

# e-Library Science Research Journal

International Recognition

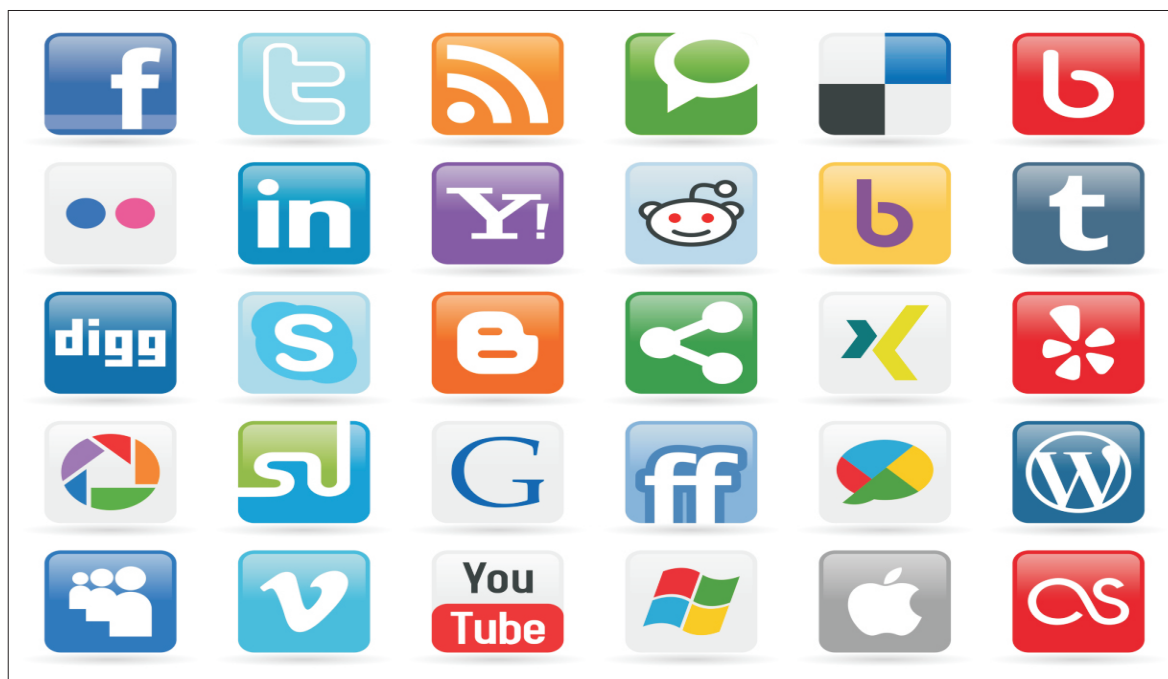
ISSN: 2319-8435

Impact Factor : 2.2030(UIF)

Volume - 4 | Issue - 5 | March - 2016



## USE PATTERN OF SOCIAL NETWORKING SITES AMONG THE FACULTY MEMBERS AND SCHOLARS OF UNIVERSITY OF MADRAS: A STUDY



**V. Sugandhi<sup>1</sup>, S. Ravi<sup>2</sup> and M. Manthiramoorthi<sup>3</sup>**

<sup>1</sup>Research Scholar, Department of Library and Information Science, Annamalai University.

<sup>2</sup>Professor & Head, Dept. of Library and Information Sci, DDE Wing, Annamalai University.

<sup>3</sup>Librarian and Information Asst., Gr.II, Anna Centenary Library, Chennai.

### ABSTRACT:

During the last ten years the growth of Social Networking Sites (SNSs) was tremendous and made an impact among the people especially on the youth. SNSs being used by the faculty members, students and scholars for their academic, research other activities. Even though a wide range of studies have been conducted in the respect to deal with the use pattern of SNSs among the faculty members and scholars in the Universities of Tamil Nadu and other States, this study also made an attempt to know the consumption pattern of social networking sites by the faculty members and scholars in the University of Madras. In this study, a well-framed questionnaires given to 600 faculty members and scholars from University of Madras including its three city campus. The received data was scientifically analysed and interpreted. The consumption pattern of SNS, hours spending per

week, gender differentiation in its usage, purpose of membership, their level of intimate relationships with online friends and much more interesting aspects have been dealt scientifically in this paper.

