

USERS' ATTITUDE AND PERCEPTIONS TOWARDS SOCIAL NETWORKING SITES

¹A. A. Sattikar, ²Dr. R. V. Kulkarni

¹Assistant Professor, ²Professor & Head

¹Department of Computer Application

¹V. P. Institute of Management Studies & Research, Sangli, Maharashtra, India

Abstract : With the invent of social media, Web 2.0 has accelerated the content publishing by allowing individuals and organizations to easily publish information and share it online. It has facilitated information to act as source for people to get connected across the network. More importantly, Web 2.0 has provided multiple services that enabled users to publish content on the internet without having any technical knowledge. Web 2.0 technology is referred as a collection of dynamically created contents those have been linked through social networking websites such as Facebook and MySpace, exactly opposite to Web 1.0 where collection of static HTML pages created and published on internet with certain degree of technical knowledge. By allowing people to create their personal profiles, Web 2.0 has given users the online experience of participating in an own space of friends and contacts rather than from consuming and contributing content. Online interactions between users are published as a dynamic content on social networking web sites rather than technically created contents on web.

Keywords— *Social Networking, E-mail, Awareness.*

I. INTRODUCTION

The phenomenon of online social networking has evolved to include more than the users looking to expand their network of online friends. People of all ages and backgrounds have discovered that they can enrich their lives through the contacts they make on a social networking website. Social networking services can be categorized as instant messaging tools accessed through mobile applications or online communication between users to share information through centrally managed network over Internet such as Facebook. The success of social networking web sites depend upon the different features provided by them and opportunities available to the users for effective communication. Social networking web sites provide different techniques for their users to communicate with their friends and family members.

Social Networking Sites can be identified as a platform based on their techniques provided for communication between their users through groups and communities. The majority of social networking sites not only allow users to create profiles and friends list but provides different tools and technologies which have helped them to change earlier communication tools. For example, social networking sites used for video sharing allow their users to view videos and also facility to give their comments including ratings for those videos also they can view comments left by friends on videos they share. Most Social Networking Sites also provide wide range of other services developed by them directly or developed by third-party through their applications. These applications can access the information of users and their friends on social networking sites. Services commonly provided by Social Networking Sites range from joining interest-based groups, organizing events, accessing information sources, sharing photos and videos, playing games with their friends.

II. ATTITUDE AND PERCEPTION TOWARDS SOCIAL NETWORKING

Almost all social networking sites provide some common services but still they differ in procedure by which users' profile is made visible and accessed. After getting membership of social networking site, users are required to identify others to whom they know on the same social network. Apart from services like profiles, Friends, comments, and private messaging, social networking sites can be recommended based on their unique features including user registered with them. The recent studies highlighted that excess use of internet technologies like social networking sites can significantly affect health of children and youngsters causing problems like psychological disorders where users are facing problems such as anxiety and depression. With the above background in the mind, the study is carried out to investigate user's attitude and perception towards Social networking web sites.

The study was conducted by means of a survey of social networking users in Kolhapur and Sangli district. The sample size of 500 respondents was drawn from the users of social networking sites from the selected cities and towns of Kolhapur and Sangli districts .

III. RESEARCH METHODOLOGY

3.1 Population and Sample

The study was conducted by means of a survey of social networking users in Kolhapur and Sangli district. The sample size of 500 respondents was drawn from the users of social networking sites from the selected cities and towns of Kolhapur and Sangli districts.

Table 1 Total Sample Profile

Total Sample Profile		Male	Female	Total	
Student	UG Student	120	88	208	250
	PG Student	24	18	42	
Non-Student	Businessman/Self-employed	9	4	13	250
	Employee	97	61	158	
	House Wife	0	79	79	
Total		250	250	N=500	

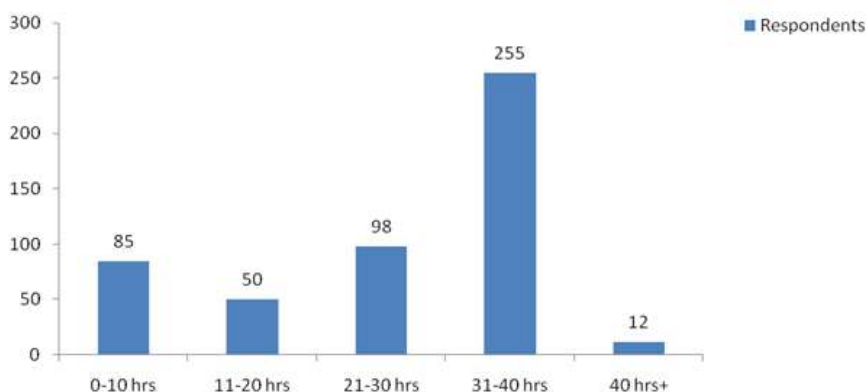
3.2 Data and Sources of Data

The primary data necessary for the study has been collected through questionnaire method. The questionnaire was based on a combination of closed-ended, dichotomous and multichotomous questions, with single and multiple responses.

