



STUDENTS' USE AND ACCESS PATTERN OF SOCIAL NETWORKING SITES BY ALAGAPPA INSTITUTE OF MANAGEMENT, KARAIKUDI – A STUDY

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ABSTRACT

The purpose of the study is to find out the students use of social networking sites by Alagappa Institute of Management. The present era is adopted with facebook; twitter and whatsapp, a sample population of 150 students were targeted to complete questionnaire and 117 filled questionnaires received back for analysis. The respondent's percentage is 78%. The study revealed that 74 (63.24%) respondents were Female and 43 (36.76%) respondents were Male and majority of the students i.e 102 (87.17%) use Whatsapp, a good no of the students use facebook are 73 (82.9%), Youtube 88 (75.21%). The results found that the majority of the students while using social networking sites for academic related documents, pictures and related news to sharing our friends through the world.

KEYWORDS: Alagappa Institute of Management, internet, WWW, Social Networks, Facebook,



INTRODUCTION :

"... technology has not only mediated communication in count less ways, but ... the very ways we communicate and even the ways we talk and think about communication—are changing as a result."

The concept of Social Networking Sites (SNSs) is a not new phenomenon. The World Wide Web enables people to gain access to information, create content and disseminate ideas more efficiently. The emergence and popularity of online social networks in recent years has changed the Internet ecosystem leading to a more collaborative environment. Now days, hundreds of millions of Internet users participate in social networks, form communities, produce and consume media content in

revolutionary ways. There are very successful online Social Networks that account for more than 200 Million registered users. The term web 2.0 describe the changing trends in the use of World Wide Web (WWW) technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. A web 2.0 site may allow users to interact and collaborate with each other in a social media dialogue of user generated content in a virtual community, in contrast to websites where people are limited to the passive viewing of content. We are living in internet world; the internet has enabled and accelerated new forms of human interactions through instant messaging, internet

forums and social networking. Social network sites (SNSs) such as MySpace, Face book, Twitter, Whatsapp, LinkedIn, Blogger, Viber and Telegram have attracted millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. Social Networking Sites (SNS) are changing the ways in which people use and engage with the internet and with each other. Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries between their online and offline activities. Social networking services are also developing rapidly as technology changes with new mobile dimensions and features. Social networking services are also on the rise globally, and this change is also evident in increased India engagement with sites. Social Networks have undergone a dramatic growth in recent years. Such networks provide an

extremely suitable space to instantly share multimedia information between individuals and their neighbours in the social graph. Social networks provide a powerful reflection of the structure and dynamics of the society of the 21st century and the interaction of the Internet generation with both technology and other people.

According to Boyd and Ellison social network sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and 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 site².

Social Networking Services or sites can be broadly defined as internet- or mobile-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts.

ABOUT SOCIAL NETWORKING SITES

Social networking is a way for people to connect and share information with each other online. Millions of people worldwide regularly access these types of services from mobile devices, applications, and websites. According to statistics published by some of the most well-known social networking services, there are more than 500 million active users on Facebook¹, 175 million registered users on Twitter², more than 100 million users on MySpace³, and more than 80 million members on LinkedIn⁴.

Blog: A blog is a frequently updated online personal journal or diary. It is a place to express you to the world. A place to share your thoughts and your passions. Really, it's anything you want it to be. For our purposes we'll say that a blog is your own website that you are going to update on an on-going basis. Blog is a short form for the word weblog and the two words are used interchangeably.

Facebook: Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. This simple API has significant impact on the generated content in the Facebook platform considering the 500 million active Facebook users that surf the web and collect "Likes".

LinkedIn: LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. Currently have over 80 million members from 200 countries, representing 170 industries. According to Reid Hoffman, 27% of LinkedIn subscribers are recruiters.

MySpace: MySpace has provided a place for users to meet new friends and keep in touch with people across the world. Originally founded as a venue for aspiring musicians and bands to share music and concert dates, MySpace has grown into a complex site where users can create profiles, including photographs, blogs and music or movie preferences.