**KEYWORDS:** Social network sites, academic purpose, faculty members and scholars, Use pattern.

## **1. INTRODUCTION:**

In the digital era, the internet and mobile technology has become more indispensable part in everyday's life. The use of internet by the students, scholars, faculty, etc. has increased dramatically in this modern time. Similarly, the utilization of social networking sites through internet by the people particularly by the youth is significantly high. Social networking sites have rapidly increased popularity. The Social networking sites permit individuals to manage and represent their social networks online. As per the recent report of Statistica – a statistical portal, the world-wide active subscribers on social networking sites was 1.96 billion in 2015 and the number of subscribers is expected to reach 2.5 billion by 2018.

Social networks are becoming leading tools for education. In education, two aspects are predominant: the social networks considered as a tool used for the purpose of educational institutions, instructors, and students. The second aspect is the awful influence social network inflicts on students behaviors. The excessive use of social networking sites has extremely increased in recent times.

Different types of users are interested in SNSs for various purposes. Faculty members and scholars use SNSs frequently, which is why social networking has been recognized as an important resource for academic purposes. Keeping all these concerns, this paper made a study to explore the use pattern of social networking sites among the faculty members and scholars of University of Madras regarding their academic performance.

## **2. Social Networking and Social Networking Sites**

### **2.1 Social Networking**

Social networking is a composition of individuals or organization, which are attached with one or more individuals such as friend, neighborhood, small communities etc. In the professional field, particularly in the work environment, university and colleges, it is most vogueish online networking site among the individuals. Because of the easy access and availability of internet in the work places, the individuals gather and share their immediate experience and information among them.

### **2.2 Social Networking Sites**

A social networking site is a online portal, or web service, which allow to build a social relations among group of individuals. SNSs link the emotions, and other activities of real life condition among group. People use social networking sites for infinite activities, the most common uses are, establishing link with existing networks, making and developing friendships or contacts, creating an online existence for their users, viewing content/finding information, and so on. There are many social network sites are available. Facebook, Twiter, Orkut, My space, Linkedin, etc are most popular among them.

## **3. Definitions**

A social networking site is an aggregation of individuals connected together by a set of relations. Various authors have been defined the word social networking sites in several manners.

Boyd and Ellison's (2007) defined, social networking sites as “webbased services that allow

individuals to i. construct a public or semi-public profile within a bounded system, ii. articulate a list of other users with whom they share a connection and iii. view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site”.

According to Rogers (2009), Social media is information content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many) and is the democratization of information, transforming people from content readers into publishers.

#### **4. Review of Literature**

Many studies have been conducted on the use of social networking sites by the faculty and scholars in universities and colleges.

Jahan, Israt Ahmed and S.M. Zayed (2012) reported the results of perceptions of academic use of social networking sites by students of the University of Dhaka, Bangladesh. A survey questionnaire was designed and distributed to gather data for this study. The results indicate a positive attitude towards academic use of SNSs by the students.

Kindi and Alhashmi (2012), the motivating factors for students at colleges to use SNSs for educational intentions and to identify the most popular SNSs among students. The study found that the major reasons for regular use of SNSs were finding information and sharing news. The study also pointed that lack of experience as well as inadequate time and IT skills were effective factors of not using SNSs.

As per the study of Bagget and Williams (2012), social media used as tools for communication and education, and provides an opportunity for networking in any profession. With time constraints and demanding class schedules, social media helps students to multitask because they do not want to spend time creating multiple individual messages.

Ji-Hong Park (2010) explored the usage of SNSs by different university students. The required information was collected through a semi-structured and open-ended interviews conducted with undergraduates, graduates, and faculty members at Yonsei University in Seoul, South Korea. The collected data were analyzed according to the three groups (undergraduates, graduates, and faculty members) and within each group SNS user perception and use were examined across the three different user activity groups (active students, semi-active students, and non-active students). The analyses indicated that the three groups of students demonstrated distinct patterns of SNS use. Six factors that affected these different usage patterns were identified: desire for expression, peer influences, familiarity with information technologies, and sensitivity to privacy, nature of using the internet, and perception of the SNS.

#### **5. Objectives of the Study**

The study was carried out with the following important objectives

- To identify the use of social networking sites by the faculty members and research scholars;
- To know the purpose of using SNS.
- To identify the Faculty-Scholar relationship using SNSs in higher education era.
- To find out the importance and reasons for the use of SNS among the respondents.
- To study the awareness level of usage of different social networking sites.
- To study the impact of use of social networks in teaching and learning as well as an educational tool.