IV. RESULTS AND DISCUSSION

Table 1 Details of time spending on Social Networking Site

Sr.	Particulars	Respondents	Percentage
1	0-10 hrs	85	17
2	11-20 hrs	50	10
3	21-30 hrs	98	20
4	31-40 hrs	255	51
5	40 hrs+	12	2
Total		500	100

Fig. 1 Details of time spending on Social Networking Site

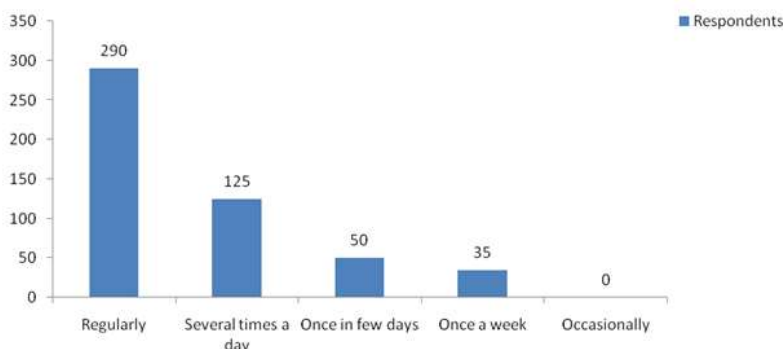
Though 58% of those surveyed are regular users of social media, 92% of them i.e. 51% of respondents are spending average time of 35 hrs per week as compared to remaining users where 17% are spending 5 hrs, 10% are spending 15 hrs and 20% are spending 25 hrs per week while only 2% respondents are spending more than 40 hrs online. Multiplying the average time spent by the average number of usage occasions shows that the users spend more than twenty six and a half hours per week on the platform.

Table 2 Frequency of log in on Social Networking Site

Sr.	Particulars	Respondents	Percentage
1	Regularly	290	58
2	Several times a day	125	25
3	Once in few days	50	10
4	Once a week	35	7

5	Occasionally	0	0
Total		500	100

Fig. 2 Frequency of log in on Social Networking Site

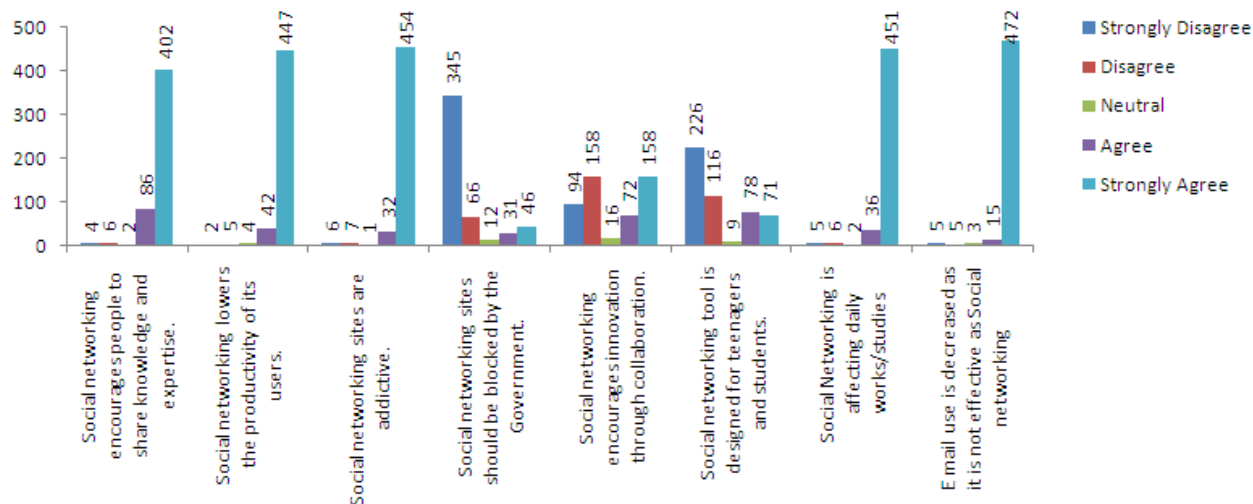


More than half of respondents (58%) surveyed consider themselves heavy users who access the social media regularly while quarter of respondents (25%) said that they have been accessing the social media several times a day and or more, out of remaining (10%) are accessing once in few days while housewives(7%) accessing their social media only for once in week. Frequency of social media usage has continued to increase where maximum users claimed for using social media sites regularly. However, frequency remains directly correlated with age.