Twitter: Twitter is social messaging. With the ability to follow people and have followers, and the ability to have interacted with Twitter on your cell phone, Twitter has become the perfect social messaging tool. Twitter is a great tool for quickly communicating a message to a group of people. Twitter currently has approximately 175 million users and growing. After its extreme popularity and due to its flexibility and integration in several platforms (mobile phones, desktop apps, email alerts etc.)

Whatsapp: Whatsapp Messenger is a cross-platform instant messaging application that allows iPhone, BlackBerry, Android, Windows Phone and Nokia smartphone users to exchange text, image, video and audio messages for free. WhatsApp is especially popular with end users who do not have unlimited text messaging. In addition to basic messaging, WhatsApp provides group chat and location sharing options.

YouTube: YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube. Video files can be very large and are often too big to send to someone else by email.

REVIEW OF RELATED WORKS

Jeyshankar, et. al, (2016) conducted a study use of Social Networking Sites among the rural students community by taking a college in Tamil Nadu state of India. Convenience sampling was adopted and a semi-structured questionnaire was designed for this study. Majority of the respondents are female is more in count than the male respondents. Whether the respondents are aware of the social networking tools like Facebook, Twitter, and Blogger, etc, and also revealed that majority of the respondents (81.3%) access SNSs at cyber café, finally the study suggests that the SNSs are very helpful for implementing library services like reservation; renewal; and alert services, etc.

Manjunatha (2013) study reveals that the Indian college students the usage of Social Networking Sites (SNS) has significantly increased and it certainly has far reaching impacts on the academic and other activities of the students. The range of studies conducted to deal with the usage of SNS among college students is negligible in India. The majority of

current college students have had access to the Internet and computers for a large percentage of their lives. These digital natives see these technologies as a logical extension of traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact.

Jain and Sadriwala (2013) Social networking site (SNS) are online services, platform, or sites that focus on facilitating the building of social networks or social relations among people who, share interests, activities, backgrounds, or real-life connections. The main objective of the study was to study the importance of SNS for entertainment and excitement and to analyze the increased interest of the people in forming and maintaining new and old relationship through SNS. The study concluded that social networking sites could be entertaining and exiting and is dependent upon the age and not upon the other demographic factors selected.

Thanuskodi, S, (2013) found that internet were used by boys and girls to some extent. Both boys and girls had equal access to Internet but there was a difference in usage pattern. The access was similar in boys and girls because both had high exposure to the internet because of their educational experience. The boys and girls used internet in different ways at their home because girls were not given same freedom as given to boys by their parents. The researcher also noted that most of the male students (37%) used internet for less than two hours while most of the female students (31%) had less than two hours of access to the internet.

Chakravarty and Chopra (2013) Internet's rapid growth and broad penetration, along with affordable enabling Web 2.0 technologies, has not only democratized access to information but also catalyzed open access publishing which has contributed to the explosion of freely available digital information. The paper describes how the IIT and IIM Libraries provide access to their collection and user support for all that access using Web 2.0 technologies such as synchronous messaging and streaming media, blogs, wiki and social networking.

HusnaJabeen, et. al, (2012) conducted the study on use of facebook by fine arts college students of Mysore, using survey method adopted through distribution of questionnaires', the study shows that use of Facebook for learning purposes in their subjective field. It was found that 52% of the respondent responded that they use Facebook for learning more about classical music. Facebook have emerged as most popular social networking sites and has continued to grow in popularity. The most likely thing about social media sites are, it will connect with friends, family and loved ones very quickly and easily. Sunil Tyagi (2012) conducted a study to know the awareness regarding Web 2.0 tools like blogs, Wikipedia, RSS Feed, social networks, podcasting, and others (SNS, mashup). It is observed from the study that significant portion of the respondents have good knowledge about the Web 2.0. Web 2.0 provided innovative and interesting resources for librarians to serve their users as quickly and effectively as possible with new ways.

Tham (2011) in his study examined the usage and implications of social networking sites among college students. The study found that as the age of the respondents increases the time spent of SNS decreases. Interesting result of the study was, it has found that female college students spent more time using SNS compared their male counterparts.

