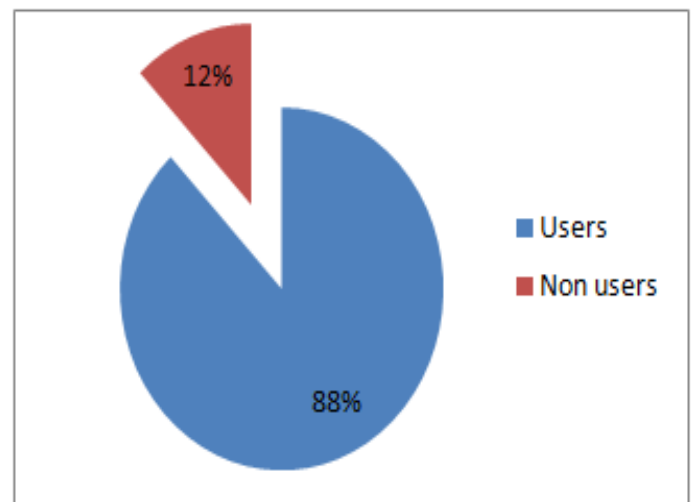
MATERIALS AND METHODS

This present study employed questionnaire method as a research methodology to examine the use of social networking sites by the students and faculties of U.N. (Auto) college. A structured questionnaire (both online and print) was prepared. The questionnaires were sending to a non random sample of 250 students and faculties. Out of 250 questionnaires, 200 filled in questionnaires were received back.

RESULTS AND DISCUSSION

Table 1. user and non users of social networking sites

	Frequency	Percentage(%)
Users	176	88%
Non users	24	12%

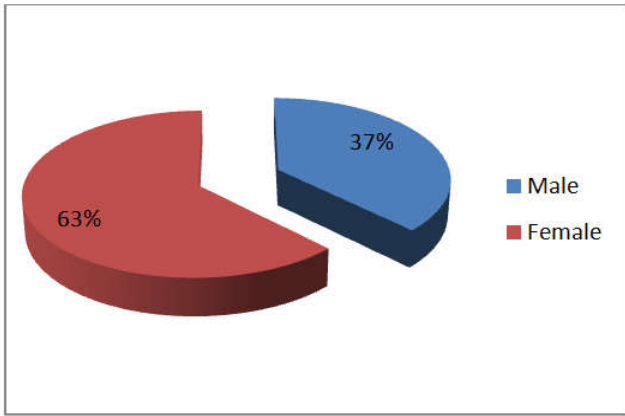


Graph. 1

Table - 1 shows that out of 200 respondents, 176 (88%) respondents use social networking sites. Only 24(12%) of the respondents were not using social networking sites because they were not interested in any social networking sites.

Table 2. User and non users of social networking sites

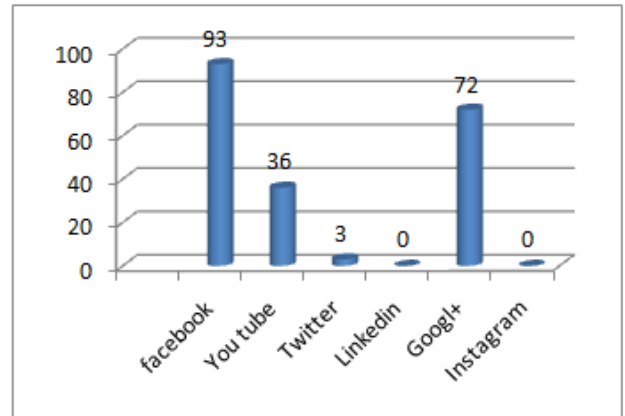
	Frequency	Percentage(%)
Users	176	88%
Non users	24	12%



Graph. 2

Table – 2 shows that out of the 176 respondents, 110(63%) were female and 66(37%) were male. Female respondents used the social Networking sites more than the male respondents.

All other social networking sites like Linked in and Instagram were not used by students and faculties of this college. Recent data shows that Face book is the most used social networking site among the students and faculties of U.N. (Auto) college rather than all other social networking sites.