Table 3 Ratings for the attitude and perceptions towards Social Networking Sites

Sr.	Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
		1	2	3	4	5	
1	Social networking encourages people to share knowledge and expertise.	4	6	2	86	402	500
2	Social networking lowers the productivity of its users.	2	5	4	42	447	500
3	Social networking sites are addictive.	6	7	1	32	454	500
4	Social networking sites should be blocked by the Government.	345	66	12	31	46	500
5	Social networking encourages innovation through collaboration.	94	158	16	72	158	500
6	Social networking tool is designed for teenagers and students.	226	116	9	78	71	500
7	Social Networking is affecting daily works/studies	5	6	2	36	451	500
8	E mail use is decreased as it is not effective as Social networking	5	5	3	15	472	500

Fig 3. Ratings for the attitude and perceptions towards Social Networking Sites



Though 80% of those surveyed said that social networking encourages people to share knowledge and expertise, 91% have said that social networking sites are addictive. While 89% of respondents claim to understand the impact that social media can have on their productivity, daily works/studies, only 32% of them monitor social media to encourage innovation in their activities. 94% of respondents, who have applied the performance metrics for social media to measure its effectiveness, agreed that email use is decreased as it is not effective as Social networking however still 14% of them highly believed that social networking tool is designed for teenagers and students. However respondents (9%), who thought that social networking sites were required to be governed by law, indicated that social networking sites should be blocked by the Government.

H₀: Usage of Social Networking web sites and email are independent.

H₁: Social Networking has decreased email use.

Test Used: Kolmogorov-Smirnov Test

Kolmogorov-Smirnov test is a test of goodness of fit for the univariate case when the scale of measurement is ordinal. It is similar to the chi-square test of goodness of fit in the sense it also examines whether the observed frequencies are in accordance with the expected frequencies under a well defined null hypothesis. Of course the chi-square test involves nominal measurement. Kolmogorov-Smirnov test is more powerful than the chi-square test when ordinal data are encountered in any decision problem.

Table 4 Opinion for decrease in e-mail use.

Sr.	Particulars	Respondents
1	Strongly Disagree	5
2	Disagree	5
3	Neutral	3
4	Agree	15
5	Strongly Agree	472
	Total	500

Table 5 Basic Calculations for the Hypothesis 1

Particulars	Observed Frequency	Observed Proportion	Observed Cumulative Proportion Sn(X)	Expected Proportion	Expected Cumulative Proportion Fo(X)	Fo(X)-Sn(X)
Strongly Disagree	5	0.0100	0.0100	0.2000	0.2000	0.1900
Disagree	5	0.0100	0.0200	0.2000	0.4000	0.3800
Neutral	3	0.0060	0.0260	0.2000	0.6000	0.5740
Agree	15	0.0300	0.0560	0.2000	0.8000	0.7440
Strongly Agree	472	0.9440	1.0000	0.2000	1.0000	0

Computed D = Max |Fo(X)-Sn(X)| = 0.7440. The critical D value for a level of significance of 5% is given by

$\frac{1.36}{\sqrt{n}}$	Substituting for n in the left side expression, you get D = 0.0608 . Since the calculated D (0.7440) exceeds the critical D (0.0608), reject the null hypothesis at 5% level. The conclusion is that usage of Social networking web sites and email are dependent. It is found that Social Networking web sites has decreased the usage of e-mail.
-------------------------	--

IV. ACKNOWLEDGMENT

The study aim is to find out what the main reasons for use of a social networking site were and the results came back to show that maintaining friendships was the main reason followed by meeting new people, i.e. networking. The penetration of social media has not really changed in the past years, where maximum Internet users having a social media profile. What this study has highlighted is that the majority of people use social networking sites for maintaining friendships, networking etc. and that there isn't really any significant change in usage across the two genders. By conducting further analysis on a larger scale, the results are to be of a better quality and would allow for comparisons on a much wider platform allowing for better research to take place. The hypothesis resulted that using social networking sites is a cheaper way to communicate than using e-mail.

REFERENCES

- [1] Christian Fuchs, Social Networking Sites and Complex Technology Assessment, International Journal of E-Politics, 1(3), 19-38, July-September 2010 19-38
- [2] Ellen S. Hoffman: Evaluating Social Networking Tools for Distance Learning. TCC 2009 Proceedings (2009), <http://www.etc.hawaii.edu/proceedings/2009/hoffman.pdf>
- [3] Greenhow, C., Robelia, E., & Hughes, J. (2009) Web 2.0 and educational research: What path do we take now? Educational Researcher, 38 (4).
- [4] Pete Cranston and Tim Davies, A Review of Social Networking Today, Tomorrow and Beyond - An Analysis of the Challenges for AIDS Communicators, Published by: Communication for Social Change Cons
- [5] McHugh, John, 2001. "Intrusion and Intrusion Detection." Technical Report. CERT Coordination Center, Software Engineering Institute, Carnegie Mellon University.
- [6] Michaela. Stelzner, SOCIAL MEDIA MARKETING INDUSTRY REPORT, How Marketers Are Using Social Media to Grow Their Businesses APR I L 2012
- [7] Olsen, T., Mahler, T., Seddon, C., Cooper, V., Williams, S., Valdes, M., et al. (2005). Privacy in Relation to Networked Organisations and Identity Management: Legal-IST
- [8] Whitley, Darrell. 1994. "A Genetic Algorithm Tutorial." Statistics and Computing 4: 65-85.