- To identify the problems and potential abuse while using SNS.

## 6. Research Methodology

The study was conducted to know the use pattern of Social Networking Sites among the Faculty Members and Scholars of University of Madras. In this study, the primary data was collected through a well-structured questionnaire. 720 questionnaires were randomly distributed to the faculty members and scholars of University of Madras, Chennai. 600 respondents were responded the questionnaires. The collected information was analysed and interpreted by using SPSS software package. The secondary data was organized from books, published research articles and websites.

## 7. Analysis and Interpretation

**Table1: Gender wise distribution of respondents**

S.No	Gender	No of Respondents	Percentage
1	Male	450	75
2	Female	150	25
	Total	600	100

The above table on gender wise distribution-access to social networking sites shows that among 600 responded, more than the half of responded 450 (75%) were male and rest of 150 (25) were female wise access to SNS.

**Table 2: Age wise distribution of respondents**

S.No	Age	No of Respondents	Percentage
1	20 -30	150	25.00
2	31-40	305	50.83
3	41-50	125	20.83
4	50 and above	20	3.33
	Total	600	100

The above table on age wise distribution depict that 50% of the respondents fall under the age group of 31-40, (305, 50.83%) and rest of the 50% of the respondents fall under the age group of 20-30 (150, 25.00%), 41-50, (125, 20.83%), and 50 and above, (20, 3.33%) respectively.

**Table 3: Category wise distribution of respondents**

S.No	Category	No of Respondents	Percentage
1	Research Scholars	450	75.00
2	Faculty Members	150	25.00
	Total	600	100

Table 3 indicates that 75% of the research scholars access the social networking sites for their academic activities. 25% of the faculty members do use SNSs, in the present scenario. Evidently, displayed statistics shows the large use of social networks by the research scholars to keep pace with widening horizons of higher learning.

**Table 4 : Department/Subject wise distribution of respondents**

S.No	Department/Subject	No of Respondents		Total No. of Respondents	Percentage
		Research Scholars	Faculty Members		
1	Arts	102	65	167	27.83
2	Science	168	52	220	36.67
3	Language	80	18	98	16.33
4	Medical Science	100	15	115	19.77
	Total	450	150	600	100

This table enlists the data collected from the sample survey conducted among 600 respondents pursuing different streams of study. A vast majority of science students have been found to use social networks sites. Next to science students, a student of arts comprises roughly 27.83% of the users. Students of philology and medicine comprises 19.77% and Language and Literature 16.33% respectively, among social network users.

**Table 5: Use of social Networks**

S.No	Option	No of Respondents	Percentage
1	Yes	600	100
2	No	-	-
	Total	600	100

The above table shows that most attractive and interesting part of this survey cited in the table brings out the fact that as of today all the 600 respondents access the social networking sites.

**Table 6 : Types of Social Networks**

S.No	Social Media	No. of Respondents	Percentage
1	Facebook	600	28.04
2	Hi5	250	11.68
3	Linkedin	105	4.91
4	Myspace	200	9.35
5	Google+	305	14.25
6	Twitter	540	25.23
7	Instagram	140	6.54
8	Others	-	-
	Total N=600	2140	100
600*1	125*2 35*3 50*4	61*5 90*6 20*7	

This table presents a detailed account on the various social networking sites available and among the various sites. All the 600 respondents are found using the face book. It has been observed that 600 respondents had observed using one SNS. 125 were observed using two SNS. 35 were using three SNS. 50 were using four SNS. 61 were using five SNS. 90 were using six SNS. 20 were using seven SNS. Hence, total responses were  $600*1+125*2+35*3+50*4+61*5+90*6+20*7=2140$ . The next most preferred network sites seem to be twitter attracting more than 25% of the respondents. This is followed by Google+, Hi5, MySpace, Instagram and LinkedIn respectively. Obviously, the preferred

choice of all the respondents boils down to the face book.

**Table 7: Time spent on using Social Networks per day**

S.No	Option	No. of Respondents	Percentage
1	Less than an hour	182	30.33
2	More than 1 hour	373	62.17
3	More than 3 hours	45	7.50
	Total	600	100

This table categorizes the respondents based on their time spent on SNS. Of the 600 people evaluated, a large chunk of users, roughly around 62.17% have been using the sites for more than an hour and 30.33% are found to use for less than an hour. The number of uses frequenting the site beyond 3 hours is as low as 7.50%.