Mohamed Haneefa and Sumitha (2011) found that a majority of the students were aware of social networking sites and use these sites for friendly communication. Orkut was the most popular and used social networking site than Facebook and MySpace. 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.

Park (2010) studied the use of social networking sites by undergraduates, graduates, and faculty members at Yonsei University in Seoul, South Korea. The analysis indicated that the three groups of users demonstrated distinct patterns of use of social networking sites. Although the undergraduates used the profile service more than the community service, graduates used the community service more than the profile service. Most of the faculty members were not active users.

Baker and Oswald (2010) Data has shown that individuals who used Facebook for communication had better quality friendships. Using social media sites helped improve the quality of relationships between users. Some reasons for improving quality of relationships through using Facebook included: it was easier to get to know others better without having face-to-face conversation, users felt more comfortable, and users spent more time communicating over the computer so they gained more social support.

Quan-Haase and Young (2010) Social media fulfils different communication needs for different users. Interactions via the computer facilitate communication by allowing users to keep in touch with family and friends in a convenient way, to learn about social events, and to find out about activities of other users. The gratification received from this social information helped users feel that they were a part of a peer network of knowing what was going on about events and activities.

Keenan and Shiri (2009) conducted an exploratory study on how social networking sites encourage sociability. Four social networking sites (Facebook, MySpace, LinkedIn and Twitter) were examined from a users' perspective. They found that the social networking sites use a number of different approaches to encourage sociability amongst their users. While

facebook promotes privacy representing 'real world' networks in a Web environment, while MySpace promotes publicity and representing both real world and virtual networks in a Web environment. LinkedIn and Twitter focus on more specific aspects of community and technology, respectively.

Read (2006) Social networking sites first emerged for Internet users to find long-lost friends and classmates, link with each other and share profiles. An increasing number of individuals have become members of one or more social networking sites leading to soaring membership numbers, largely because these sites are free and easy to use. Lately, these social networking sites have gained a foothold among companies, organizations, and even politicians who want to reach out to their target populations.

OBJECTIVES OF THE STUDY

- 1.To know awareness of social networking sites by the students of Alagappa Institute of Management, Karaikudi.
- 2.To know of usage of social networking sites by the students.
- 3.To know purpose of using social networking sites.
- 4.To know the specific use of social networking sites and specialized academic purposes.

METHODOLOGY

The study was carried out in order to necessary information regarding the access and use pattern of social networking sites by the students at Alagappa institute of management, karaikudi. A sample population of 150 students were targeted to complete questionnaire for analysis. The investigator has distributed 150 questionnaires among the students and 117 filled questionnaires received back. The respondent's percentage is 78%.

ABOUT ALAGAPPA INSTITUTE OF MANAGEMENT

Alagappa University Reaccredited with 'A' Grade by National Assessment and Accreditation Council (NAAC) is located at Karaikudi in Tamil Nadu is accessible from Madurai and Tirichirappalli Airports within two hours. The 440 acre green and lush campus houses all the academic activities. This University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr. RM. Alagappa Chettiar. Alagappa University was brought into existence by a Special Act of the Government of Tamil Nadu in May 1985 with the objective of fostering research, development and dissemination of knowledge in various branches of learning. Alagappa University is recognized by the University Grants Commission (UGC) of India. The University has 18 Departments, 5 Centres and 2 Constituent Colleges on its campus. 28 Affiliated Colleges located in the districts of Sivaganga and Ramanathapuram are part of the University.

In the year 1993, aiming at contribution for the nation's economic boom through high quality business education, research and training that are relevant and useful to industry, government and other development organisation, Alagappa Institute of Management (AIM) was established. AIM has received approval from All India Council for Technical Education (AICTE), the UGC, and Tamil Nadu Government for its MBA programme. The institute has been ranked one among the top 100 business schools in India through various surveys conducted by business magazines, from time to time. AIM encourages its students to build up a great sense of solidarity tied with vital skills and talents through the curriculum and innovative pedagogy it has adopted.