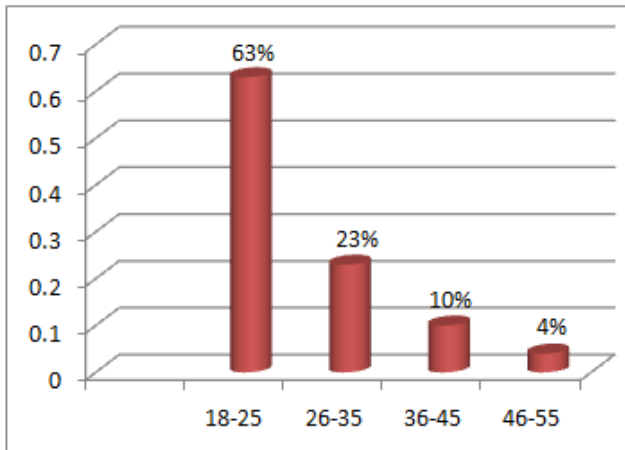
Graph. 4

Table 5. Time spent on social networking sites

Hour(s) in a Day	Frequency	Percentage (%)
Less than 1 hour	99	56%
1-3 hour	63	36%
3-6 hour	14	8%
Total	176	100%

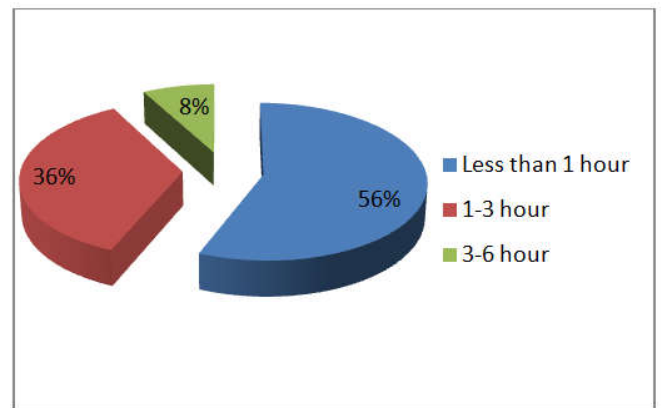
Table 3. Social networking sites used by age groups

Age groups	frequency	Percentage(%)
18-25	110	63%
26-35	41	23%
36-45	17	10%
46-55	8	4%
Total	176	100%



Graph. 3

Table – 3 shows that majority 63% of respondents fell into the age of 18 – 25 years. 23%of the respondents under the age of 26-35, 10% of the respondents under the age of 36-45. Only 4% of the respondents under the age of 46-55 are using social networking sites. It was found that a majority (52.8%) of the students and faculties used face book. A good number of the students and faculties used Googl+ (40.9%) and You tube (20%). A few (1.7%) used Twitter.



Graph 5.

Table 6. Purpose of using social networking sites

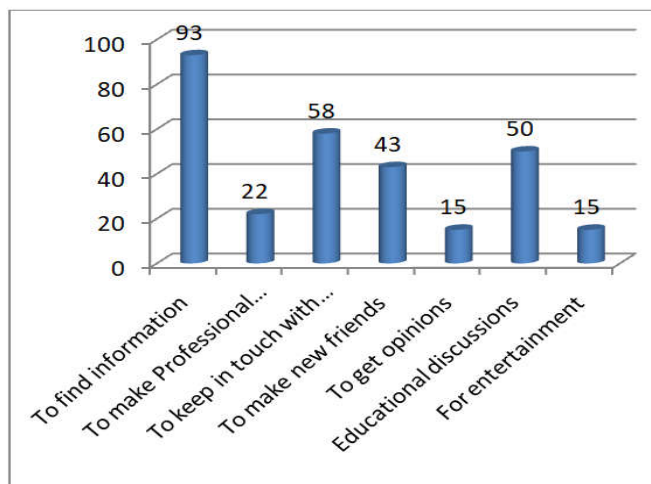
Purposes	Frequency	Percentage (%)
To find information	93	52%
To make Professional and business contacts	22	12%
To keep in touch with family and friends	58	32%
To make new friends	43	24%
To get opinions	15	8%
Educational discussions	50	28%
For entertainment	15	8%