**Table 8: Importance of Social networks**

S.No	Option	No. of Respondents	Percentage
1	Strongly Agree	85	14.17
2	Agree	215	35.83
3	Fair	152	25.33
4	Disagree	115	19.17
5	Strongly Disagree	33	5.50
	Total	600	100

Assessment analysis of the importance of SNS tabulated here seem to be evenly disposed, as only 35.83% of the users feel that SNS do play an important role. Around 25.33% argue that the impact of SNS is, of course fair but on the contrary 19.17% opine that it is not important. Persons who strongly argue for the importance of SNS constitute only 14.17% and those who disagree with a diametrically opposite view constitute around 5.50%.

**Table 9: Reasons for the use of Social Networks**

S.No	Option	No. of Respondents	Percentage
1	Study in touch with friends	181	30.17
2	Educational Discussion	109	18.17
3	Make New Friends	220	36.66
4	For Flirting	60	10.00
5	Others	30	5.00
	Total	600	100

The data provided brings to light that SNS serve as a platform for establishing new friendship among 36.66% of the users. 30.17% of the SNS visitors to study in touch with their friends.18.17% of the users do seem to share and enhance their academic exercise. Persons who flirt constitute only 10% and others with no desire goal form only 5%.

**Table 10 :Social Networks Technology for learning**

S.No	Option	No. of Respondents	Percentage
1	Agree	170	28.33
2	Fair	305	50.83
3	Disagree	125	20.84
	Total	600	100

The utility of SNS technology for learning as per the data enlisted mention a fair degree of support, among 50% of the person contacted. One fourth of them do agree that SNS technology is of

course being used in their learning process. A small percentage of users (20%) don't use this as a tool for learning.

**Table 11 :Faculty interacting with students through social networks**

S.No	Option	No. of Respondents	Percentage
1	Very Comfortable	23	15.33
2	Comfortable	37	24.67
3	Somewhat comfortable	78	52.00
4	Totally hesitant	12	8.00
	Total	150	100

Comfort level of the faculty is inter acting with the students through SNS is tabulated and data presented establishes the fact that 52% of the faculty is fairly comfortable. One forth is quite comfortable and around 15.33% are very comfortable SNS. Only above 8% of faculty are totally hesitant is establishing contact through SNS.

**Table 12: Social Networks save time in teaching and learning process**

S.No	Option	No. of Respondents	Percentage
1	Yes	10	6.67
2	No	140	93.33
	Total	150	100

The above table indicates that 93.33% of respondents said social networks save the time in the process of teaching and learning. Whereas, 6.67% of respondents said 'No' towards social networks save the time in the process of teaching and learning.

**Table13: Opinion about the use of Social Networks for Teaching and Research**

S.No	Option	No. of Respondents	Percentage
1	Virtual meeting with faculty members and Research scholars	65	10.83
2	Research, Teaching and Learning	173	28.83
3	Interpersonal Relationships	207	34.50
4	Promote Web read and write skills	102	17.00
5	E-portfolio for employment	50	8.33
6	Others	3	0.50
	Total	600	100

This table enlists the opinion about the use of SNS for Teaching and Research.28.93% of them using SNS for research, teaching and learning. 34.50% of them are using for interpersonal relationships and 17% of them are using SNS to promote web read and write skills. 10.83% among all are using SNS for virtual meeting with faculty members and research scholars and only few 8.33% of them use SNS for E-Portfolio for employment.

**Table 14: Potential abuse of Social Networks by students**

S.No	Option	No. of Respondents	Percentage
1	Yes	372	82.67
2	No	78	17.33
	Total	450	100

Shockingly the gathered information on the use of SNS by respondents outweighs its benefits. At 82.76% of the respondents says that SNS are being more abused than used.