DATA ANALYSIS AND INTERPRETATION

Table1: Gender wise distribution (N=117)

S.No	Gender	Respondents	%age
1	Female	74	63.24
2	Male	43	36.76
Total		117	100

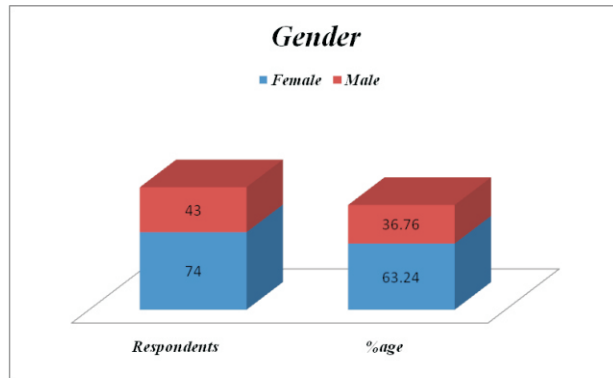


Table and Figure 1 show the gender wise respondents among the students of Alagappa institute of management. Out of 117 students were responded. Among them 74 (63.24%) respondents were Female and 43 (36.76%) respondents were Male.

Table: 2 Frequency of using Social Networking Sites (N=117)

S.No	Frequency	Respondents	%age
1	Daily	78	66.66
2	Twice in a week	18	15.38
3	weekly once	12	10.25
4	occasionally	9	7.69
Total		117	100

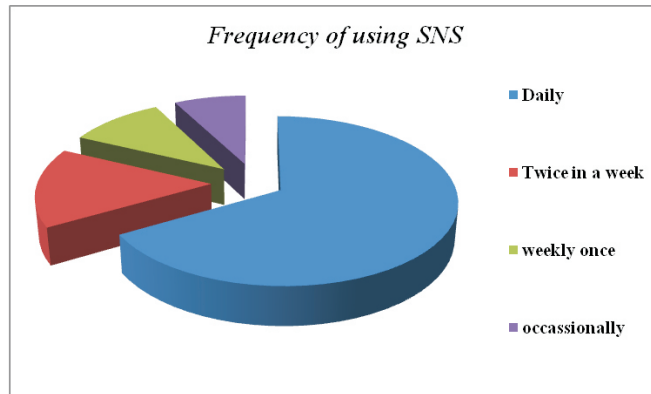
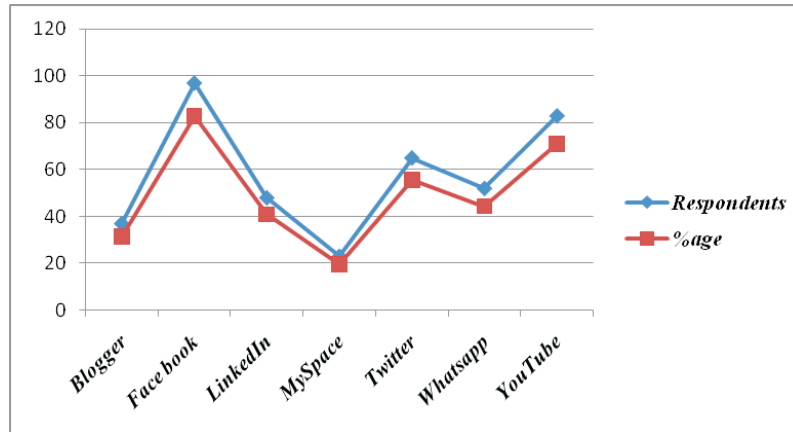


Table and Figure 2 shows that a good number 78 (66.66%) of the students visited social networking sites daily. A few students 18 (15.38%) visited twice in week, 12 (10.25%) weekly once and 9 (7.69%) occasionally.