Table 4. Commonly-used social networking sites

SNSs	frequency	Percentage(%)
facebook	93	52.8%
You tube	36	20%
Twitter	3	1.7%
Linkedin	0	0
Googl+	72	40.9%
Instagram	0	0

Table 5 shows that majority 56% of the respondents use the Social Networking sites for less than one hour each day, 36%of the respondents use it for about 1-3 hour per day. A few 8% of the respondents use the Social Networking sites for about 3-6 hours per day. Table-6 shows that students and faculties of U.N. (Auto) college used Social networking sites for different purposes. Majority 52% of the users use these

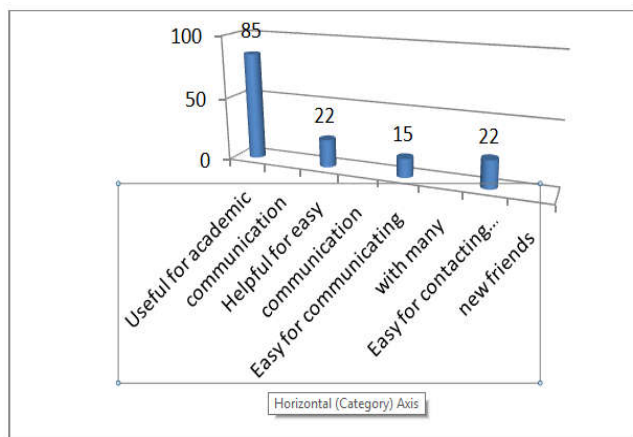
sites for find information. 32% of users used these sites to keep in touch with family and friends, 28% of users for educational discussions. 24% of users for make new friends and 12% of users for make Professional and business contacts. Only 8% of users used social networking sites for entertainment and get opinions.



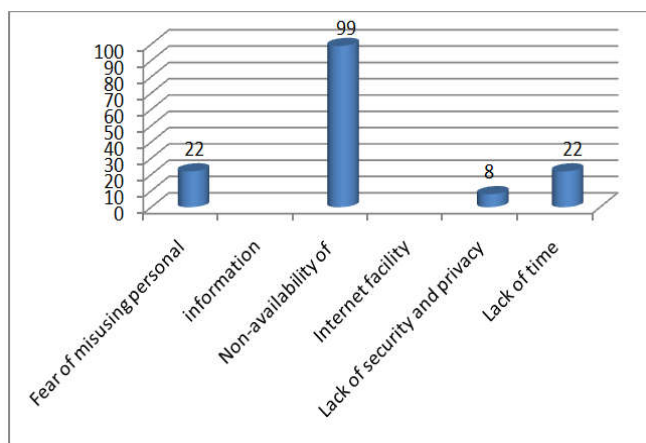
Graph. 6

Table 7. Opinions about social networking sites

Opinions	No. of respons	Percentage(%)
Useful for academic communication	85	48%
Helpful for easy communication	22	12%
Easy for communicating with many	15	8%
Easy for contacting old and new friends	22	12%



Graph. 7



Graph. 8

Table – 7 shows that (48%) of the users opined that social networking sites are Useful for academic communication. 12% of the users have the opinion that these sites helpful for easy communication and Easy for contacting old and new friends. Only 8% users have the opinion that it is easy for communicating with many.

Table 8. Problems of using social networking sites

Problems	No. of respons	Percentage
Fear of misusing personal information	22	12%
Non-availability of Internet facility	99	56%
Lack of security and privacy	8	4%
Lack of time	22	12%

Table- 8 shows that while using social networking sites, users face a lot of problems. Majority 56% of users indicated that non-availability of the full-fledged Internet facility prevent them from using social networking sites. 12% of users indicated that Fear of misusing personal information and Lack of time (12%),only 4% of users indicated that Lack of security and privacy.

Conclusion

The present research shows that social networking sites used by large number of users. Face book and Googl+ sites have a popular social networking sites among the students and faculties. These websites create new ways to keep in touch with family and friends and also find information. Social networking sites also create an interactive platform for academic communication and for contacting old and new friends. Majority of the Students are using social networking sites for less than one hour in a day, so they spend more times for study. The major problem for using social networking sites is that non-availability of the full-fledged Internet facility. This research makes an important contribution in understanding the rural college students and faculties use of social networking websites.

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