### Major Findings of the study

- Among the 600 respondents (Faculty members and Research scholars) of the study total male 450 and female 150 are using SNS.
- The 50% of the respondents fall under the age group of 31-40. Only a handful hardly 4% seems to be using SNS under the age group of above 50.
- A vast majority of the research scholars nearly 75% access the social networking sites. Possibly and probably to muster more related information for their academic inputs. Interestingly it has been identified that nearly 25% of the faculty members do use SNS, in the present scenario.
- A vast majority of science students have been found to use social networks sites. Majority of using SNS by science students and least Language and Literature 15% respectively, among social network users.
- All the 600 respondents are found using the face book. The next most preferred network sites seem to be twitter followed by Google+, Hi5, MySpace, Instagram and LinkedIn respectively.
- Of the 600 people evaluated, a large chunk of users, roughly around 62% have been using the sites for more than an hour and beyond 3 hours is as low as 8%.
- Majority of SNS serve as a platform for establishing new friendship among 36% of the users. Very few Persons who flirt constitute only 10% and others with no desire goal form only 5%.
- Only 36% of the users feel that SNS do play an important role and those who disagree with a diametrically opposite view constitute around 5%.
- This study concluded that a fair degree of support, among 50% of the person contacted. A small percentage of users (20%) don't use this as a tool for learning.
- Finding of this study is majority 52% of the faculty is fairly comfortable. Only above 8% of faculty are totally hesitant is establishing contact through SNS.
- Finding of the study is, nearly 94% of them feel that SNS usage does not help save time in teaching/learning process.
- Conclude this study, 29% of them using SNS for Research, Teaching and Learning. 10% among all are using SNS for virtual meeting with faculty members and research scholars.
- It is concluded that 87% of the respondents says that SNS are being more abused than used.

### CONCLUSION

Social Networking websites like Face book, Twitter, My space and LinkedIn are becoming more and more popular and have become part of daily life for an increasing number of people. Because of their attractive features, young people are attracted to Social Networking sites. As per this study, that faculty and scholars are willing to use Social Networks as a communication tool for the benefits of academic uses.

### REFERENCES

1. Jahan, Israt Ahmed and S.M. Zabed (2012). Students' perceptions of academic use of social



networking sites: a survey of university students in Bangladesh. *Information Development* vol. 2 no. 3; pp235-247.

2. Kindi and Alhashmi (2012). Use of Social Networking Sites among Shinas College of Technology Students in Oman *Journal of Information and knowledge management*. Vol 11 No1.

3. Bagget, S.B., & Williams, M. (2012). Student Behaviors and Opinions Regarding the Use of Social Media, Mobile Technologies, and Library Research. *Virginia Libraries*, 58(1); pp. 19-22.

4. Ji-Hong Park, (2010) "Differences among university students and faculties in social networking site perception and use: Implications for academic library services", *The Electronic Library*, Vol. 28 Iss: 3, pp.417 - 431.

5. Qingya Wanget.al. (2011) .The effect Social Media on College Students. Retrieved 20th November, 2014, from Scholar sarchive.jwu.edu/.../view.

6. Tayseer, Mohamed.et.al. (2014). Social Network: Academic & Social Impact on College Students. Retrieved 20th November, 2014, from, asee-ne.org/.../students/20 papers/125.pdf.

7. Al-Sharqi L.,etal (2015). Perception of socail media impact on students social behaviour: a comparision between arts and science students, *International journal of education and social science*: Vol 2 ; No 4.pp122.

8. Dan, S. (2013). The hidden impact of social media. USA: Bigger Big Data Dan Sandler.

9. Elaheebocus, R. M. S. (2013). Impact of online social networking on Youth: Case study of Mauritius, Engineering Department University of Mauritius

10. Mahendra, ku Sahu (2013) Information Disseminating through using Social Networking Sites among Library professionals in the Engineering colleges of adisha: a survey, *International Journal of Digital Library Services*:Vol 3;No1.pp 45-95.

11. Eke, Helan N. et.al (2014). The use of Social networking sites among the undergraduate students of university of Nigeria, Nsukka. *Library Philosophy and Practice*. (e journal) Paper 1195.

12. Iorliam, Aamo; Ode, Egena (2014). The impact of Social Network usage on University students academic performance: A case study of Benue state University Makurdi, Nigeria. *The International Journal on Computer science and Engineering* : Vol 6 ; No7. pp1-5.

13. Manjunatha S. (2013). The usage of Social Networking Sites among the college students in India. *Internation Research journal of Social Sciences*: Vol 2; No 5. pp15-21.

14. Srivastava, Preeti(2012). "Educational Informatics: An Era in Education", paper presented at International Conference on the theme of "Technology Enhanced Education (ICTEE)": IEEE (International Conference) at Amrita Institute of Engineering, Kollam, Kerala, January 5-7.