Table 3: Awareness among students about Social Networking Sites (Multiple)

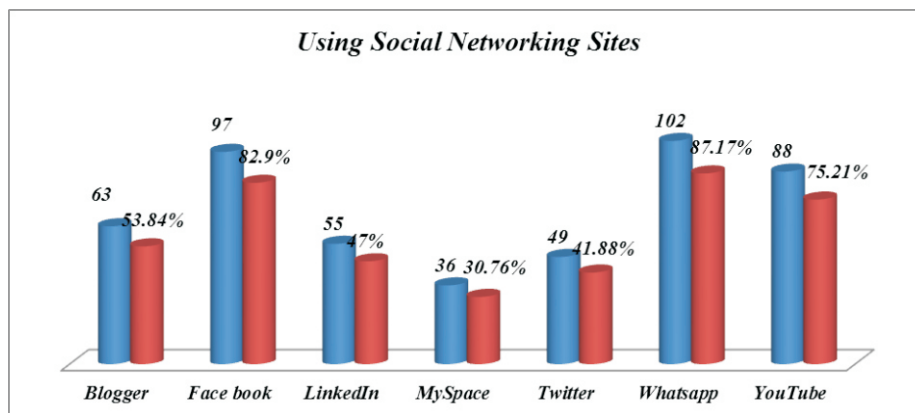
S.No	Social Networking Sites	Respondents	%age
1	Blogger	37	31.62
2	Face book	97	82.9
3	LinkedIn	48	41.02
4	MySpace	23	19.65
5	Twitter	65	55.55
6	Whatsapp	52	44.44
7	YouTube	83	70.94



It was found that from the Table and Figure 3 that among the students 97 (82.9%) respondents aware face book. Those students who were aware of YouTube are 83 (70.94%) responding. Followed by Twitter 65 (55.55%), Whatsapp 52 (44.44%), Linked in 48 (41.02%), blogger 37 (31.62%) and less than 23 (19.65%) MySpace.

Table 4: Using of Social Networking Sites (Multiple)

S.No	Using of SNS	Respondents	%age
1	Blogger	63	53.84
2	Face book	97	82.9
3	LinkedIn	55	47
4	MySpace	36	30.76
5	Twitter	49	41.88
6	Whatsapp	102	87.17
7	YouTube	88	75.21



It was found that the Table and Figure 4 majority of the students i.e 102 (87.17%) use Whatsapp, a good no of the students use facebook are 97 (82.9%), Youtube 88 (75.21%) and Blogger 63 (53.84%). Comparitively less no of students use LinkedIn 55 (47%) followed by Twitter 49 (41.88%) and Myspace 36 (30.76%).

Table 5: General & Academic Purpose of Using SNS (Multiple)

S.No	Purpose of using SNS	Respondents	%age
1	To interact with friends	72	62.39
2	To find useful information	58	49.57
3	Professional activities	47	40.17
4	Exchange photos, videos, etc,	103	88.03
5	To meet new people	66	56.41
6	Uploading photos	97	82.9
7	Academic communication	109	93.16
8	To discuss new ideas	93	79.49
9	To publish writings	81	69.23
10	To discuss social and economic events	74	63.25

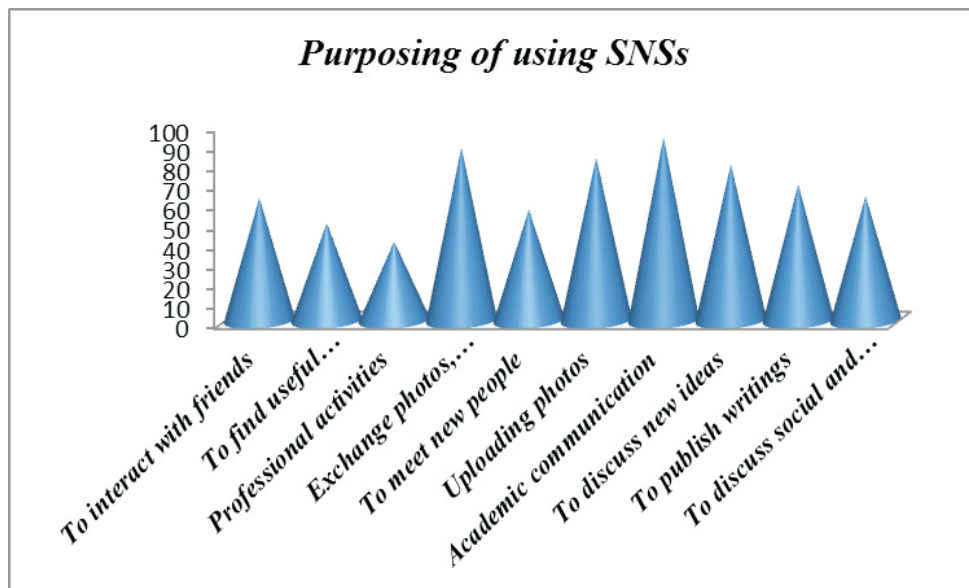
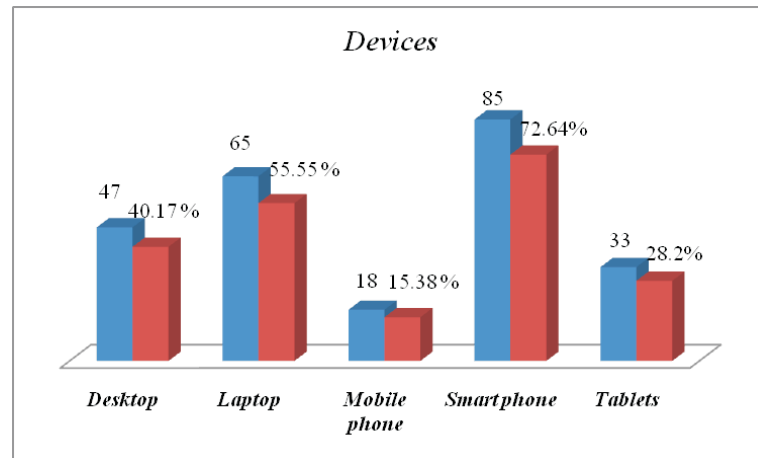


Table and Figure 5 shows that majority of the students 103(88.03%) use Social networking sites to Exchange photos and videos, etc., and 97 (82.90%) use these sites to uploading photos. Thereare 73 (62.39%) students to interact with friends. 66 (56.41%) of the students to meet new people, and 58 (49.57%) students to find out to share useful information, there are 47 (40.17%) students to use professional activities and most of the respondents are using SNSs for the purpose of academic communication 109 (93.16%) follows to Discuss new ideas, publish writing and discuss social and economic events.

Table 6: User access Devices (Multiple)

S.No	Devices	Respondents	%age
1	Desktop	47	40.17
2	Laptop	65	55.55
3	Mobile phone	18	15.38
4	Smart phone	85	72.64
5	Tablets	33	28.2



It was found that the Table and Figure 6 shows 85 (72.64%) of students use smart phones, 65 (55.55%) use laptops, there are 47 (40.17%) use desktop, 33 (28.20%) were use tablets and less than 18 (15.38%) were using mobile phones.

Table 7: Place of Accessing SNS by students

S.No	Place of Access	Respondents	%age
1	Home	35	29.91
2	Cyber café	28	23.93
3	College	43	36.75
4	hostel	11	9.4
Total		117	100

Table shows that the majority of the Social Networking Sites are accessing while in college campus 43 (36.75%) followed by 35 (29.91%) of the respondents are accessing in Home and 28 (23.93%) of the respondents were accessing cyber cafe, 11 (9.4%) below of the respondents were accessing while hostel.

CONCLUSION

A social networking site (SNSs) is new technology offering new options for sharing information and knowledge. In our experience we found that this users feedbacks and it was found that study the users are very well knowledge about Blogger, Facebook, LinkedIn, MySpace, Twitter, Whatsapp and YouTube. The study dealt with the access and use pattern of social networking sites by the students of Alagappa Institute of Management, Karaikudi. The results found that the majority of the students while using social networking sites for academic related documents, pictures and related news to sharing our friends through the world. So institutions can provide academic information through the social networking sites to students at anytime and anywhere of 24*7 services. Now a days all information's' can easily access to our hand.

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